MYSTERY EXPLOSIONS AT THE POLE!
Boundless Thrills in the Frozen North

COLUMBIA PICTURES presents

RED SNOW

starring
GUZ MADISON with Ray Mala, Carole Mathews, Gloria Saunders, Robert Peyton

Screen Play by TOM HUBBARD
and ORVILLE H. HAMPTON
Produced by BORIS L. PETROFF
Directed by BORIS L. PETROFF and HARRY S. FRANKLIN

INTRIGUE! ROMANCE! SUSPENSE! ACTION! ADVENTURE! SPECTACLE!

YOU HAVE 'EM ALL IN 'RED SNOW!'

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Mystery Bombs at Pole Depicted in 'Red Snow'

(General Advance)

Columbia Pictures' "Red Snow," starring Guy Madison and featuring Ray Mala, Carole Mathews, Gloria Sauders and Robert Peyton, opens at the . . . Theatre. An arctic drama of the Alaskan Air Command's fliers and Eskimo scouts who seek the key to mysterious polar explosions, "Red Snow" presents Madison as a flight lieutenant sent on a desperate mission through Alaskan air. "Red Snow" starts with the army's discovery of strange lights in the Northern sky. An Eskimo scout is sent on secret orders to his Alaskan tribe, habitants of the island in the center of the mysterious polar activity. Meanwhile, the army fliers undertake daily missions through arctic airways, seeking clues to the continuing polar explosions. Keeping check on his Eskimo friends below, Madison learns that they must evacuate their island in search of a steamer food supply, and they fly with後の than they are looking for, as they trek with dogs, sleds, and boats across the crumbling ice. The possibility of enemy invasion, a fear created by the polar mysteries, is heightened when an enemy plane crashes near the flying Eskimos. Through the courageous actions of Madison and others of the Alaskan Air Command, Mala and his tribe are finally rescued. At the same time, the polar mystery is solved when Eskimos come from the crashed plane the secret of its deadly cargo. Madison is said to be excellent as the flight lieutenant and Ray Mala, an Eskimo actor, is at home in his role. Carole Mathews plays the army nurse who cares for Mala's frost-bitten feet and yearning heart. Gloria Saunders portrays the Eskimo girl who shares Mala's arctic adventures. "Red Snow" was written for the screen by Tom Hubbard and Orville H. Hampton, produced by Boris L. Petroff and directed by Petroff and Harry S. Franklin.

Blasts Shake Polar Frontier 'In Red Snow Arctic Drama'

(Review)

"Red Snow," Columbia's new adventure drama at the . . . Theatre, Ray Mala is featured as an Eskimo scout in the U.S. Army.

Starlight Eskimos

See Painted Snow

Pink snow perplexed many an Alaskan Eskimo in Columbia Pictures' "Red Snow," starring Guy Madison, at the . . . Theatre. In filming "Red Snow," producer Boris L. Petroff had his Alaskan locations sprayied with red paint from an air machine, tinting snow and igloos with a beautiful rose-colored hue, to the alarm and amusement of the native cast. The snow-coloring was necessary to prevent strong sun reflection, dangerous to photography.

"Red Snow" Drama Of Polar Frontier

Columbia Pictures' "Red Snow," starring Guy Madison and featuring Ray Mala, Carole Mathews, Gloria Sauders and Robert Peyton, opens . . . at the . . . Theatre. This arctic drama, which centers around mysterious explosions beyond our northern frontier, was three years in the making. Written for the screen by Tom Hubbard and Orville H. Hampton, the film was produced by Boris L. Petroff, directed by Petroff and Harry S. Franklin.

"Red Snow" Returns to Alaska

Guy Madison Stars As Arctic Airman

Ray Mala, featured in Columbia Pictures' "Red Snow," an arctic drama of mysterious explosions beyond our polar frontier, at the . . . Theatre, literally was born for his new part. Mala's birthplace was the Land of the Midnight Sun, in the very region depicted in the film. Mala spent most of his youth hunting and fishing, ranging widely throughout the North American arctic, and gaining the toughness of body and wisdom of the wild which proved invaluable assets for his role in "Red Snow." As Koovuk, the courageous arctic Eskimo scout, Mala is sent on a dangerous mission to uncover the secret behind the mysterious arctic explosions. "Red Snow" returned Mala to his native Alaska where he enjoys hunting polar game.

Her 'Eyes' Have It!

Leading fashion photographers agree that Gloria Saunders, featured in support of Guy Madison in Columbia Pictures' "Red Snow," at the . . . Theatre, has the most photogenic eyes they've ever seen on any actress. Combined with high cheek bones and softly chiseled features, Miss Sauders has the type of face that photographs well from any angle. She has modeled highly-styled fashions as a prominent socialite, can make a quick change to the cafe society look, or add a touch of make-up and appear as a lovely Eskimo, as she does in "Red Snow."

'Red Snow' Rough Go

Filming "Red Snow," the new Columbia picture set in arctic Alaska, proved to be a job full of headaches and narrow escapes. Now at the . . . Theatre with Guy Madison starred, "Red Snow" was three years in the making, requiring several hundred thousand feet of background "shots" that include the vast barren ice-fields, blinding snowstorms, Eskimo customs, a walrus hunt, and a polar bear attack.

"Red Snow" Heroine Jills-of-All-Trades

Carole Mathews, featured opposite star Guy Madison in Columbia Pictures' "Red Snow," at the . . . Theatre, was the first woman disc-jockey to radio. After twenty-six weeks with her own program over WGN in Chicago, Miss Mathews tried Hollywood, and clicked. Her career as a dancer, violinist, TV star, and motion picture actress has taken her all over the world, and into every state in the country. But it was in Hollywood that the versatile Miss Mathews established something of a record by making ten films in ten months.

Guy Madison is starred in "Red Snow." Featured are Ray Mala, Miss Mathews, Gloria Sauders, and Robert Peyton. "Red Snow" was written for the screen by Tom Hubbard and Orville H. Hampton, produced by Boris L. Petroff, directed by Petroff and Harry S. Franklin.
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with Ray Mala · Carole Mathews · Gloria Saunders · Robert Peyton

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363-Line Ad Mat No. 303—3 Cols, x 121 Lines
IMPORTANT!

Be sure to see 495-Line Ad Mat No. 501 (5Cols.x 99 Lines) shown on the front cover of this pressbook.
CAST

Lieut. Johnson  ... Guy Madison
Sgt. Koovuk  ... Ray Mala
Lieut. Jane  ... Carole Mathews
Alak  ... Gloria Saunders
Major Bennett  ... Robert Peyton
Alex  ... John Bryant
Elia  ... Richard Vath
Taglu  ... Philip Ahn
Cpl. Savick  ... Tony Benroy
Capt. Maclofin  ... Gordon Barnes
Commisar Yolgan  ... John Bleifer
Major Duboff  ... Gene Roth
Ruth  ... Muriel Maddox
Chief Nana  ... Robert Rice
Sgt. Koops  ... Renny McEvoy
Riggs  ... Bert Arnold
Stone  ... Richard Emory
Long  ... Richard Pinner
Major Slavin  ... George Pembroke
General  ... Robert Carson
Kressnich  ... William Fletcher
Russian Officer  ... Richard Barron

CREDITS

Written for the Screen by Tom Hubbard and Orville H. Hampton; Directed by Boris L. Petroff and Harry S. Franklin; Assistant Director, Leonard J. Shapiro; Director of Photography, Paul Ivano, A.S.C.; Art Director, Daniel Hall; Film Editor, Merrill White, A.C.E.; Associate Editor, Albert Shaff; Sound Editor, Bruce Schoengarth; Technical Director, Bernard Stanley; Sound, Earl J. Snyder; Make-up by Harry Thomas; Dialogue Director, Lawrence Moore; Associate Producer, G. William Perkins; Produced by Boris L. Petroff. A Columbia Picture.

STORY

(Not for Publication)

Sgt. Koovuk (Ray Mala) of the Alaskan Air Command, sent to investigate mysterious lights emanating from an island inhabited by his Eskimo tribe, takes time out from his mission to marry Alak (Gloria Saunders). The mysterious lights continue, and the Eskimos start a desperate trek to safety. Lt. Johnson (Guy Madison) flying the Arctic air-planes in a further attempt to solve the strange light phenomenon, spots Koovuk and his people adrift on treacherous ice-floes. While he is effecting a rescue, an enemy plane crashes into the ice, and is destroyed in a mysterious explosion. However, Koovuk is able to learn the secret of its deadly cargo. He is promoted and Lt. Johnson returns to Lt. Jane (Carole Mathews), army nurse.

OFFICIAL BILLING

COLUMBIA PICTURES  25%

presents

RED SNOW  100%

starring

GUY MADISON  50%

with

Ray Mala  ... Carole Mathews
Gloria Saunders  ... Robert Peyton

Screen Play by TOM HUBBARD and ORVILLE H. HAMPTON  15%
Produced by BORIS L. PETROFF  15%
Directed by BORIS L. PETROFF and HARRY S. FRANKLIN  15%
‘RED SNOW’ OUT FRONT MAKES REAL STOPPER!

A surefire attention-getter, shown at right, can be the out-front display illustrated here, using ordinary dry ice onto which has been spilled some red ink or other red-tinted liquid. Accompanying poster should be red-lettered, and stills might be added for additional effectiveness. Dry ice, appropriately tinted, is placed in large fishbowl. The clouds of vapor rising from the “red snow” are certain to stop and hold passers-by, and can make an invaluable word-of-mouth item. Plant displays of this kind in store windows, with posters giving full credits.

RED SNOW SUNDAY

Ask your local ice cream parlors to feature a special Red Snow Sundae, made with strawberry ice and other ingredients. Provide them with colorful posters which can read: “For a Special Treat, Try Our Red Snow Sundae! For a Special Picture, See ‘Red Snow’ at the State Theatre Friday!”

‘SEE’ BOARD

Use a “See” Board in your lobby or on front to highlight the startling adventure and arctic savagery of “Red Snow.” Include the following stills and copy:

SEE!! Mystery explosions on our polar frontier! (Still No. 74)
SEE!! The desperate mission across crumbling ice! (Still No. 33)
SEE!! Eskimo scouts on the north’s strangest adventure! (Still No. 63)
SEE!! Boundless thrills in the ice-bound north! (Still No. 62)
SEE!! Invaders at the North Pole! (Still No. 58)
SEE!! Strange lights in the Northern sky! (Still No. 70)

STREET BALLY

Dress a man in Eskimo garb (see stills from the picture) and send him through main streets of your town leading a huge Eskimo dog. Dog’s blanket sign might read: “We’re On Our Way to Join Guy Madison in the North’s Strangest Adventure... ‘Red Snow’... at the State Theatre.”

GET TOWN’S LEADERS TO SPECIAL SCREENING

Stimulate interest in “Red Snow” by holding a special screening for civic groups and leaders of your community, Parent Teachers Association, members of your school board, Civilian Defense groups, National Guardsmen, army, navy and veteran personnel, and Boy Scout leaders. Once picture has been screened, work out as detailed a program of activity as possible, mutually beneficial to your playdate and to the organizations involved. The following are just a few of the many things which might be done; your “special screening” audience probably will have numerous other suggestions:

1. Have them tell their friends and family about “Red Snow.”
2. Obtain interviews from town leaders, former members of the Alaskan Air Command, or men who were stationed in Alaska. Place these interviews in local papers.
3. Arrange for a community essay contest for school children, or a school-sponsored oratory contest based upon the theme of “Red Snow,” winners to receive guest tickets or promoted prizes.
4. Spread the message of “Red Snow” via radio announcements, or a radio panel discussion of the film and its theme.
5. Ask your school and town librarians to set up special book displays on Alaska or the North.
6. Supply the libraries with bookmarks imprinted with full “Red Snow” playdate and theatre credits. These should list books about Alaska and Eskimos.
7. Interest scout leaders and arts and crafts teachers in having their youngsters compete for promoted prizes by submitting models or drawings on any theme or subject in “Red Snow.”

ARCTIC DISPLAY

An eye-catching, lively lobby display can easily be worked up around an arctic motif. Set up a pup tent which can be illuminated from inside by orange or yellow lights. Around and against the tent place interesting items used in the arctic regions: snowshoes, rifles, skis, kerosene lanterns, mess kits, etc. With local furrier cooperation, add stuffed animals and fur pieces. A bearskin or polar bear rug would provide a colorful backdrop upon which you can place full picture credits and playdate, and heighten the overall effect with “Red Snow” stills. Red confetti, or artificial snow, can be spread around the tent to add the final artistic touch to the display.

RADIO SPOTS

Plant the following radio spots immediately before or after adventure and mystery programs.

15 SECONDS: Enemy planes with deadly cargo! A mysterious light in the sky! A wedding night six months long! These are the strange thrills which can be found in Columbia Pictures’ “Red Snow,” starring Guy Madison at the . . . . . . . . Theatre on . . . . For boundless thrills in the ice-bound north, see “Red Snow!”

30 SECONDS: Mystery bombs at the North Pole! Enemy plane with a deadly cargo! Our Eskimo scouts take off on a desperate adventure across crumbling ice in “Red Snow,” the new Columbia picture opening at the . . . . . . . . Theatre. For arctic thrills, see “Red Snow!” For the fascinating fury of the frozen North, see “Red Snow!” For savage excitement and spectacle, see “Red Snow!” Guy Madison stars in “Red Snow,” the Columbia picture at the . . . . . . . . Theatre on . . . . Don’t miss “Red Snow.”
POSTERS

ADDITIONAL ACCESSORIES

- Eight 11 x 14's.
- Insert Card.
- 22 x 28 (Slide same design).
- 4 special still sets: 1) set of 25 flat stills; 2) set of 15 up-rights; 3) publicity-exploitation set (stills used for scene mats and in exploitation campaign); 4) art set (photo reproductions of key art used in advertisements and posters).
- Specialty displays prepared by National Screen Service including α 40”x60”, α 30”x40”, α 24”x82” and α 24”x60”.
- Trailer.

ORDER ALL ACCESSORIES FROM NATIONAL SCREEN SERVICE

Printed in U.S.A.