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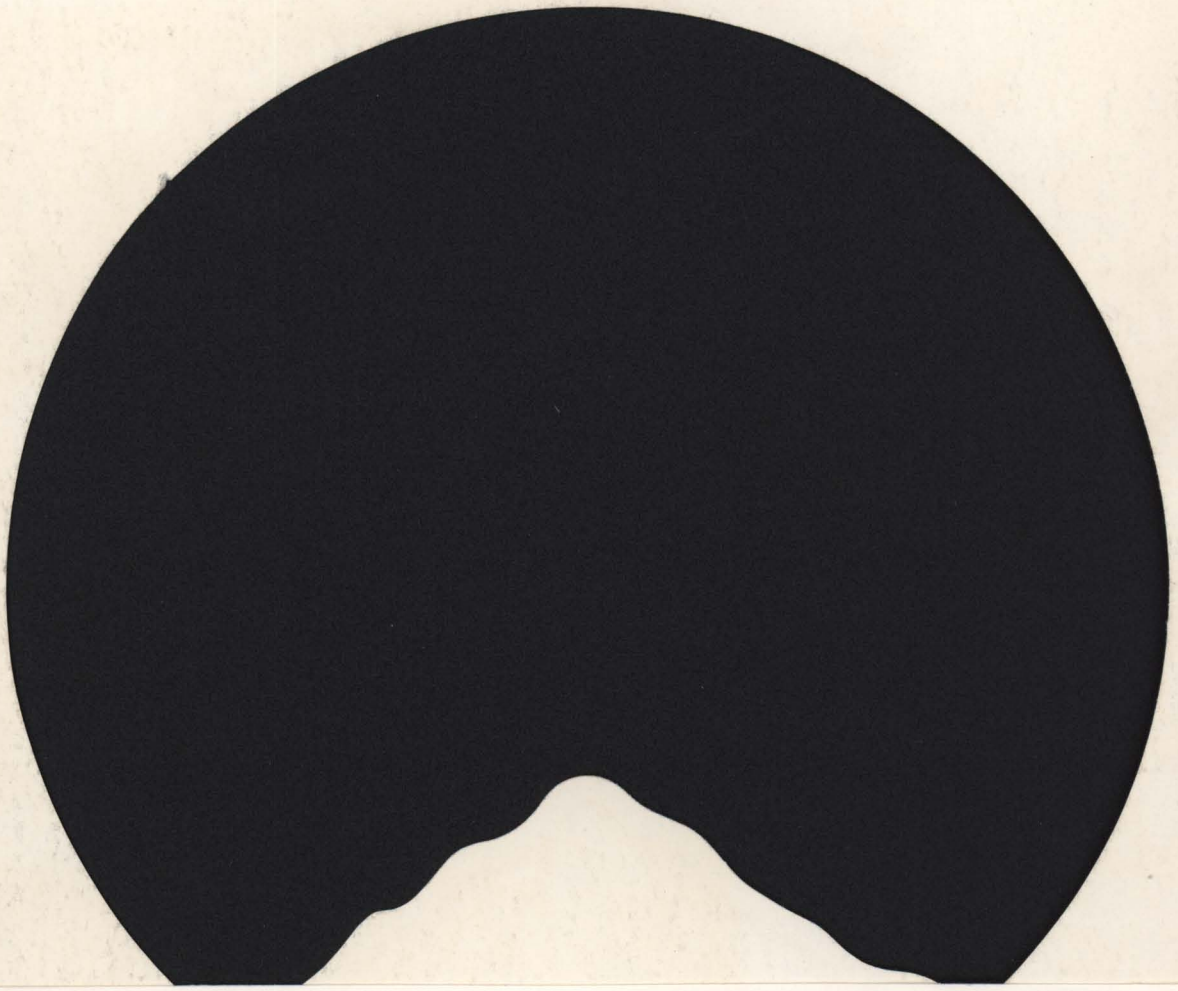
Cecil B. DeMille's
PRODUCTION
The Ten Commandments

The Ten Commandments

TECHNICOLOR®



PUBLICITY DEPARTMENT
PARAMOUNT PICTURES CORPORATION
1501 BROADWAY, NEW YORK, N. Y. 10036



STORIES AND INFORMATION ★ ★ ★ ★ ★ ★

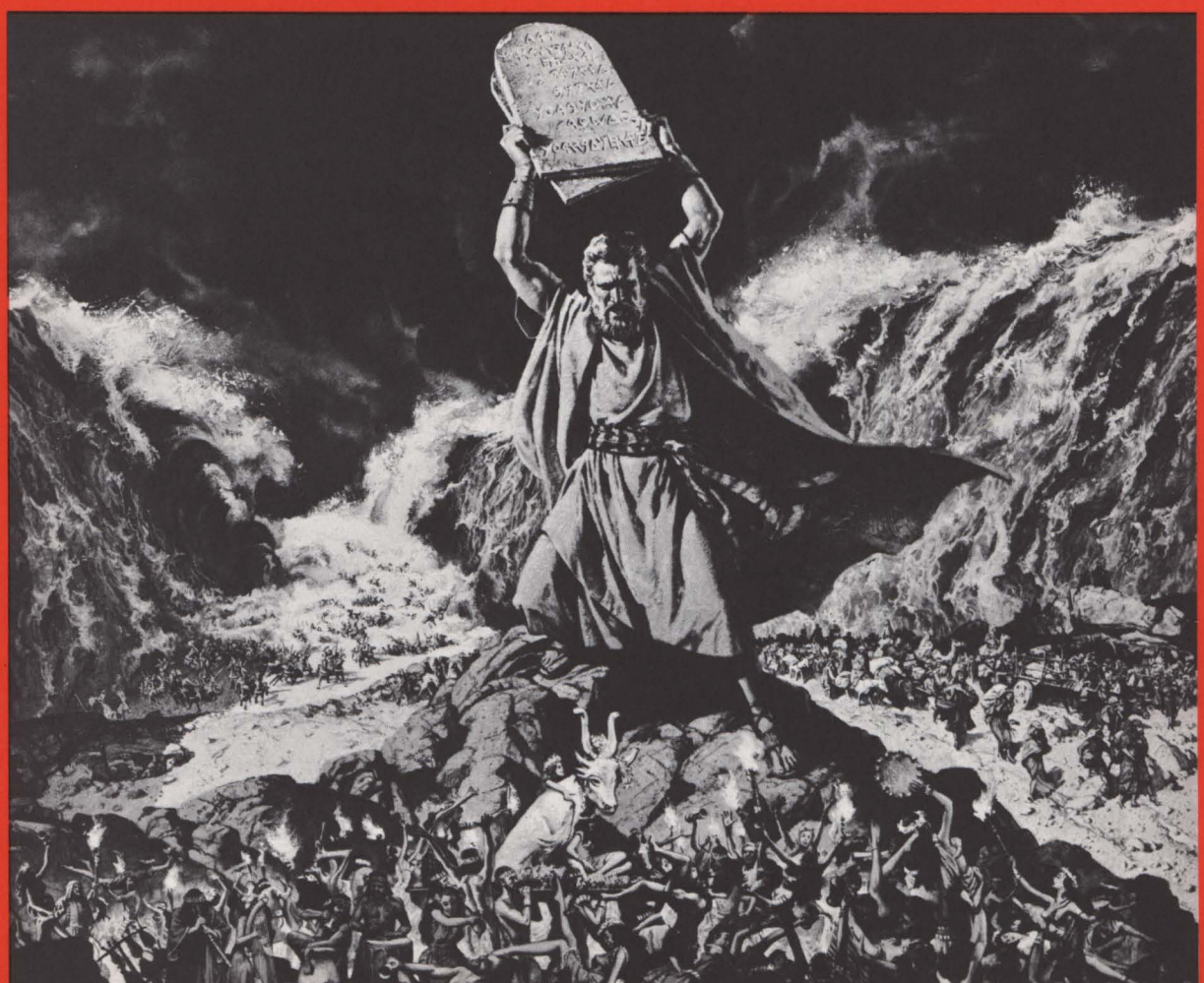
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IS PROUD TO ANNOUNCE THE RETURN OF
THE GREATEST MOTION PICTURE OF ALL TIME!

Cecil B. DeMille's

PRODUCTION

The Ten Commandments

TECHNICOLOR®



"DeMille's greatest. A film of reverent and massive magnificence!"

LIFE MAGAZINE

"A spectacular movie, but more than that, it is an inspiring drama that left me with a reverence for freedom, a brighter faith and a renewed respect for movie making."

SEVENTEEN

"DeMille's most impressive film. Tremendous sweep. Have depicted a moral giant."

PARENTS' MAGAZINE

"A sacred story treated masterfully and reverently. The highest achievement ever reached in film production."

DAVID O. McKAY, President, Church of Jesus Christ of Latter-Day Saints

"Mr. DeMille's moving portrayal of 'The Ten Commandments' will spiritually enrich the lives of all who see it."

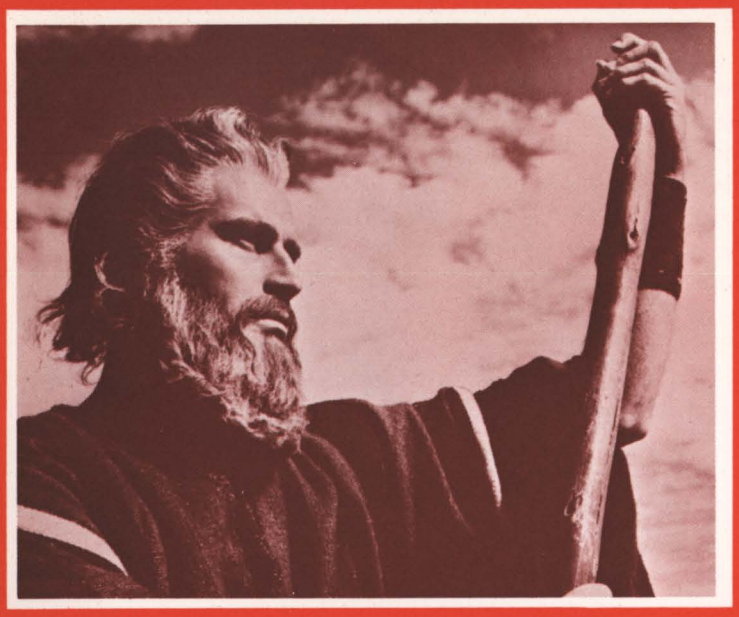
CARDINAL SPELLMAN, Archbishop of New York

"Everyone should see this movie. The viewer may agree or disagree. Still he will be enlightened and inspired. Sympathetic and understanding feeling. As a Rabbi I congratulate and commend."

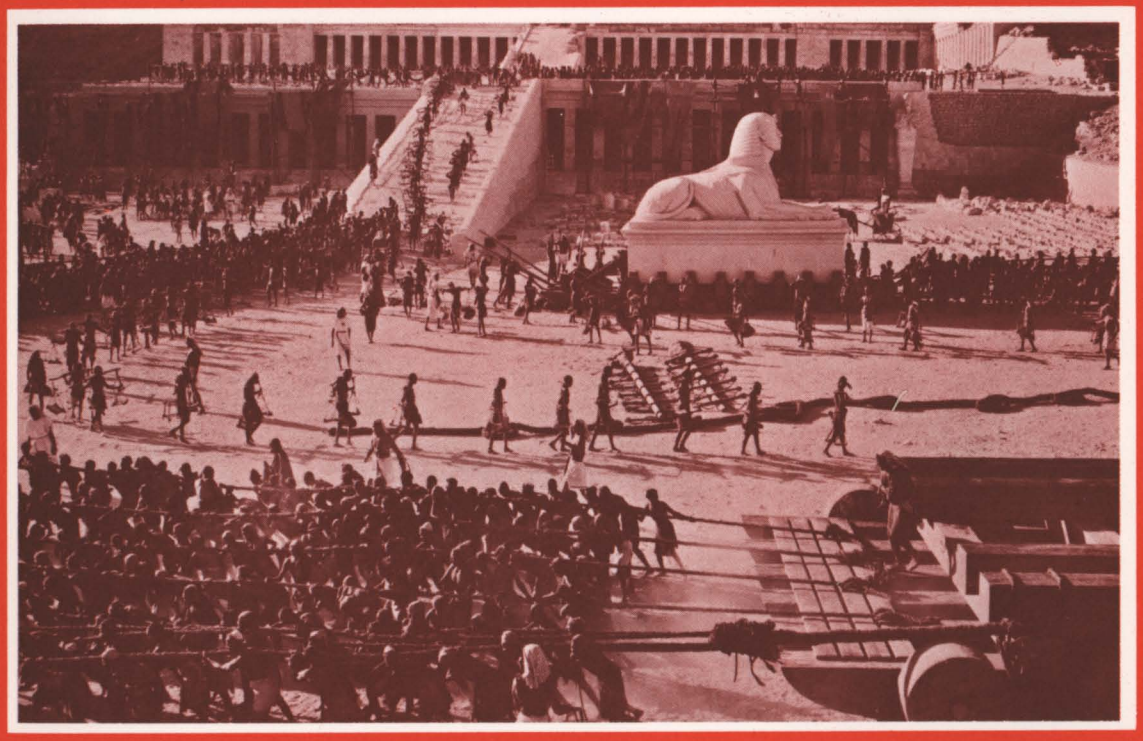
RABBI ALBERT M. LEWIS,
President, Board of Rabbis of Southern California

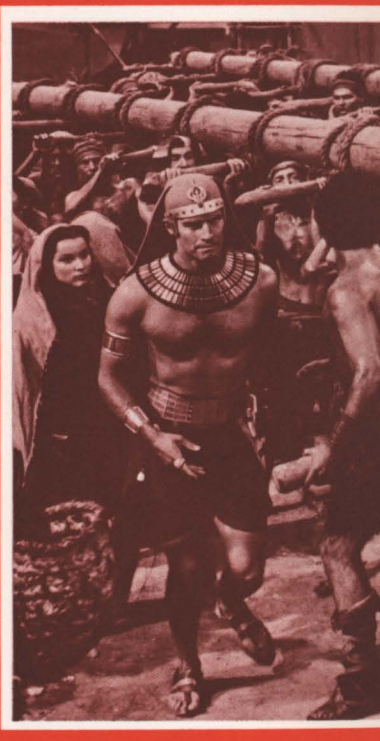
"The Ten Commandments in a most vivid way dramatizes the physical, moral and social impact of moral law. An individual's total outlook on life can be changed through this stirring film. It has a message for this modern age."

DR. J. H. JACKSON,
President, National Baptist Convention, USA, Inc.





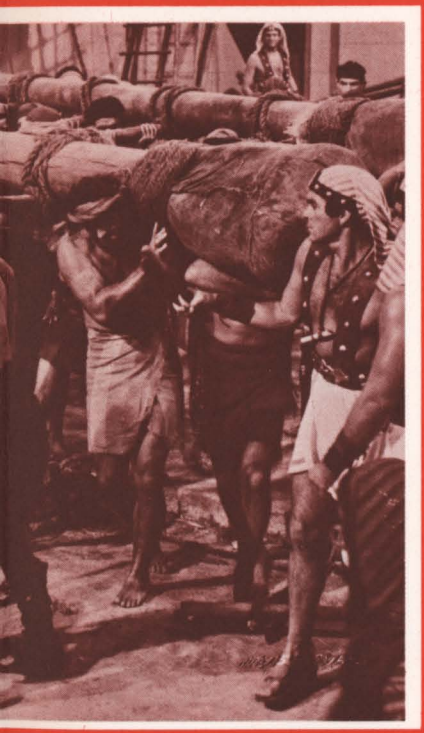


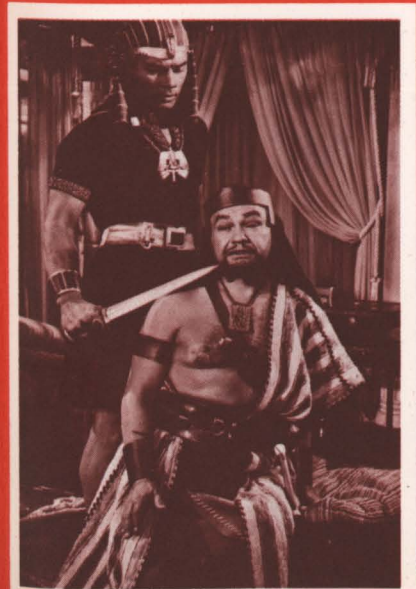












WHAT I HOPE FOR our production of "The Ten Commandments" is that those who see it shall come from the theatre not only entertained and filled with the sight of a big spectacle, but filled with the spirit of truth—that it will bring to its audience a better understanding of the real meaning of this pattern of life that God has set down for us to follow—that it will make vivid to the human mind its close relationship to the mind of God.

That relationship between God and man is the greatest drama in the world—a drama in which we are the actors—and the outcome of it is of vital personal importance, for in the final analysis we do not break the Commandments. They break us, if we disregard them.

In our production we tell a story of real people and real events—events which Sir Winston Churchill calls "the most decisive leap forward ever discernible in the human story."

Moses is every man—in his pride, his bitterness at God allowing evil to befall his people, and in his reluctance to do God's work.

Our constant thought while we were making "The Ten Commandments" was: Can we be worthy of its theme? That demanded close adherence to the Bible and to facts.

So that the hundreds of millions who will see "The Ten Commandments" can make a pilgrimage over the very ground that Moses walked, we rolled our cameras from Goshen to the Red Sea—then across the wilderness of Shur, down through the wilderness of Sin and up the steep, barren, majestic, awe-inspiring slopes of Mount Sinai to the holy ground where Moses stood to receive the Law.

Every man hears God in his own way. We had to ask ourselves: "What did Moses hear?" In Deuteronomy 5:22 we are told that God spoke the Law "out of the midst of the fire, with a great voice." These were commands, not pleas. I think this is good to remember in these days when there is a tendency to make God a mascot and forget that He is the Almighty Lord.

I do not know of any other motion picture which has been so generously endorsed by Cardinals of the Catholic Church, by Episcopalian and Methodist Bishops, by the Presbyterian Minister-at-Large, by the President of the Mormon Church, and by so many leading rabbis, priests and ministers of every major denomination.

A high statesman from one of the largest Moslem countries in Asia urged me to make this picture, and in the making of it, thousands of Christians, Jews and Moslems worked side by side in perfect harmony.

Is it too much to hope that our production of "The Ten Commandments" might help to do what centuries of bloodshed and argument have failed to do—remind the millions of adherents of the Jewish, Christian and Moslem faiths that they all spring from a common source and that they have in Moses a binding tie, a universal prophet, and in the Decalogue a universal law of brotherhood?

The Ten Commandments are not rules to obey as a personal favor to God. They are fundamental principles without which mankind cannot live together.

Armies are mighty. Atom bombs are mighty. Ideologies born of blind pride and passion are mighty. But the Truth of God is mightier than all —and it shall prevail.

That is why we made "The Ten Commandments," and why I hope and pray that God Himself will use this picture, for the good of the world in which your children and your children's children will live their lives—for it is how they follow the Commandments that will determine whether tomorrow's children will die in bondage or live in liberty under the Law.

Cecil B. deMille

There was only one Cecil B. DeMille. And this is his picturemaking masterpiece, "The Ten Commandments."

This, its first appearance since its original all-record-breaking run, is in every sense a command performance.

Families who saw it together the first time want to see it again.

New families want to see it for the first time.

"The Ten Commandments" was, in fact, the most acclaimed, the most successful, the most popular motion picture ever made.

People in every walk of life acclaimed it.

People in every age group acclaimed it.

People in every country acclaimed it.

For all people, it was an emotional experience.

Paramount Pictures is indeed proud of the most acclaimed motion picture of all time, "The Ten Commandments."

THE CAST

CHARLTON HESTON....Moses
ANNE BAXTER.....Nefretiri
YVONNE DE CARLO...Sephora
JOHN DEREK.....Joshua
NINA FOCH.....Bithiah
JUDITH ANDERSON...Memnet
JOHN CARRADINE.....Aaron
DOUGLASS DUMBRILLE..Jannes
HENRY WILCOXON....Pentaur
DONALD CURTIS.....Mered
H. B. WARNER....Amminadab

YUL BRYNNER.....Rameses
EDWARD G. ROBINSON
Dathan
DEBRA PAGET.....Lilia
SIR CEDRIC HARDWICKE..Sethi
MARTHA SCOTT.....Yochabel
VINCENT PRICE.....Baka
OLIVE DEERING.....Miriam
FRANK DeKOVA.....Abiram
EDUARD FRANZ.....Jethro
LAWRENCE DOBKIN
Hur Ben Caleb
JULIA FAYE.....Elisheba

Jethro's Daughters

LISA MITCHELL JOANNA MERLIN JOYCE VANDERVEEN
NOELLE WILLIAMS PAT RICHARD DIANE HALL

ABBAS EL BOUGHDADLY
Rameses' Charioteer
FRASER HESTON
The Infant Moses
TOMMY DURAN.....Gershom
EUGENE MAZZOLA
Rameses' Son
RAMSAY HILL.....Korah

JOHN MILJAN...The Blind One
FRANCIS J. McDONALD..Simon
IAN KEITH.....Rameses I
PAUL DeROLF.....Eleazar
JOAN WOODBURY
Korah's Wife
WOODROW STRODE
King of Ethiopia

ESTHER BROWN.....Princess Tharbia

CREDITS

This work was compiled from many sources and contains material from the books: *Prince of Egypt* by Dorothy Clarke Wilson • *Pillar of Fire* by Rev. J. H. Ingraham • *On Eagle's Wings* by Rev. A. E. Southon • Written for the screen by Aeneas MacKenzie, Jesse L. Lasky Jr., Jack Gariss, Fredric M. Frank • Acknowledgment for valuable cooperation is given to Dr. William C. Hayes *(Metropolitan Museum of Art,* New York), Dr. Labib Habachi *(Department of Antiquities,* Luxor, Egypt), Dr. Keith C. Seele, Dr. Ralph Marcus, Dr. George R. Hughes *(Oriental Institute,* University of Chicago), Rabbi Rudolph Lupo *(Jewish Community Library,* Los Angeles) • *Photographed in* VistaVision • *Color by* Technicolor • *Director of Photography* Loyal Griggs (A.S.C.) • *Additional photography* J. Peverell Marley (A.S.C.), John Warren, Wallace Kelley (A.S.C.) • *Technicolor Color Consultant* Richard Mueller • *Art Direction* Hal Pereira, Walter Tyler, Albert Nozaki • *Set Decoration* Sam Comer and Ray Moyer • *Set Construction* Jerry Cook • *Properties* Gordon Cole, Robert Goodstein • *Choreography* LeRoy Prinz, Ruth Godfrey • *Dialogue Supervision* Frances Dawson, Donald MacLean • *Makeup* Wally Westmore (Supervisor), Frank Westmore, Frank McCoy • *Hair Stylist* Nellie Manley • *Sound Recording* Louis H. Mesenkop (Supervisor), Harry Lindgren, Gene Garvin • *Special Photographic Effects* John P Fulton (A.S.C.) • *Optical Photography* Paul Lerpae (A.S.C.) • *Process Photography* Farciot Edouart (A.S.C.) • *Costumes* Edith Head, Ralph Jester, John Jensen, Dorothy Jeakins, Arnold Friberg • *Edited by* Anne Bauchens (A.C.E.) • *Unit Director* Arthur Rosson • *Research* Henry Noerdlinger, Gladys Percey • *Assistant Directors* Francisco Day, Michael Moore, Edward Salven, Daniel McCauley, Fouad Aref, Egypt • *Production Management* Frank Caffey, Kenneth DeLand, Donald Robb • *Music by* Elmer Bernstein • *Associate Producer* Henry Wilcoxon • *Produced and Directed by* Cecil B. DeMille • Western Electric Recording.

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CAST

CREDITS

SYNOPSIS

Cecil B. DeMille's

Production

The Ten Commandments

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MOSES *Prince of Egypt Outlaw Shepherd and Voice of God*

THE CAST

CHARLTON HESTON....Moses
ANNE BAXTER.....Nefretiri
YVONNE DE CARLO...Sephora
JOHN DEREK.....Joshua
NINA FOCH.....Bithiah
JUDITH ANDERSON ...Memnet
JOHN CARRADINE.....Aaron
DOUGLASS DUMBRILLE..Jannes
HENRY WILCOXON....Pentaur
DONALD CURTIS.....Mered
H. B. WARNER.....Amminadab

YUL BRYNNER.....Rameses
EDWARD G. ROBINSON
Dathan
DEBRA PAGET.....Lilia
SIR CEDRIC HARDWICKE..Sethi
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IAN KEITH.....Rameses I
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Korah's Wife
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King of Ethiopia

ESTHER BROWN.....Princess Tharbia

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Paramount Pictures Presents

CECIL B. DE MILLE'S Production

"THE TEN COMMANDMENTS"

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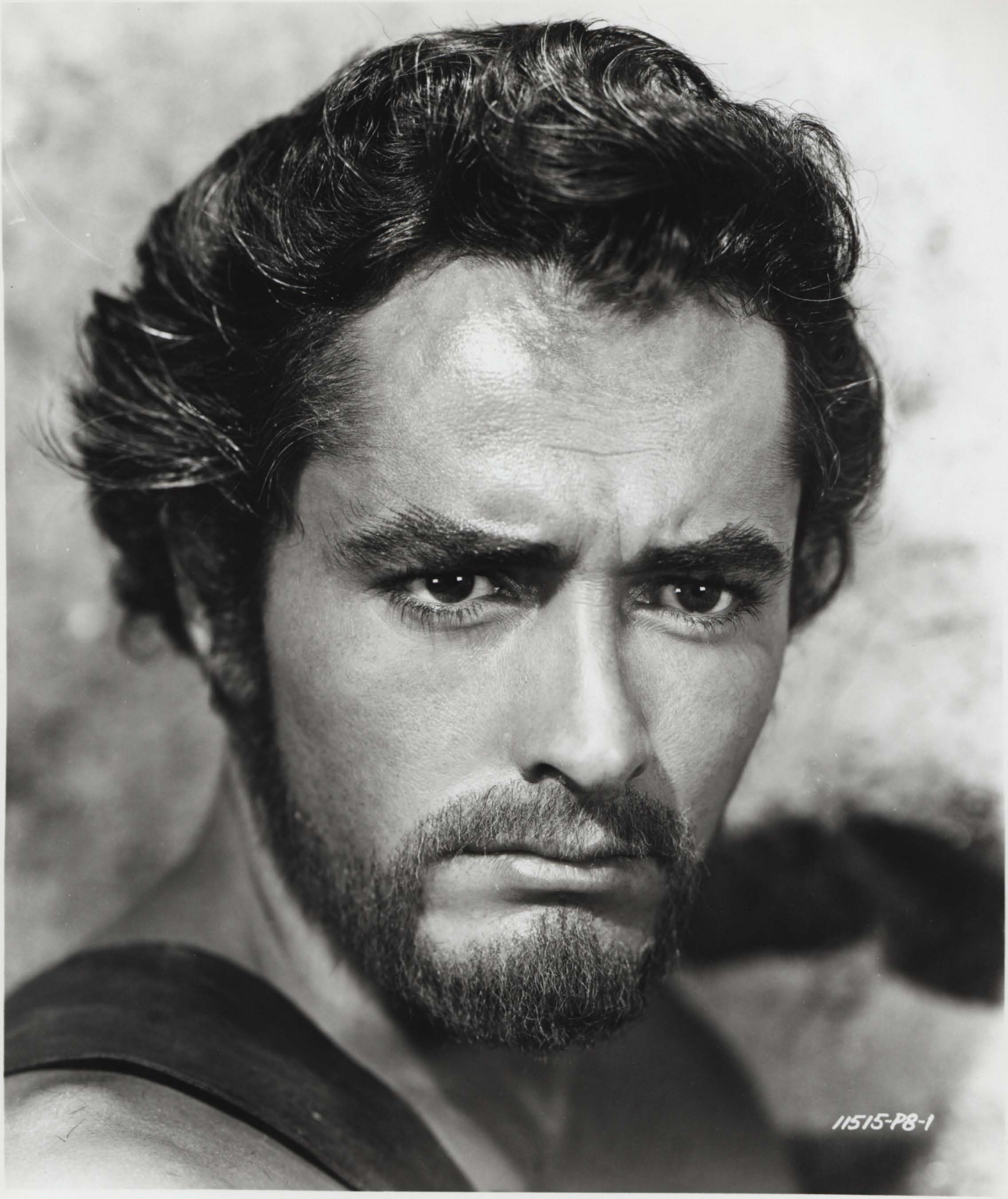


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Famed caricaturist Norkin captures the fearful wrath of Moses as he comes upon the evil worship of the Golden Calf as re-enacted in Cecil B. DeMille's motion picture masterwork, "The Ten Commandments," which opens..... at.....Theatre. Portraying Moses in the mammoth VistaVision and Technicolor Paramount film is Charlton Heston; to the right of the great lawgiver are Yvonne DeCarlo seen as Moses' wife, Sephora, Yul Brynner as Rameses II, and Debra Paget as Lilia. John Derek, Anne Baxter, Edward G. Robinson and Sir Cedric Hardwicke also star.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ PHOTOS

SYNOPSIS

(Exodus 1:7-8) After Joseph died in Egypt, "the Children of Israel were fruitful, and increased abundantly, and multiplied . . . and the land was filled with them. Now there arose up a new king over Egypt, which knew not Joseph." Dr. Heinisch, the Catholic Scholar, and Dr. Barrois, the Protestant scholar, and others provide substantiation that this new king or pharaoh was Rameses I (Ian Keith), the founder of the 19th Dynasty.

(Exodus 1:13-14) *(Exodus 1-12)* The new pharaoh "made the Children of Israel to serve with rigour . . . and made their lives bitter with hard bondage." But the more the Egyptians "afflicted them, the more they multiplied and grew." Hearing that a Deliverer was to be born who would set free the slaves of Goshen, Rameses I condemned all new-born male Hebrew children to death.

This cruel edict brought terror and the sword into Goshen. And wherever a new-born child was found, the cries of a mother told its fate.

*(*Spelling from Josephus)* *(Ginsberg: Legend of the Jews)* *(Exodus 2:3)* *(Chronicles 4:18)* But one mother, *Yochabel (Martha Scott), believing the prophecy of her little daughter Miriam (Babette Bain), that her new-born son would lead the Hebrews forth from Egypt, hid her son in a cradle of "bulrushes daubed with pitch" and set it afloat upon the great river Nile. The swift current, as though guided by Divine Power, swept the ark to the feet of Pharaoh's daughter, Bithiah (Nina Foch), Princess of Egypt.

Having no child of her own, Bithiah "had compassion on him." Swearing Memnet (Judith Anderson), *(Exodus 2:6)* her serving maid, to secrecy, Bithiah determined to adopt him as her own son, calling his name Moses *(Exodus 2:10)* (Fraser Heston), because she "drew him out of the water."

Now the Holy Bible between Verses 10 and 11 of Exodus, Chapter 2, omits the next thirty years or so

that brought Moses to manhood. So we must turn to the writings of ancient historians who had access to documents long since destroyed. They are Philo, who walked the earth during the life of Christ, and Josephus, who some forty years later watched the Romans destroy Jerusalem. By their writings and the modern discoveries of archeology, we have filled in the missing years of Moses' life.

(Acts 7:22) As Moses (Charlton Heston) grew to power, a Prince of Egypt, the old pharaoh died, and his son Sethi (Sir Cedric Hardwicke) became Pharaoh. Under Sethi's wise guidance, Moses was "learned in all the wisdom of the Egyptians, and was mighty in words and in deeds."

Philo and Eusebius tell us Moses became a mighty general in Pharaoh's army, conqueror of Ethiopia. He was considered successor to the very throne of Egypt and was even called "the Young King."

Historians have acquainted us with other members of the royal court including Sethi's own son, the powerful, stronghearted Prince Rameses (Yul Brynner), and the lovely, seductive Nefretiri (Anne Baxter), Hereditary Princess whom the successor must marry to inherit the throne. If Prince Moses was already called the "Young King," he must have been betrothed to Nefretiri.

But why then was Moses' name not recorded in Egyptian history? Dr. James Breasted, famous archeologist, writes about a three thousand-year-old mystery which might answer our question. He says that a palace intrigue wiped a favorite son of Sethi from the pages of history. Was this his adopted son, Moses, and who planned Moses' downfall? Was it Sethi's younger son, Prince Rameses?

Who could have betrayed Moses? There was one Egyptian who knew of his birth—Memnet, Bithiah's old serving woman. What did Moses do when he learned he was not a Prince of Egypt but a Hebrew slave? How did this affect his two mothers, Yochabel, the Hebrew mother who gave him life, and Bithiah,

the Egyptian mother who gave him power and wealth?

(Exodus 2:11) *(Exodus 2:12)* The Bible tells us Moses "went out unto his brethren, and looked upon their burdens: and he spied an Egyptian smiting an Hebrew." Then he killed the Egyptian. Who were the two men? The Bible does not say, though we have named the Egyptian Baka (Vincent Price), the cynical, fastidious Master Builder of Egypt. And we have said the Hebrew is Joshua (John Derek), and the woman who loved him, Lilia (Debra Paget), the water girl.

(Exodus 17:2) The Bible tells us little of Joshua before the Book of Joshua, but certainly Moses must have known him well, for during the Exodus he selected him as his military leader to fight the battle of Rephidim. But who saw the murder? The Midrash tells us it was Dathan (Edward G. Robinson), the unholy one, who preyed upon his own people; so he must have been the one who betrayed Moses to Rameses.

The entire royal court had gathered to see Moses appointed successor, when Rameses announces he has found the Deliverer who murdered the Egyptian, Baka, and would free the slaves. Then, to the surprise of everyone Moses is dragged in chains before Pharaoh. The heartbroken Sethi asks him to deny the accusation, but Moses can only answer that he is not the Deliverer but he would free his people if he could. Such rebellious defiance forces the reluctant Sethi to turn him over to Rameses for execution.

How did Moses escape? Rameses must have watched the farewell between Nefretiri and Moses and realized if he executed Moses, the fallen prince would be a martyr who would always come between him and his future queen. So he exiled Moses out into the desert with one day's rations to live or die as his God decrees.

Driven on by God's great purpose, Moses stumbled through the blinding Wilderness of Shur and the Wilderness of Sin; until despairing of life, he found the well of Jethro (Eduard Franz), Sheik of Midian.

(Exodus 2:16-17) Now Jethro "had seven daughters: and they came and drew water, and filled the troughs to water their father's flock. And the shepherds came and drove them away: but Moses stood up and helped them, and watered their flock."

(Exodus 2:21) Earning the gratitude of Jethro and his daughters, "Moses was content to dwell with the man," and travelled with them to the high pastures of Mount Sinai. Under the shadow of the Holy Mount, Jethro's eldest daughter, Sephora (Yvonne DeCarlo), tells Moses that the mountain is the Holy Tabernacle of the God of Abraham. Moses realizes that one day he must come face to face with God and ask him why He has not freed the slaves of Goshen.

(Exodus 2:22) A year passes. In the tents of the Midian Sheik, Moses has found dignity and honor and freedom, but still he cannot accept Jethro's offer of one of his daughters in marriage. For he is still "a stranger in a strange land." Understanding his loneliness, Sephora asks to heal the scars left upon his heart by Nefretiri and Moses humbly accepts the lovely shepherdess as his wife.

(Exodus 2:23) "And it came to pass in the process of time, that the King of Egypt died." Upon his deathbed Sethi breaks his own command and utters the name of his adopted son, Moses. All the power and might of the Egyptian empire passes into the strong hand of Rameses, with Nefretiri as his queen.

The same years bring a son to Moses and Sephora, and a certain peace to Moses' heart. Then one day all the bitter memories of the slave pits are brought back by the appearance of Joshua, escaped from the copper mines on the Sinai Peninsula.

(Exodus 3:2 & 3) At the very moment Joshua pleads with Moses to return and free his people, Moses sees "a flame of fire out of the midst of a bush: and he looked, and, behold, the bush burned with fire, and the bush was not consumed. And Moses said I will now turn aside and see this great sight, why the bush is not burnt."

(Exodus 3:10) Climbing the rocky red granite sides of Mount Sinai, Moses comes into the presence of the Burning Bush and hears the gentle voice of God command him ". . . I will send you unto Pharaoh, that thou mayest bring forth my people the Children of Israel out of Egypt." Moses *is* the chosen Deliverer.

* * *

(Exodus 5:1) Moses with his brother Aaron (John Carradine) appears before Rameses and Nefretiri with the command, "Thus sayest the Lord God of Israel, let my people go . . ." The terrible conflict of the giants begins—a conflict as modern as the headlines in the morning paper. Whether men shall be ruled by the whims of a dictator, or whether men are free souls under God's Law. And always in the background is Nefretiri, the instrument through which Pharaoh's heart is hardened.

(Psalms 105: 28 thru 32) The plagues descend upon Egypt. God through Moses "sent darkness and made it dark . . . He turned their waters into blood, and slew their fish. Their land brought forth frogs in abundance, in the chambers of their kings. He spake, and there came divers sorts of flies, and lice in all their coasts. He gave them hail for rain, and flaming fire in their land."

When at last Egypt cries out for mercy and Rameses is about to admit defeat, again Nefretiri hardens his heart by reminding him he would be the fool among kings if Egypt surrenders to the god of slaves.

Moses warns Rameses that a plague more terrible than all the rest will strike Egypt, but Pharaoh will not listen. When Nefretiri discovers that the plague will strike down the firstborn of all the Egyptians, she pleads with Moses to save her son. But now that Rameses of his own free will has chosen evil, Moses is helpless to save the little Prince of Egypt.

(Exodus 12:29-30) That night Moses speaks the words of the first Passover which have become traditional to all generations. "And it came to pass, that at midnight" with a sound like beating wings and the whispered breath of

pestilence "the Lord smote all the firstborn in the land of Egypt, from the firstborn of Pharaoh that sat on his throne unto the firstborn of the captive that was in the dungeon . . . and there was a great cry in Egypt: for there was not a house where there was not one dead."

(Exodus 12:31) In a desperate attempt to save his own son's life, Rameses "called for Moses and Aaron by night, and said, rise up, and get you forth from among my people, both ye and the Children of Israel . . ." Only it is too late; his son is dead.

Under the direction of Joshua in the Avenue of Sphinxes, thousands of slaves gather for the Exodus with their carts, their few precious belongings, their herds and flocks. In a vast, dusty scene of confusion and excitement, the cries of lost children, the shouts of exultation, and the prayers blend into one song of freedom.

As thousands of voices shout, "The Lord is our God; the Lord is One," heroes, martyrs, rogues,—in short, mankind—move forward under Moses' leadership.

Two days and nights Rameses prays for his son's life in front of the falcon-headed god but not all the incense and gold of Egypt can bring back one breath. Then Nefretiri in the fury of her vengeance hardens Rameses' heart to call forth his war chariots to strike down Moses and his people.

* * *

(Exodus 14:11) On the shores of the Red Sea, panic sweeps the multitude when they see the fringe of speeding chariots sweep into view against the sky. Heading the fear-crazed throng who converge upon Moses, Dathan cries out that the sands will run red with their blood. "Because there were no graves in Egypt, you took us away to die in the wilderness."

(Exodus 14:13) Raising his staff to the heavens, Moses commands the people to fear not, stand still and see the salvation of the Lord. And the very air itself ignites into a whirling pillar of sparks which bursts into flame, filling the narrow gorge between the people and Pharaoh's

charging host. Still the people fear. Led by Dathan, they rise up against their Deliverer until Moses stretches his staff over the waters of the Red Sea.

(Exodus 14:21) From the gathering storm above the churning sea, apocalyptic thunderheads collide together. The winds from the east and the winds from the south press down upon the waters "and made the sea dry land, and the waters were divided."

(Exodus 14:22) Before the eyes of the multitude a deepening corridor is laid bare even to the bottom of the sea! Moses orders Joshua to lead the people through the chasm between the waters "and the waters were a wall unto them on their right hand, and on their left."

Struggling through the long corridor edged by the churning wind-tossed precipice of the sea, the people throng up the far slope lifting arms and cries in thanksgiving. But at the very moment of apparent triumph, the pillar of fire distintegrates and Rameses again orders the attack, even down into the bottom of the sea.

Fresh panic sweeps the helpless hordes on the eastern bank as the thundering army of chariots surges forward down the defile in a great rush of waving plumes and flashing metal. On the Egyptians come, and on, filling the whole length of the corridor between the waters. Struggling wildly the people press upon Moses, assailing him with cries of mortal fear.

Once again Moses raised his staff over the sea.

(Exodus 15:10) The winds cease blowing and the churning waters burst free in a thunderous roar. Cliffs of sea tumble upon the speeding chariots. Horses, drivers, and weapons are flung up in an enveloping spray. The Pharaoh's army is buried beneath the waters of God's vengeance. "The sea covered them: they sank as lead in the mighty waters." Rameses, standing upon the shore, is a man smitten by the fist of God, seeing a sight he will never be able to erase from his mind.

* * *

In Egypt Nefretiri waits alone in the palace room when the stricken Rameses enters with his unstained sword. His words destroy her last hope of vengeance, "His God is God."

* * *

(Exodus 24-18) In the valley overshadowed by Mount Sinai, forty days have passed since Moses and Joshua went up into the Holy Mountain. Dathan has whipped the multitude into a hurricane of fear, forcing Aaron to make *(Exodus 32:1)* them a Golden Calf—a visible God "which shall go before us."

But their leader stands alone on Sinai's summit: his face and beard lighted by divine fire, his ears filled with the splitting thunder as the finger of God stabs into the red granite, writing one by one the Ten Commandments.

(Exodus 32:7) In the valley below, the people "corrupted themselves" with every vice and sin the mind of man and satan could devise—until the sound of a shofar was heard. Frightened faces lift to see Joshua and Moses their angry prophet standing above them with the tablets of stone.

(Psalms 106:18) Fearfully, Dathan tries one last time to rally the people against Moses. He is answered by the crash *(Exodus 32:20)* of tablets "And a fire was kindled in their company: *(Psalms 106:17)* the flame burned up the wicked." And Moses "took the calf which they had made, and burned it in the fire." "The earth opened and swallowed up Dathan" and the unrepentant idolaters.

(Numbers 32:13) "And the Lord's anger was kindled against Israel, and He made them wander in the wilderness forty years" until reaching the slopes of Mount Nebo on the River *(Leviticus 25:10)* Jordan. There Moses bestows upon Joshua his cloak and staff, commanding him to "Go—proclaim liberty throughout all the lands, unto all the inhabitants thereof." After tender words of farewell to faithful Sephora, Moses turns and goes alone up Mount Nebo to face his God as his people approach the River Jordan and the Land of Promise.

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

CONTENTS OF "THE TEN COMMANDMENTS" PUBLICITY KIT

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   Complete list of DeMille productions

2. Biography of Cecil B. DeMille

3. Biography of Charlton Heston

4. Biography of Yul Brynner

5. Biography of Anne Baxter

6. Caricature by Sam Norkin

7. Announcement story - "The Ten Commandments," DeMille's Masterwork will Return to the Screen In New Engagement, First Since Original Record-Breaking Run
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8. Feature - SINGLE SEQUENCE IN "THE TEN COMMANDMENTS" costlier THAN MANY FULL-LENGTH FEATURES

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11. Feature w/ 4 stills - BUILDING OF MASSIVE EGYPTIAN CITIES MASSIVELY RECREATED BY DeMILLE IN HIS MASTERWORK, "THE TEN COMMANDMENTS"

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14. Religious page feature w/ 5 stills - MOSES THE MAN: FROM YOUTHFUL GENERAL TO INSPIRED DELIVERER

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SUGGESTED EDITORIAL

Sometimes we think what a great thing it would be if we could see a fine movie again at will, in the same way that we reach towards the shelf to take down and re-read a treasured book.

Unfortunately, it doesn't work that way. We have to wait patiently for someone to decide that it's the proper time to re-issue a favorite film.

Well, when that does happen, and the film that's coming back stands in a class by itself, we like to spread the word around.

So let's say it right now. Cecil B. DeMille's masterpiece -- "The Ten Commandments" -- is returning.

If you've seen it, you probably know what we're talking about. If you haven't, look into it. We don't think you'll be disappointed.

(more)

DeMille was an "original." He had a unique gift for blending entertainment and high themes. And he could spread exciting entertainment across the screen without making anyone blush.

"The Ten Commandments" was his last film and, we think, by far his best. It's about the life of Moses and it carries the DeMille imprint -- big scenes and big cast. As you might expect, it cleaned up at the boxoffice the first time around.

But there's more to it. When we left the theatre, we carried something with us that stayed for quite a while, something good. A lot of other people felt the same way.

That's why we're glad to say that "The Ten Commandments" is back. Why don't you check it for yourself?

# # #

COLUMN ITEMS

At the age of eight months, Fraser Heston, son of Charlton Heston, took over the role of the infant Moses in Cecil B. DeMille's "The Ten Commandments" -- the same picture in which his father stars as the adult Moses.

That was the big break, but then little Fraser seemed to sink into obscurity. His father is pleased to report that the boy is now on the comeback trail at the age of 11. Fraser is doing fine work playing leads in family and school theatricals. At any time now, you can expect to see "Fray" back in harness again before the cameras. And this time he won't sleep through his role, as he did in the bulrushes.

Fraser's screen debut can be viewed on ..... at the .....Theatre, where "The Ten Commandments" begins a "command performance" return engagement -- the first for the DeMille masterpiece since its original all-record-breaking run. The mammoth star cast of the Paramount presentation includes Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo and Debra Paget.

# # #

Cecil B. DeMille, whose masterwork, "The Ten Commandments," will be seen beginning .....in a "command performance" engagement at the ..... Theatre, has created entertainment for an aggregate audience of one-and-a-half times the population of the earth.

The films created by DeMille in forty-three years of movie-making have been seen by more than three-and-a-half billion people. That is, of course, a record. The most successful DeMille production of all is "The Ten Commandments."

The Paramount Pictures presentation, which is being shown now for the first time since its original record-breaking run, has a huge star cast headed by Charlton Heston, as Moses, and Yul Brynner, as the Pharaoh.

# # #

Cecil B. DeMille's "The Ten Commandments," which opens ..... at the .....Theatre in a "command performance" return engagement, is the biggest motion picture ever made.

The record cast numbers more than 25,000. It was 10 years in preparation, three years in the writing and two years in actual production. Just one sequence for the Paramount presentation -- the parting of the Red Sea -- cost more than many full-length features, $1,000,000.

The epic dramatization of the life of Moses, the most-acclaimed motion picture of all time, has Charlton Heston and Yul Brynner heading a mammoth starring cast.

# # #

Yvonne De Carlo, the bizarre beauty of the gaily ghoulish television series, "The Munsters," will be seen again on the motion picture screen in Cecil B. DeMille's "The Ten Commandments," which begins its long-awaited return engagement on ..... at the ..... Theatre.

In the Paramount presentation, Miss De Carlo appears as the wife of Moses, who is portrayed by Charlton Heston. The epic drama, the biggest and most successful ever created by master showman DeMille, returns now by popular demand for its first showing since the original record-breaking runs.

# # #

Cecil B. DeMille's masterwork, "The Ten Commandments," which begins a "command performance" return engagement on ..... at the .....Theatre, boasts the largest and most dazzling set ever constructed for a motion picture -- the Egyptian treasure city of Per-Rameses.

The mammoth recreation, built on the sands outside of Cairo, took an army of 2300 craftsmen eight months to complete. It is used as the setting for the awesome Exodus sequence in the epic drama about the life of Moses. The Paramount presentation in Technicolor and VistaVision has a huge starring cast headed by Charlton Heston, as Moses, and Yul Brynner, as the Pharaoh.

# # #

Some of the most dramatic of all episodes recounted in the Bible's Book of Exodus are vividly reconstructed in Cecil B. DeMille's masterpiece, "The Ten Commandments," which opens on ..... at the ..... Theatre.

Among the spectacular sequences in the Paramount presentation are the Plagues, the Burning Bush, the parted Red Sea engulfing the Egyptians and the Finger of God burning the Commandments into tablets of stone. The epic dramatization of the life of Moses was made on location in Egypt and the Sinai Peninsula at places where the Hebrew Deliverer walked 3200 years ago.

# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

ANNOUNCEMENT OF ENGAGEMENT

Cecil B. DeMille's "The Ten Commandments," epic spectacle dramatizing the life of Moses, will begin a "command performance" engagement at the ..... Theatre, beginning ....

The Paramount presentation, acknowledged as the masterwork of master showman DeMille, is the most widely-acclaimed and most successful motion picture in history. The "command performance," arranged in response to an unprecedented public demand, marks the first showing of the film classic since its original record-breaking run.

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

DeMille's epic spectacle is the biggest motion picture of all time -- 10 years in planning, three years in writing, two years in actual production. The record cast, the biggest ever assembled for a single film, numbers more than 25,000. The Paramount presentation in VistaVision and Technicolor was made on location in Egypt and the Sinai Peninsula at places described in the Bible.

The awesome dramatization of the life of Moses presents such spectacular sequences as the Plagues, the building of an Egyptian treasure city, the parting of the Red Sea, the Burning Bush, and Moses receiving the Lord's Commandments on Mount Sinai.

"The Ten Commandments" is an all-time boxoffice block-buster. The present "command performance" engagements uncut and intact, answering an unprecedented public demand, are the first since the original record-breaking runs.

"The Ten Commandments" was produced and directed by DeMille. It is his peak achievement -- the seventieth film in a matchless career of moviemaking that spanned almost half a century. The screenplay, drawn largely from the Book of Exodus, was written by Aeneas MacKenzie, Jesse L. Lasky, Jr., Jack Gariss and Fredric M. Frank.

# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

ADVANCE SALE ANNOUNCEMENT

The advance sale of tickets to groups for Cecil B. DeMille's "The Ten Commandments" will open on ..... at the ..... Theatre. Tickets may be secured at the box-office or by writing to the theatre.

The price scale for the "command performance" reserved-seat engagement of the Paramount presentation will range from (LOWEST PRICE) to (HIGHEST PRICE) on weekdays. The weekend schedule of prices for Friday, Saturday and Sunday will range from (LOWEST PRICE) to (HIGHEST PRICE).

"The Ten Commandments," an epic spectacle acclaimed as DeMille's motion picture masterpiece, will begin its "command performance" engagement on ..... Advance orders will be filled for the period from ..... to .....

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

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# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

GROUP SALES REPRESENTATIVE

..... has been appointed Group Sales Representative for the "command performance" of Cecil G. DeMille's motion picture masterpiece, "The Ten Commandments," opening on ..... at the ..... Theatre.

Information about procuring tickets through special group-sales arrangements may be obtained by calling Mr. .... at (PHONE NUMBER) or writing him at the ..... Theatre, (ADDRESS).

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

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# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

GROUP SALES ANNOUNCEMENT

Tickets for the "command performance" engagement of Cecil B. DeMille's motion picture masterpiece, "The Ten Commandments," will be made available by special arrangement to groups. The minimum order for the group theatre party is ..... tickets.

Information about group purchases may be obtained by calling ..... or writing the Group Sales Representative, ... Theatre, (THEATRE ADDRESS).

"The Ten Commandments," a Paramount presentation, opens on ..... at the ..... Theatre.

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(more)

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# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

SHORT SUBJECT

A special film will be made available for lunch-hour showings at offices and industrial plants in connection with the "command performance" engagement of Cecil B. DeMille's motion picture masterpiece, "The Ten Commandments."

Arrangements for securing this interesting short subject at no charge may be made by phoning (NAME OF GROUP SALES REPRESENTATIVE OR FIELD MAN) at ....., or writing him in care of ..... Theatre, (ADDRESS).

"The Ten Commandments," a Paramount presentation, opens on ..... at the ..... Theatre.

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

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# # #

OPENING-NIGHT SPONSOR

The (NAME OF ORGANIZATION) will sponsor the benefit premiere performance of the Cecil B. DeMille's motion picture masterpiece, "The Ten Commandments," on ..... at the ..... Theatre.

..... has been named chairman of the charity showing, proceeds from which will be used to further the work of the (ORGANIZATION) in (CHARITABLE PROJECT IT IS SUPPORTING).

Tickets for the benefit premiere of "The Ten Commandments," a Paramount presentation, may be secured by phoning or writing to ..... at .....The charity presentation price scale will range from ..... to .....

The regular "command performance" engagement of "The Ten Commandments," the biggest and most successful motion picture in history, will open at the ..... Theatre on .....

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

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# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

BOXOFFICE OPENS TOMORROW

Group ticket sales for the "command performance" engagement of Cecil B. DeMille's "The Ten Commandments" will open tomorrow at the boxoffice of the ..... Theatre, beginning at .....A.M.

The epic spectacle, acclaimed as the peak achievement of DeMille's matchless career, will begin an extended run on.....

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

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# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

GROUP PURCHASE ANNOUNCEMENT

The (NAME OF ORGANIZATION OR COMPANY) will sponsor a theatre party attending the "command performance" engagement of Cecil B. DeMille's motion picture masterpiece, "The Ten Commandments," at the ..... Theatre, it was announced today by (ORGANIZATION OR COMPANY OFFICIAL).

Theatre party arrangements for the Paramount presentation, which is the most widely-acclaimed motion picture in history, may be made by phoning or writing to ..... at .....

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

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# # #

PURCHASE OF FIRST TICKET

(Serviced with photograph)

(NAME OF MAYOR OR OTHER DIGNITARY OR CELEBRITY) today purchased the first ticket for the "command performance" engagement of Cecil B. DeMille's motion picture masterpiece, "The Ten Commandments," at the ..... Theatre.

The regular sale of tickets for the widely-heralded run of the epic spectacle begins at the .....box-office on .....

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

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# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

STUDENT RATES

Tickets for the "command performance" engagement of Cecil B. DeMille's motion picture masterpiece, "The Ten Commandments," opening ..... at the ..... Theatre, will be made available to students at special rates through the cooperation of schools and churches.

Among the schools distributing student tickets for the epic film, which dramatizes the life of Moses, are ..... Churches participating in the student ticket program include .....

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

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DeMille's epic spectacle is the biggest motion picture of all time -- 10 years in planning, three years in writing, two years in actual production. The record cast, the biggest ever assembled for a single film, numbers more than 25,000. The Paramount presentation in VistaVision and Technicolor was made on location in Egypt and the Sinai Peninsula at places described in the Bible.

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"The Ten Commandments" was produced and directed by DeMille. It is his peak achievement -- the seventieth film in a matchless career of moviemaking that spanned almost half a century. The screenplay, drawn largely from the Book of Exodus, was written by Aeneas MacKenzie, Jesse L. Lasky, Jr., Jack Gariss and Fredric M. Frank.

# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

RECORD ADVANCE SALE

The "command performance" engagement of Cecil B. DeMille's motion picture masterpiece, "The Ten Commandments," opening on ..... at the ..... Theatre, has registered a record advance sale of $..... The figure represents ticket purchases by schools, churches, organizations and companies sponsoring theatre parties attending the epic spectacle, which dramatizes the life of Moses.

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

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# # #

STORE SALE OF TICKETS

Tickets for the "command performance" engagement of Cecil B. DeMille's motion picture masterpiece, "The Ten Commandments," will go on sale today at (NAME OF STORE).

The special store boxoffice for "The Ten Commandments" will be open every business day from ..... A.M. to ..... P.M.

The spic spectacle, which is the biggest and most successful film in history, will begin its run at the ..... Theatre on .....

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# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

CHILDREN'S THEATRE PARTIES

Special children's theatre parties for the "command performance" engagement of "The Ten Commandments" Cecil B. DeMille's epic dramatization of the life of Moses, are being arranged by the ..... Theatre.

Information about children's parties may be obtained by contacting (GROUP SALES REPRESENTATIVE) at ..... Transportation will be arranged by the theatre.

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(more)

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# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

SOUND-TRACK ALBUMS PRESENTED

Sound-track recordings of Elmer Bernstein's prize-winning musical score for Cecil B. DeMille's "The Ten Commandments," which opens on ..... at the ..... Theatre, will be presented to (HIGH SCHOOLS AND LIBRARIES) by (ORGANIZATION SPONSORING PREMIERE).

Music students of the school, who write the best essays about the score and how it relates to the epic dramatization of the Exodus, will be awarded tickets to the film.

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(more)

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# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

PICTURE SCORE PLAYED

The brilliant symphonic suite from Elmer Bernstein's score for "The Ten Commandments," Cecil B. DeMille's motion picture masterpiece, will be played by the (LOCAL SCHOOL BAND OR SYMPHONY ORCHESTRA) in a special performance at the (AUDITORIUM) on .....

Tickets for this musical event may be obtained at .....

"The Ten Commandments," the biggest and most successful film of all time, will open a "command performance" engagement at the ..... Theatre on .....

The program of music from the epic spectacle will be conducted by .....Solo artists include .....

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

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# # #

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

PREMIERE TOMORROW

Cecil B. DeMille's motion picture masterpiece, "The Ten Commandments," will have a charity premiere tomorrow at the ..... Theatre, sponsored by the (ORGANIZATION).

The regular "command performance" run of the epic spectacle, which dramatizes the life of Moses, will begin the following day.

Among the dignitaries and celebrities who will attend the benefit opening are ..... Proceeds of the performance will go to ..... Guest of honor at the premiere will be .....

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

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# # #

PREMIERE TONIGHT

A sell-out audience of (NUMBER) will attend tonight's charity premiere performance of Cecil B. DeMille's motion picture masterpiece, "The Ten Commandments," at the .....

The widely-heralded benefit showing is being sponsored by (ORGANIZATION). Proceeds, which will be used to ....., are expected to total more than .....

The red-carpet screen event is being covered by (TV and RADIO STATIONS). Honorary Chairman of the opening is ..... Celebrities and dignitaries attending the event include ....

"The Ten Commandments," an epic dramatization of the life of Moses, will begin its regular "command performance" run tomorrow.

"The Ten Commandments" has a superb cast of stars headed by Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek and Sir Cedric Hardwicke.

(more)

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

TO: MERCHANDISING REPRESENTATIVES

FROM: MIKE WEINBERG

Enclosed is a sample letter of invitation for your Saturday morning opinion-maker screening. To simplify the procedure we have phrased it to be appropriate for lay people and clergy alike.

Screening invitations should go out to the following groups of people:

1. Exhibitors and their employees. Especially people in cross-plugging theatres who will be concerned with answering questions in regard to the engagement.

2. Newspaper, radio-TV and local magazine personnel. Don't limit invitations to entertainment desk. Invite everybody who can give time or space to some aspect of our campaign. For instance, the following could be used as a check list of newspaper invitations:

    a. motion picture and drama editors
    b. executive editors
    c. managing editors
    d. publishers
    e. city editors
    f. columnists
    g. feature writers and writers
    h. photo editors
    i. Sunday Supplement editors
    j. music critics
    k. record reviewers
    l. advertising managers
    m. women's page editors
    n. society editors
    o. religious news editors

(cont'd)

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The press should include all daily and weekly papers in your trading area. Negro newspapers, trade union publications, high school and college papers, shopping center newspapers and foreign language press.

The radio and TV list should include:

a. program directors and producers
b. disc jockeys
c. commentators
d. librarians
e. interviewers and newscasters
f. station personalities
g. station owners

Dot Records

a. Distributors
b. record dealers
c. promotion staffs

The Dot representative might arrange for the invitations extended to radio librarians and disc jockeys.

3. Clergy of all faiths.

4. Group sales prospects. This would, of course, include many people in the categories already mentioned and additionally include representatives of:

a. industrial groups such as personnel directors, recreation directors, publicity and sales promotion managers

b. hotel operators, especially desk clerks and banquet managers and bellhops

c. fraternal organizations such as Masons, Elks

d. veteran groups, such as American Legion, DAV

e. service clubs, such as Rotary, Lions

f. Bus and railroad representatives, especially charter departments

g. social clubs, such as bridge groups, bowling clubs

h. youth groups, such as scouts

i. union and employee groups, such as telephone company Pioneer Club

(cont'd)

j. professional groups as AMA, lawyers' groups, nurses' organizations

5. Education representatives, public, private and parochial covering elementary, junior and senior high schools and college grades.

   a. top officials, such as Board of Education and Superintendent of Schools

   b. chairmen of appropriate departments, such as music, English, social studies and

   c. teachers and teacher associations

   d. P.T.A. officers

   e. school club representatives, such as drama, dance, etc.

We expect schools to produce the largest share of our group business, so a special effort should be made to be sure the right people are reached by your invitation.

When dealing with the Catholic parochial schools it would be advisable to first contact the Diocesan Superintendent of Schools and extending invitations with his permission or through his office. Cloistered orders of teaching nuns may require special exclusive screenings.

List Sources

1. The best source of group sales prospects are in the yellow pages of your telephone directory. Under clubs, churches, associations, unions, etc. you will locate most of the organizations in your community.

2. The Chamber of Commerce will supply names and addresses of organizations and very often has a published list which is kept up to date. They would be a good source of business organizations, such as large industrial firms, banks, scouts, charitable organizations and service groups, such as Kiwanis, Rotary, etc. They would most probably have a complete list of churches and colleges.

3. The Board of Education will be able to supply you with a list of public, private and parochial schools. Invitations to Catholic parochial schools are best handled through the Diocesan Superintendent of Schools.

4. Branch Manager

(cont'd)

5. Dot Records

6. Mailing houses in larger cities may have lists available for rental.

A quantity of "The Ten Commandments" letterhead similar to the top sheet of this letter has been sent to you under separate cover. "Paramount Pictures Corporation" appears at the bottom, but the address has been omitted.

All persons attending the screening should be given printed literature containing the name, address and telephone number of persons to contact for further information in all areas, such as ticket sales, publicity, sermon material, speakers, etc. In addition, price and performance policy should be mentioned. A copy of cast, credits, synopsis and Mr. DeMille's statement on why he made the film should be given to each one attending. This will be sent to you in time for the screening.

-oOo-

SAMPLE PREVIEW INVITATION

Dear Sir or Madam:

Paramount Pictures is proud to invite you to a preview of the return of the greatest motion picture of all time. There was only one Cecil B. DeMille, and this is his picture-making masterpiece, "The Ten Commandments."

Its first appearance since its original all-record breaking run which will be a popular prices and continuous performance at the _____Theatre, __(city)_____, starting__(date)_____, is in every sense a command performance.

"The Ten Commandments" is the most acclaimed, the most successful, the most popular motion picture ever made. People in every walk of life, every age group and of every race and religion have acclaimed it. Paramount Pictures is proud of "The Ten Commandments," and we want to let the picture speak for itself.

As a leader in your community, we know that your opinion is valued, and we would like to have you attend a special screening to be held at__(time)_____(place)_____ on _____.

The _____Theatre will make special arrangements for groups and student performances. Teachers or discussion leaders can obtain a study guide on request.

If you plan to attend the preview, or if you would like to bring extra guests, such as children of school age, please fill out the postage paid card enclosed and mail it to us.

This letter will admit you and your guests.

Cordially,

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

February 1, 1966

TO: MERCHANDISING REPRESENTATIVES

FROM: MYRON WEINBERG

RE: "THE TEN COMMANDMENTS"

Please check on the responses to your own screening invitations for the February 12 opinion-maker screenings. If response is slow, be sure you take steps to increase the number of invitations before you leave your city to attend the New York seminar. We expect the theatre to be filled and want you to make absolutely certain that it will be.

Please be prepared to give us an informal report on your observations of the response to the screening invitation. Is it enthusiastic? Is it being given attention? Is it being dismissed as "another re-issue?"

Don't forget to give us a report on the opinion-maker screening afterward.

1. number of invites sent out
2. list of names and affiliations of persons attending
3. your observations on response

We would also like to know the date the 40x60 and the 30x40 are put up and on what date the transparencies are put on display. As of this morning we have not received any requests for additional posters. Push these as cross-plug items. We are anxious for them to be used.

A four-page brochure measuring 8½x11 will be sent to you in sufficient quantity to distribute to persons attending

(cont'd)

your opinion-maker screening. You should prepare a single page 8½x11 insert for this brochure containing information on:

1. opening date
2. price and performance policy
3. theatre and address
4. group sales information
5. group sales contact - name, address, phone number
6. where and when tickets will go on sale for groups.

Have any arrangements been made to sell out the opening night? Are you or the theatre following up on this?

Please be on the alert for any national or state-wide conventions in your city being held by groups which could be helpful in the promotion and sale of our film. Let me know if educational, religious, or other national organization meetings are being held in your city in the next six or eight weeks. We may be interested in setting up special screenings for them.

Please send six copies of the invitation you are sending out, to me TODAY. If copies are not yet ready, please send a note giving date that invites will be delivered.

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

Cross-plug Group Sales Information

To facilitate making information on group sales available at cross-plugging theatres and other away-from-the-theatre locations, we have made a sample request form which is attached.

The two-color printing art is reproduced from the two non-shrink mats also attached. Copy for the bottom half is local information which you must set up. Our copy is only a suggestion, and you may wish to add other types of information.

These forms are of a convenient size for placing in a "take one" box mounted on the cross-plug 30x40 or 40x60. This might also be used as a piggy back insert in bank statements, department store bills, etc.

If mats are missing or additional mats are required, they should be ordered from this office.

oOo

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Merchandising Representatives' Campaign

1. Contact exhibitors to learn price and performance policy for group and individual sales.

2. Screening date set up.

3. Meet with leading clergy. Arrange Catholic screening invitations for parochial schools through Superintendent of Schools for diocese. Use screening checklist for sending out invitations.

4. Meet with branch manager and exhibitor to discuss screening and group sales contacts and screening invitations.

5. Contact Dot Records representative.

6. Screening invitations sent out.

7. Press luncheon set up. Leading members of press, radio and TV should be invited along with an "important" Paramount representative and exhibitor. Representatives of the clergy and schools might also be included to emphasize the importance of those parts of the community to the success of the engagement.

   Announcement kit distributed at the luncheon. This includes:

   a. Cast and Credits
   b. Synopsis
   c. portraits of principals
   d. biographies of the principals
   e. announcement story with photos
   f. sound track album
   g. caricature by Norkin
   h. TV topics

8. Announcement story sent out to entire trading area, including at least the twenty-five mile area and possibly fifty. All dailies, weeklies and specialized publications including union press, Negro press, shopping papers and religious publications should be serviced as well as radio and TV outlets.

(cont'd)

9. Group sales information and price and performance information should be printed for distribution at screening.

10. Conference with exhibitor to set up advance lobby display, cross-plug lobby displays, theatre trailer and cross-plug trailer. Additional advance 40x60 and 30x40 ordered from New York office. National Screen Service accessory order and trailer order placed.

11. Screening and evaluation. Attendance cards sorted, filed and followed up by letter, phone and personal visit as determined by importance of prospect. Special prospects discussed with exhibitor and meetings set up.

12. Merchandising representatives continue to service all media in trading area. Dailies and radio-TV can be serviced a minimum of three times per week till opening.

13. Contacts made with major banks, department stores and retail outlets for cooperation on tie-in ads, displays, ticket purchases and mailing inserts. Regular reserved seat agencies such as Sears Roebuck stores should be checked for possibility of getting an enclosure with monthly bills. Banks should be checked for this too. Because this film almost has the characteristics of a public service tie-in mailing may be possible with the power or telephone companies, too.

14. Check possibility of piggy-back mailings with other theatrical, educational or religious events in the community.

15. Check posting sites if included in the campaign. Be sure cross-plugging theatres have information.

16. Call the theatre to be sure that correct information is available to callers.

17. If posting has been done, be sure that all high traffic areas have been covered. Depots, churches, libraries, supermarkets should be well posted.

18. Launch radio promotions, letter writing contests, radio discussions on the ten commandments.

19. Inquiring report to ask people how many of the ten commandments they can recall.

20. Plant newspaper editorials.

(cont'd)

21. Set up DeMille Day or "The Ten Commandments" Day. Supply mayor with the proclamation.

22. Discuss with religious hierarchy material you might supply for Sunday school displays. Offer sermon material, such as Henry George lecture.

23. Plant coloring contest in newspaper.

24. Look for travel tie-up with window displays of photographs of "The Ten Commandments" locations tied in with current travel posters for Israel and Egypt.

25. Be sure schools, churches and others whom you have contacted about special performances are moving their tickets. If a group has bought the opening, check their ticket sale progress.

26. When contacting clergy, educators and other important opinion-makers, try to obtain endorsements which can be quoted in your campaign and passed on for use in other communities.

27. Publicize availability of the 16mm featurette for meeting, etc.

28. Publicize availability of the study guide to groups for other than schoolroom use.

29. Publicize sales to groups.

30. If you have referred group ticket purchasers to the theatre, check back to make sure the customer has been satisfied and that the theatre dealt promptly and efficiently with the ticket request.

31. Set up a liaison with the theatre office so you are informed of all sales made to groups.

oOo

Major Sales Prospects

In addition to the schools and the other usual industrial and organization prospects, there are a number of areas in which we think a special effort will be rewarding, due to the unique character and high acceptability of the film.

1. Newspaper circulation managers should be contacted about buying out a special performance for their newsboys.

2. Large industries should be contacted in regard to buying out a performance or blocks of tickets for children of their employees or customers. For instance, a dairy firm which delivers milk to the schools might be persuaded of the public relations and publicity value of buying out a performance and giving a block of tickets to each school to which they sell milk. The school could award the tickets as prizes in art, essay or department contests.

3. A department store, as a public service gesture in cooperation with leaders of youth movements of the major faiths, might contribute a special performance for teenagers.

4. A TV or radio station might be interested in a cooperative advertiser promotion. They could buy out a performance and sell or give an allotment of the tickets to each of their advertisers. Each advertiser would give the tickets away on the air in connection with purchases of his product.

5. A TV or radio station might be the donor of a performance to underprivileged children in the community. There are often individual philanthropists who may underwrite such a performance, and this should be discussed with the exhibitor. Some service clubs, such as Kiwanis, Variety Clubs and many others have special funds devoted to entertainment of the

handicapped and underprivileged. The nature of this film is ideal for all of these prospects.

6. Charter bus operators should be personally contacted. Many of them have full time salesmen who are in constant contact with schools and other groups in your trading area who make use of their facilities. They will be interested in sending out your material in their mailings, since their profit comes through bus and train charters.

Publicizing the Groups

Nothing will generate group sales as much as news about group sales appearing in daily and weekly newspapers, local magazines and house organs. When a party is booked, have them fill out an information questionnaire which could serve as the basis of a news story or photo caption.

If there is an outlet for a photo, have one taken of the group selling the first ticket to a local celebrity. Other photo possibilities are of the group officers meeting to discuss plans for selling the tickets or, if a school group, a photograph of them dismounting from buses. This kind of item planted in social pages, society columns, school newspapers and house organs will come to the attention of other groups and should stimulate interest in sales.

Give your groups material to help them publicize their party. School groups should be given posters for library displays. Clubs can be given stills or publicity mats to publish in newsletters and house organs.

An organization may have an opportunity to get an insert in a mailing in which event we might be called upon to supply a herald or art for the price.

oOo

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

Suggested letter to school principal
Enclose with brochure

Dear (Full name of school principal)

Cecil B. DeMille's "The Ten Commandments," generally acknowledged as the most acclaimed, most popular and most worthwhile motion picture ever made, will have a "command performance" return engagement at the _____ Theatre on _____.

Its first appearance since its original record-breaking run will be uncut, intact and at popular prices. In view of the particular moral and educational value it has for youth, many schools have been interested in making arrangements for students to see the film conveniently and at reduced prices in groups.

In addition to the special arrangements, we can offer for classroom use a short subject in 16mm color and sound, and a study guide based on "The Ten Commandments." We would like an opportunity to discuss these with you or your assistant. Please let us know when we may call upon you.

Very truly yours,

(signed)

Group Sales Director

PARAMOUNT PICTURES CORPORATION
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Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

Suggested letter to organizations
Enclose with brochure.

Dear Friend:

As a leader in your community, we believe that you will be interested in being among the first to be informed of the "command performance" return of Cecil B. DeMille's production, "THE TEN COMMANDMENTS," intact, uncut and at popular prices opening_____at the_____ Theatre.

"THE TEN COMMANDMENTS" is the most acclaimed, the most successful, the most popular motion picture ever made. People in every walk of life, every age group and of every race and religion have praised it.

Your organization will be interested in fostering this kind of entertainment for the whole family and taking advantage of the special group arrangements which we are offering in advance of the opening. Blocks of seats from 20 to 2,000 can be purchased through my office for fund-raising, entertainment, or education.

If you would like to plan a discussion program about the film, we can supply an interesting 10-minute film with sound and in 16mm color, as well as a study guide.

Please call me for further information.

Yours truly,

(signed)

Group Sales Director

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Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

Suggested Letter to Clergymen of all Denominations

We would suggest that you enclose with this letter the screening brochure or some other printed material which includes the Cecil B. DeMille statement, "Why I made "The Ten Commandments," and quotes from religious and educational leaders.

Dear (full name and title of minister, priest, rabbi)

As one who has dedicated his life to the spreading of your faith, I know you will be profoundly moved and thrilled by the inspirational message and deep devotion of Cecil B. DeMille's motion picture production, "The Ten Commandments." It will begin a "command performance" return engagement at popular prices, intact and uncut, on (date) at the (theatre), (city).

"The Ten Commandments" is the most acclaimed, the most successful, the most popular motion picture ever made. People in every walk of life, every age group and of every race and religion have praised it.

I sincerely feel that your congregation, adults and children alike, would find "The Ten Commandments" an unforgettable experience. Special arrangements are possible for groups of adults and children, and I would be pleased to discuss this with you or your representative at your convenience. May I have the pleausre of hearing from you.

Yours truly,

(signature)
Group Sales Director

PARAMOUNT PICTURES CORPORATION
1501 BROADWAY, NEW YORK, N. Y. 10036 • BRyant 9-8700

Group Sales & Student Performances

Once the screening invitations have gone out, plans should be set for handling the follow-up. Information on special arrangements should be made available to all attending the screening. A number of possibilities of student offers exist:

1. Special performances during school hours at which escorted groups would attend. These would probably be scheduled in the morning. Blocks of seats would be purchased by more than one school for a performance if not enough students could be guaranteed from a single school. No more than the capacity of the theatre would be sold.

2. School group attendance at regular afternoon performances. Escorted groups which would like to attend on shorter notice than is required for setting up special shows could be admitted to the regular performance at which seats were roped off in advance. Arrangements would be made by the school for the blocks of seats purchased in advance.

3. Some schools will prefer a plan by which individual students may attend the film during school hours at special student prices. Presentation of the admission stub at school the next day will permit an excused absence. This is less perferable than having the school make the arrangements and purchase in advance.

4. Student performances could be set up for Saturday and Sunday mornings. Tickets for these shows would be available to students and their escorts through schools, scout groups, etc. in advance. Golden Age clubs could also be accommodated at these shows.

(cont'd)

5. Another way of serving the student community would be to distribute student exchange tickets good for reduced rate admissions at regular weekday performances. This offer can be made profitably to college age groups. The lateness of the end of the evening show will eliminate most younger students from night shows on school days. These student exchange tickets could be mailed in quantity to student recreation centers, department chairmen, college bookstores and similar outlets.

We can't over-emphasize the importance of students to the success of the engagement. No stone should be left unturned in this area of promotion. Note from the attached newspaper stories how the Catholic parochial schools cooperated in Boston during the reserved seat engagement there.

This type of success was repeated all over the country. In Des Moines, the Board of Education voted to permit attendance at a performance to count as a day in class, and all students were excused for a half day to go to "The Ten Commandments." Students who brought a note from their parents were excused to attend special morning shows. Deputy Superintendent George Hall said, "It is not our general practice to dismiss youngsters for as long as a half day, but we recognize the importance of the film and we don't want to interfere with the opportunity to see it."

Through use of the Boston parochial school endorsement and the theatre managers' contacts the Milwaukee exhibitor was able to persuade the Catholic schools in his city to encourage student attendance.

Bill Rotan, State Theatre manager, Wichita Falls, Texas arranged the following for his engagement of "The Ten Commandments." Through the combined efforts of the Wichita Falls Ministerial Alliance and the Superintendent of Schools, classes were dismissed each day for the matinee performance of "The Ten Commandments."

Only those pupils who actually purchased tickets were allowed to leave the school grounds and for this reason the theatre management allocated tickets to the individual school principals. The principals, in turn, sold the tickets to the students.

Each school was allocated tickets in the amount of the capacity of the theatre. Only capacity seats were sold for each

(cont'd)

performance. The various schools designated specific days on which students were dismissed to see the film. As an example, the high school, with approximately 900 students was broken down into classes and the capacity of the house sold for Tuesday, March 26 performance.

15,000 students attended regular matinees over a complete sell-out four-week period.

Similar arrangements were made with superintendents of schools in all small towns surrounding Wichita Falls. Students were brought to the theatre in school buses.

All of this was made possible by the Ministerial Alliance efforts in convincing the Superintendent of Schools that "The Ten Commandments" was educational as well as good religious training. This can be done in every city where "The Ten Commandments" will play.

Although many of these tie-ups took place several years ago, the stature of "The Ten Commandments" has grown rather than diminished, and a whole new generation of children is available to attend.

As an additional aid to obtaining school interest, we have made available a student guide which should be offered to teachers for use in connection with a visit to the film.

The 16mm color-sound version of the regular trailer should be made available for loan to schools, too.

THE PILOT, BOSTON

Legal Hookey!

Parochial Pupils To See Ten Commandments Film

Thousands of children in the schools of the Archdiocese will be at the movies during school time in coming weeks, and they won't be marked absent, either.

With the enthusiastic approval and encouragement of Archbishop Cushing, principals of the 324 elementary and high schools in the Archdiocese have been advised by Msgr. Timothy F. O'Leary, superintendent of schools, to arrange for special school performances of The Ten Commandments, so that as many school children as possible may be given the opportunity to see this film.



SETHI
(Sir Cedric Hardwicke)

Boys and girls from the sixth grade through the senior year of high school will be encouraged to attend, although strictly on a voluntary basis. Through the courtesy of Mr. Arnold Van Leer of Paramount Pictures in Boston, the religious teachers in the Archdiocese will be admitted free of charge when accompanying a school group.

An inspiring and instructive address given by Cecil B. DeMille, producer of the film, has been sent to every school. It will be used by teachers to provide background on the motion picture for those students who will attend.

All arrangements for school performances will be made through Miss Daisy Weichel, Paramount group representative. Miss Weichel will arrange for a police detail to provide safety for the pupils and their teachers, as they arrive either by subway or in special buses.

BOSTON DAILY RECORD.

Schools Free Pupils to See Biblical Film

Thousands of children in the schools of the Archdiocese will be at the movies during school time in coming weeks, and they won't be marked absent either. With the enthusiastic approval and encouragement of Archbishop Cushing, principals of the 324 elementary and high schools in the Archdiocese have been advised by Msgr. Timothy F. O'Leary, superintendent of schools, to arrange for special school performances of "The Ten Commandments," so that as many school children as possible may be given the opportunity to see this film.

Boys and girls from the sixth grade through the senior year of high school will be encouraged to attend, although strictly on a voluntary basis. Through the courtesy of Arnold Van Leer of Paramount Pictures in Boston, the religious teachers in the Archdiocese will be admitted free of charge when accompanying school groups.

An inspiring and instructive address given by Cecil B. DeMille, producer of the film, has been sent to every school. It will be used by teachers to provide background on the motion picture for those students who will attend.

All arrangements for school performances will be made through Miss Daisy Weichel, Paramount group representative. Miss Weichel will arrange for a police detail to provide safety for the pupils and their teachers, as they arrive either by subway or in special buses.

BOSTON EVENING AMERICAN.

Parochial Students To See 'Commandments'

Thousands of school children in Boston archdiocese will skip classes to go to a movie during the coming weeks, and they won't be marked absent either.

and encouragement of Archbishop Cushing, principals of the 324 elementary and high schools in the archdiocese have been advised by Msgr. Timothy F. O'Leary, superintendent of schools, to arrange for their attendance at "The Ten Commandments" of as many of their pupils as wish to see the film.

Boys and girls from the sixth grade through the senior year of high school will be encouraged to attend although strictly on a voluntary basis.

Through the courtesy of Arnold Van Lee, representing Paramount Pictures in Boston, the religious teachers accompanying the school groups will be admitted free.

An inspiring and informative address made by Cecil B. DeMille, distinguished producer of "The Ten Commandments," has been sent to every Catholic school in the archdiocese.

Selling to Groups

The audience potential for "The Ten Commandments" is far greater than for any other motion picture. In addition to appealing to popular taste for visual spectacle epitomized by the unforgettable parting of the Red Sea and the receiving of the Tablet of the Law on Mount Sinai, "The Ten Commandments" is reverential and offers intellectual stimulation too. All these are wrapped in a package of super entertainment by the master showmanship of Cecil B. DeMille.

With these ingredients, you can reach successfully for ticket sales into schools, church groups, and almost any group of prestige and stature. With the information and material in this kit, you have the tools to reach every potential group customer in the community.

The aim of this part of the campaign is to reach group leaders who, in turn, control the disposition of blocks of tickets. Special group arrangements could be made for blocks of small numbers of tickets to regular performances, the entire capacity of the theatre for a regular performance, or even a special performance set up at a time convenient for the group.

The screening held early in the campaign for opinion-makers and group prospects can help establish the word of mouth and will sell tickets to many of the prospects who attend. The greater number of volume customers will have to be reached by other means.

1. Ads in newspapers should always carry mention of availability of special group arrangements.

2. Direct mail pieces or special letters directed to group customers who have attended the screening. Samples are included in the kit material. In addition, lists of prospects similar to those from which the screening list was developed should be employed.

(cont'd)

3. Cross-plug information on group sales available on theatre screens and in theatre lobbies.

Letters should be addressed to club presidents, entertainment chairmen, recreation directors, all school principals, school department chairmen, club secretaries, clergymen, and community center directors.

After the mailing has gone out, check over the list for the largest potential sales and start following up by phone calls.

Groups can be sold tickets on a number of different plans, and this policy will be determined by the exhibitor. Management should determine the mechanics of admission tickets, seating, etc. Some of the ways group plans might work are:

1. A block of tickets could be sold for a particular performance, day and time.

2. A block of seats might be sold, good for any performance during the run of the picture.

3. A block of seats could be sold which could be good for certain specified performances as weekday night shows only.

4. Blocks of seats sold in advance may be limited to a particular area of the theatre, such as the balcony.

Exhibitors may come up with a variety of plans, and we would like to have details of these plans. Suggestions for a variety of arrangements for school groups follows.

oOo

"The Ten Commandments" at Lent

In a few situations it is concievable that previews may fall in the Lenten period. In some situations the film may open during Lent, and therefore I would like to call your attention to a bulletin which appeared in the March 10, 1957 issue of The Union and Echo, official publication of the Diocese of Buffalo:

"THE TEN COMMANDMENTS"
MAY BE SEEN IN LENT

> "Very Rev. Msgr. Edward S. Schwegler, D.D., diocesan director of the Legion of Decency, has issued the following statement regarding attendance at showings of 'The Ten Commandments' during Lent.
>
> "This picture has received the unqualified approval of Bishops and priests throughout the country. Its message is primarily spiritual.
>
> "'Therefore it is our considered opinion that attendance at this picture during Lent does not violate the spirit either of the Lenten Regulations or of a private resolution to avoid the usual type of motion pictures during this penitential season.'"

Bishop Smith also advised the Archdiocese of Buffalo that special dispensation was granted to all Catholics in his jurisdiction to permit them to see the film during Lent.

The newspaper which printed the above story also set a precedent by accepting "The Ten Commandments" ads during the Lenten season, a period in which they normally do not run theatre ads.

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

Friberg Biblical Paintings

Arnold Friberg, noted illustrator who assisted Cecil B. DeMille in the production of "The Ten Commandments," created a series of 14 large paintings of dramatic realism. These have been reproduced in the souvenir book. The originals are striking examples of the work of Mr. Friberg and proof of why he is regarded as the greatest living interpreter of Biblical subjects.

These paintings are available for display in a museum, art gallery, or similar place in which personnel familiar with handling and exhibiting fine art is available.

For department store exhibit or other special display location, we can supply a set of 8x10 color enlargements. Before making a commitment for either the original art or the color reproductions, please check availability with "The Ten Commandments" home office.

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1501 BROADWAY, NEW YORK, N. Y. 10036 • BRyant 9-8700

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

"MOSES AND EGYPT"

The many years of exhaustive research which contribute to the greatness of Cecil B. DeMille's production, "The Ten Commandments," are authenticated and documented in Henry D. Noerdlinger's book, "Moses and Egypt" published by the University of Southern California Press. It carries an introduction by Cecil B. DeMille, who has commented that "this research only serves to affirm rather than contradict the Bible itself."

Noerdlinger, who was research consultant from 1945, worked on "The Ten Commandments" material for four years. The publication of the book marked the first time that research for a film was compiled in book form and came about as the result of numerous requests of DeMille by clergy and educators.

"Moses and Egypt" won the unusual accolade of a citation by The Saturday Review, which views it as a leading religious book for laymen, and it was listed as "pick of the paperbacks" in the religious field.

In the past, copies of the book have been used as gifts to clergymen, educators and opinion-makers, and still should be a valuable adjunct to your campaign. Additional copies can be obtained from bookstores or by mail directly from University of Southern California Bookstore, University Park, Los Angeles, California 90007.

RADIO AND TELEVISION PANEL SHOW

One of the ideas which proved extremely successful during earlier engagements of "THE TEN COMMANDMENTS" was a radio or TV panel discussion show on the Ten Commandments and the film. Station operators have an obligation to devote a certain amount of time to public service programs, and it was not too difficult to persuade program directors to set up thirty-minute roundtable discussions. With a moderator provided by the station, the members of the panel should include the leading clergymen of the three major faiths, an important educator, a housewife, a truck driver or factory worker, a judge or police official and one or two teenagers.

The idea of this composition is to give a population cross-section and to get across the idea that the film is one which does interest everybody and not just clergymen or school teachers as a religious or educational film. Panel members should be drawn from persons who have seen the film and, of course, have mostly favorable opinions on it.

Since this type of program requires a minimum amount of production and is suitable for Sunday morning or afternoon screening, you may find many receptive program directors. This program would, of course, be of added interest during the Lenten season.

Make all of your production information available to the moderator. If you know the panelists in advance, give them copies of "Moses and Egypt" and the DeMille statement on "Why I Made "The Ten Commandments," as well as quotes from reviews.

oOo

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

16mm Featurette in Color

The regular theatre trailer has been of such great interest to the public in the past that we believe there is still a considerable non-commercial market for it. To accommodate television stations, schools, religious groups, luncheon clubs and other organizations, we have made it available in 16mm sound and color.

In the trailer, Cecil B. DeMille discusses the making of the picture and the many reasons for its tremendous and timeless educational, religious and entertainment values. It is an excellent pre-selling item and should serve a variety of uses in creating local interest in "The Ten Commandments." It can be shown

1. to service club luncheons, such as Rotary, Kiwanis, etc.
2. a club meetings before groups interested in buying tickets
3. as part of a group discussion program on "The Ten Commandments" in a school or women's organization.
4. on a TV program, especially educational shows
5. in a rear-view projector at a theatre or other high traffic area
6. by department stores to club groups or chairmen as part of their public service programs
7. in plant cafeterias or screening rooms as a lunch hour recreation offering by management.

Toward the close of the engagement, a print might be presented to the Board of Education audio-visual library with suitable announcements and coverage.

Your imagination and ingenuity should produce many other areas of exposure. The important thing is to keep it in use, get the widest possible circulation and greatest audience. Two prints will be made available in the branch for each engagement.

Please let me know who is using the film and an estimate of the number of people who will see it at each screening.

Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments

Cross-plug Group Sales Information

To facilitate making information on group sales available at cross-plugging theatres and other away-from-the-theatre locations, we have made a sample request form which is attached.

The two-color printing art is reproduced from the two non-shrink mats also attached. Copy for the bottom half is local information which you must set up. Our copy is only a suggestion, and you may wish to add other types of information.

These forms are of a convenient size for placing in a "take one" box mounted on the cross-plug 30x40 or 40x60. This might also be used as a piggy back insert in bank statements, department store bills, etc.

If mats are missing or additional mats are required, they should be ordered from this office.

oOo

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1501 BROADWAY, NEW YORK, N. Y. 10036 • BRyant 9-8700

PARAMOUNT PICTURES
IS PROUD TO ANNOUNCE THE RETURN OF
THE GREATEST MOTION PICTURE OF ALL TIME!

Cecil B. DeMille's

PRODUCTION

The Ten Commandments

TECHNICOLOR®

RETURNS AT EASTER TO BUFFALO
Opens March 30, Buffalo Theatre
INTACT, UNCUT FOUR WEEKS ONLY

Special arrangements for groups from schools, churches, business organizations, social clubs, service or fraternal groups.

If you would like further information in regard to special group arrangements please fill out this form and give it to an usher or mail to theatre.

Name_____

Address_____

City_____ State_____

Telephone number_____

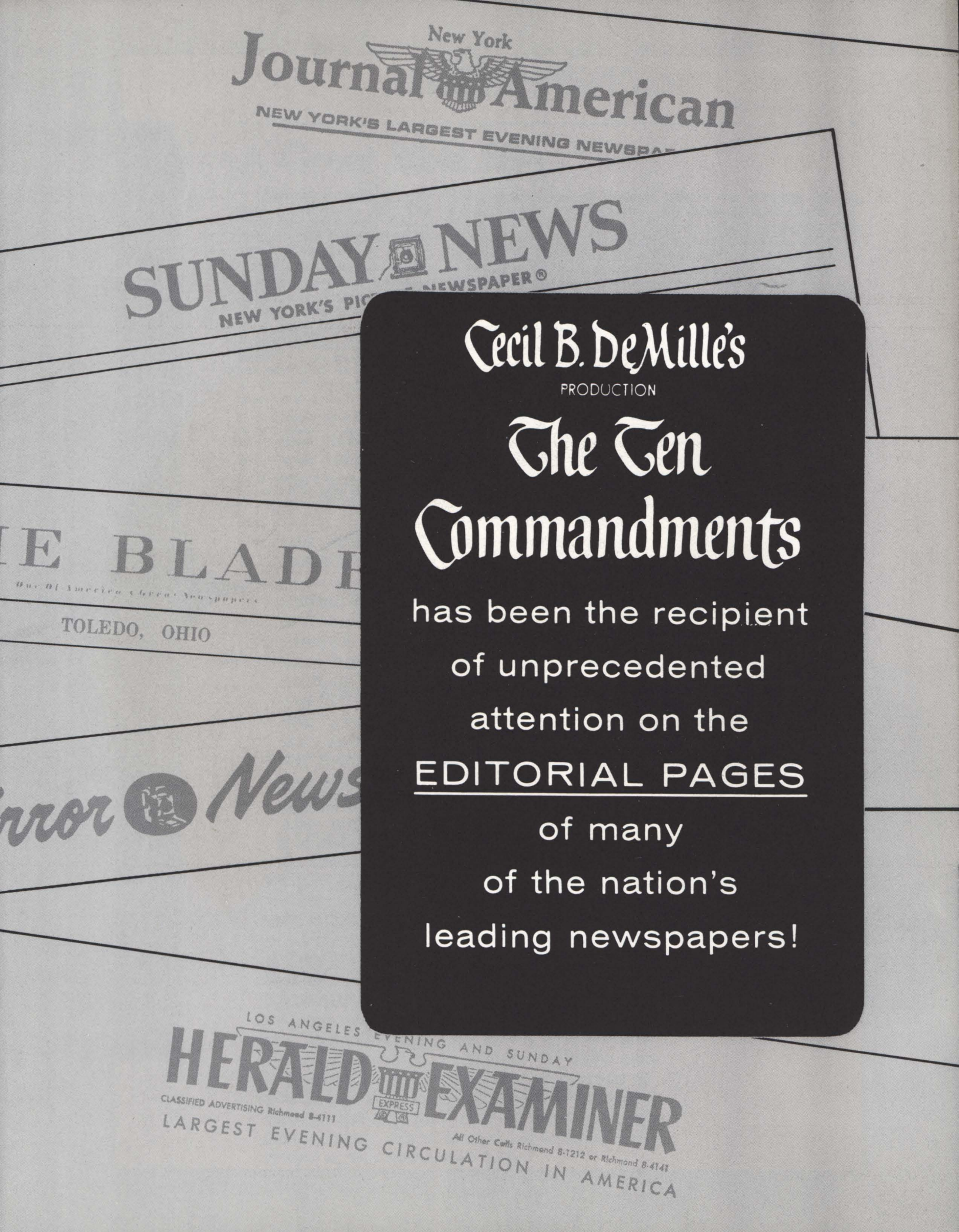
Please call mornings
afternoons
evenings



Organization_____

Approximate number of tickets_____

or call Group Sales Department
Buffalo 8-2640


New York
Journal American
NEW YORK'S LARGEST EVENING NEWSPA
SUNDAY NEWS
NEWSPAPER®
NEW YORK'S PIC
E BLADE
TOLEDO, OHIO
Cecil B. DeMille's
PRODUCTION
The Ten Commandments
has been the recipient
of unprecedented
attention on the
EDITORIAL PAGES
of many
of the nation's
leading newspapers!
LOS ANGELES EVENING AND SUNDAY
HERALD EXPRESS EXAMINER
CLASSIFIED ADVERTISING Richmond 8-4111
All Other Calls Richmond 8-1212 or Richmond 8-4141
LARGEST EVENING CIRCULATION IN AMERICA

SUNDAY NEWS
220 East 42d St. NEW YORK'S PICTURE NEWSPAPER. Tel. MUrray Hill 2-1234

DON'T MISS THIS MOVIE

You probably noted the hullabaloo surrounding the recent unveiling of Cecil B. DeMille's new $13,500,000 motion picture. "The Ten Commandments," and perhaps wondered if it is as good as innumerable critics, clerics and others say it is.


Cecil B. DeMille

Your reporter has seen the film, and his opinion is that if this isn't the greatest movie ever made it comes close.

The entire cast, headed by Charlton Heston as the Prophet Moses and Yul Brynner as the Egyptian Pharaoh Ramses, is superb. The sets, costuming and color photography are all beautiful. The trick camera work which shows Moses splitting the Red Sea, letting the Hebrews pass through on dry land, and then reuniting the waters over the Pharaoh's chariot army, is alone, we think, worth the price of admission. There is a moral to the picture, and one which applies with terrific force to our own times; but it is neither overplayed nor underplayed. As always with Mr. DeMille, the story is the main thing; and he is a champion story-teller.

Our tip: Don't miss "The Ten Commandments."

PARAMOUNT PICTURES PRESENTS

Cecil B. DeMille's

The Ten Commandments

has been accorded the unprecedented editorial praise reproduced here. On its tenth anniversary the brilliance of "The Ten Commandments" is undimmed.

In light of the movie fare of the last ten years many are of the opinion that its stature has grown even greater. We hope you will share our enthusiasm on the return of this overwhelming masterpiece to your city.

LOS ANGELES EVENING HERALD EXPRESS
David W. Hearst, Publisher

A Great Bible Film

Tremendously inspiring are the great stories of the Holy Bible when they are brought close to reality by the Hollywood motion picture industry.

It is a wonderful thing to bring people closer to God by attendance at church, by prayer in church and at home, in reading the Bible.

We feel that Cecil B. DeMille's superlative "The Ten Commandments," a tremendous motion picture portraying the life of Moses, is one which everyone, the whole family, should see.

It brings to life what we learned at our parents' knees when we were children, and what we have read much about in later life.

It teaches the power of God and of the struggle of the children of Israel for freedom, a struggle which seems to go on forever among mankind in various parts of the world.

Paramount's great film classic in color brings vividly to us Moses in the bullrushes, his later life as gleaned from the writings of ancient historians in the period of approximately 30 years missing from the Bible when he became a great prince of Egypt.

It portrays his kindness to the Children of Israel in bondage, his discovery that he is a Hebrew, his meeting with God so well known as Moses and the burning bush, his sacrifices and struggles and hardship with the help of God to lead his people to freedom.

Reaching the climax, there is, of course, the tremendous spectacle of the Israelites escaping destruction by the Egyptian charioteers through the parting of the waters of the Red Sea, and Moses receiving from God the Ten Commandments of tablets of stone.

It is interesting to note that Mr. DeMille credits the idea for "The Ten Commandments" from the time when "my father and mother every night read us children a chapter from the Old Testament, a chapter from the New Testament and a chapter from history."

And to that he adds:

"The nation lost a good deal when the Bible was taken out of the schools. It used to be read in schools when I was a boy, and I think it still should be."

EDITORIAL PAGE
Journal NEW YORK American

A Great Picture

ALREADY enjoying the highest praise by leaders of the three great faiths who had seen it at private showings, a truly great motion picture, "The Ten Commandments," opened last night at the Criterion Theatre. It is, we think, the masterpiece in the long career of Cecil B. DeMille. Mr. DeMille has arranged that all his profits from the picture, wherever it is shown, will go into a special trust fund for religious, charitable and educational purposes and, on his own insistence, he will have no voice in the disbursement of the money. Finally, this is no mere grandiose spectacle, spectacular as it is. It is an illumination of mankind's struggle through the ages and today to wrest freedom from tyranny. We recommend Rose Pelswick's review in this newspaper today.

Los Angeles Examiner

An American Paper for the American People

Publisher: Franklin S. Payne Editor: Warden Woolard

Screen Milestone

FUTURE historians seeking to identify the men who did most to shape the character of our time, will no doubt weigh carefully for that small list one familiar and popular name: Cecil B. DeMille.

We advance the conjecture today, on the occasion of Mr. DeMille's 75th birthday.

It is a proper and tenable proposition that no molder of present-day manners and viewpoints has been more powerful than the motion picture. Its impact is universal, its ability to persuade well-nigh irresistible.

In the development of the medium, no man has been a greater innovator, a steadier force or more skilled craftsman than Mr. DeMille.

He made the first full-length picture, "The Squaw Man," in 1913.

Today he is finishing his newest work, "The Ten Commandments," anticipated to introduce a new era of grandiose concept and execution.

Our congratulations go to Mr. DeMille today for a long career as pioneer, thinker and master in a great and difficult medium.

And with the greeting goes our admiration to an old friend who at 75 has the courage, enthusiasm and vigor—both as man and artist—that men half his age might well envy.

Mirror News

EDITORIALS

VIRGIL PINKLEY
EDITOR AND PUBLISHER

An Unmatched Record of Hollywood Success

The critics pretty generally agree that Cecil B. DeMille's new film, "The Ten Commandments," is a colossus—in theme, in dramatic impact, in the skillful use of great throngs of actors and in length.

But the picture is no more colossal than the considerably amazing DeMille himself.

At 75, still vigorous and boldly imaginative, he can look back at a distinguished career that spans the entire period since Hollywood became a synonym for the cinema.

"The Ten Commandments" is his 70th picture and his previous 69 have drawn over 3 billion persons to the box office.

Best of all he has emphasized moral and eternal values in his pictures, eschewing the inferior and the shoddy.

He amply deserves the resolution of praise accorded him last week by the City Council.

Hollywood has been fortunate to have a DeMille and so have the theatergoers of the world.

TOLEDO BLADE

Published Every Afternoon and Sunday at
Superior, Beech and Huron (4) Telephone CHerry 3-1121

Mr. DeMille And History

RECOGNITION of historical research into the life of Moses—for which Cecil B. DeMille spent a quarter of a million dollars—in the making of a new motion picture version of "The Ten Commandments" suggests that the often maligned movie "spectacle" has made a contribution to scholarship of considerable importance.

The decision of the University of Southern California Press to publish in book form research conducted at Mr. DeMille's commission is an indication of the historical importance of material concerning the 30 years of Moses' life which is not mentioned in the Bible. It may serve to emphasize the contributions movies, plays, novels, and other art forms have made to public knowledge of history.

Because history sometimes has been abused by those who operate in these media, there is a tendency to dismiss all such ventures as unworthy, In truth, some extremely painstaking and very valuable historical research has been done in the interests of writing fiction, and for the various entertainment media. Public knowledge of many periods and areas in history is far wider for these efforts. Only occasionally is the information thus supplied unreliable.

Recognition of the effort Mr. DeMille has made in this latest of his pictures comes as a fitting reward to a man who has been concerned with making the most of opportunities offered by a popular entertainment medium to widen the general sphere of knowledge. The importance of this research undoubtedly will outlast the motion picture for which it was done.

This is no new phenomenon. Popular art forms, which may be scorned by contemporary intellectuals, often have inspired distinguished achievement to which succeeding generations have acknowledged a debt.

Thus, Cecil B. DeMille's motion pictures may be best known today for such spectacular scenes as the Queen of Sheba taking a bath in milk. Their contributions both to popular knowledge and to scholarship will, in the long run, considerably exceed this vivid impression of today.

Printed in U.S.A.



Paramount Pictures Presents

CECIL B. DE MILLE'S Production

"THE TEN COMMANDMENTS"

TECHNICOLOR® A PARAMOUNT RE-RELEASE

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