

**Elantonio Productions
Incorporated Associated
Enterprises and Flywheel,
presents...**



Hit the space bar to advance slide

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presents...**

BEHIND THE CAMERA



**A young Marilyn
Monroe , Norma Jean**



**Cary Grant
meditating if you
open the
umbrella..**



And here Robert Mitchum plays.



**Meeting of stars , H.Fonda, B.Karloff , G.Kelly , and thinking
about his future , R. Reagan**



**Dean Martin,
Shirley MacLaine
y Elvis Presley
celebrate a
birthday.**



Another birthday, 40 years in a John Wayne film . Around , L.Marvin , C.Eastwood , R.Hudson, F.MacMurray , J.Stewart,E.Borgnine , M.Caine , and L. Harvey .

And he must be at
another event where
he took the famous
picture of Sophia Loren
" admiring , envious ?
Jayne Mansfield 's
cleavage ...





John Wayne under the watchful eye of John Ford.



And those who work stop to rest ... a break from filming " Robin Hood "

**" Misfits , "among
others, Clift, Monroe,
Gable, Huston & Miller.**

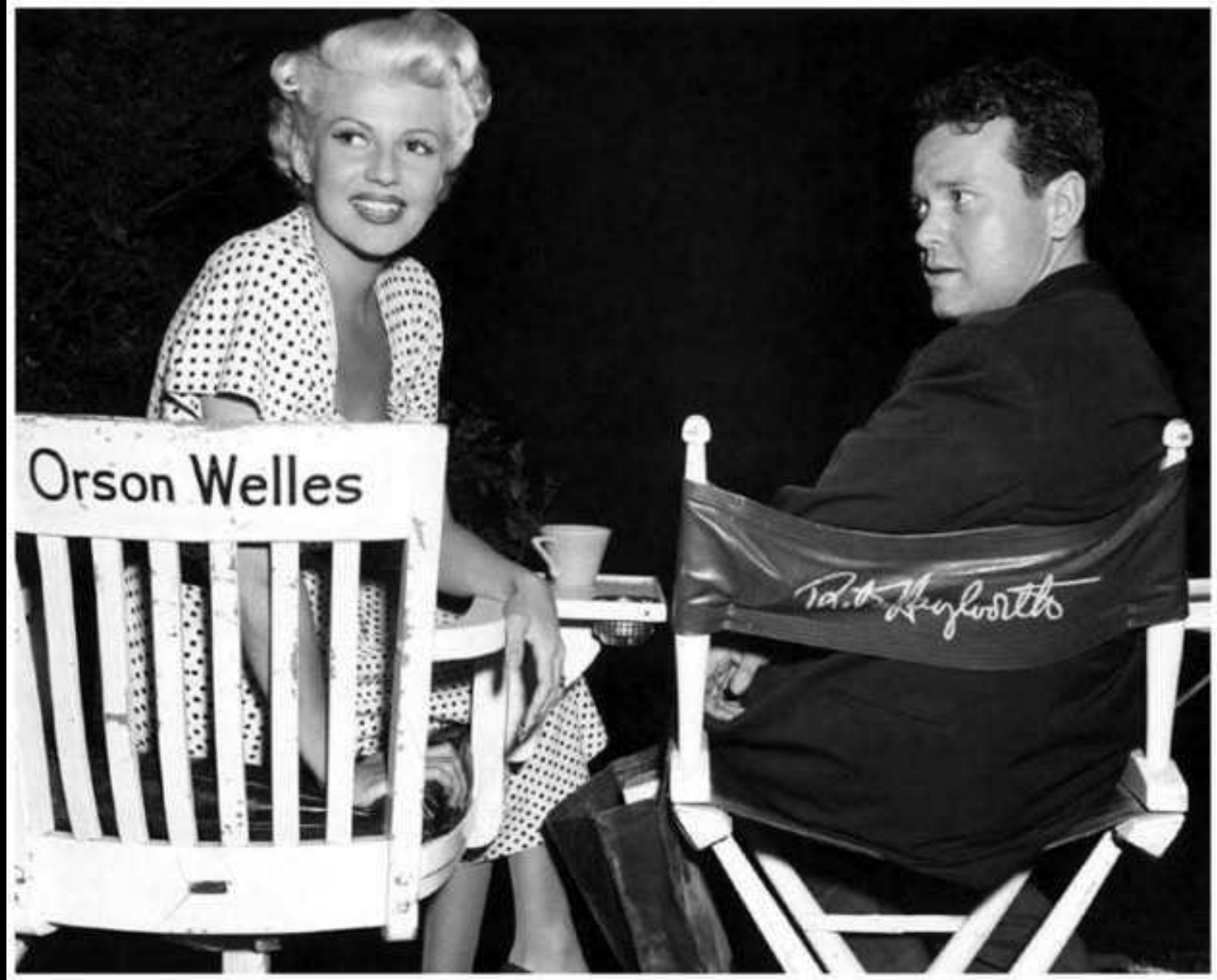




**Charlton Heston,
Stephen Boyd y
William Wyler en el
rodaje de "Ben Hur"**

Howard Hawks, Angie Dickinson y sus piernas en el rodaje de "Río Bravo".





Rita Hayworth y Orson Welles, but each is in the chair the other ...



Marilyn y Dios.



Filming of "Hell in the Pacific " – Lee Marvin



S. Spielberg and Harrison Ford : Indiana Jones.



**Basil
Rathbone,
Boris
Karloff,
Lorre, and
Vincent
Price in a "
The Comedy
of Terrors "**



Horror Big Four :
Vincent Price, along
with Christopher Lee,
John Carradine, and
Peter Cushing .



Makers of " Young Frankenstein ", with Mel Brooks

Stewart & Hitchcock



ROYAL CROWN COLA

IS KICKING OFF THEIR SUMMER PROMOTION WITH "THE NUTTY PROFESSOR"

ROYAL CROWN COLA is backing their BIG SUMMER PROMOTION with JERRY LEWIS and "THE NUTTY PROFESSOR!" They are using JERRY LEWIS in full-page full-color ads to be featured in LOOK, READER'S DIGEST, McCALLS, SEVENTEEN, FAMILY CIRCLE and WOMAN'S DAY. This is a real explosive campaign that carries full credits for "THE NUTTY PROFESSOR" and will reach a huge audience of Americans.



You go fresher with RC... goingest cola of the leading three. Fast growing Royal Crown is brisk 'n' bracing, fresher tasting, because it's made the fresh protected way. Go Royal Crown - enjoy the refreshing difference. And it's the better buy.



Royal Crown Cola

With the new product
See it first - see it all
See it all - see it all

Jerry Lewis as "The NUTTY Professor" discovers PLANTERS "The World's Tastiest Nuts"

See Jerry Lewis as
"The Nutty Professor"
soon at your favorite theatre!



"I like them! . . . I like them!"
PLANTERS COCKTAIL PEANUTS—the
most famous nuts in the world.



"What kind of new nut are you?"
A PLANTERS DRY ROASTED PEANUT.
New process using no fats.



"Here's a toothsome twosome."
PLANTERS JUMBO BLOCK BAR and
SALTED PEANUTS. Still 5c & 10c.



"A sandwich never had it so
good!" PLANTERS PEANUT BUTTER
fortified with Vitamins A & D.



"Have a party . . . invite some
nuts!" Perfect mixers—PLANTERS
MIXED NUTS. No paper fillers!

Jerry Lewis is nuts about nuts . . . especially Planters! So many to choose from—all the ones he's munching above plus Dry Roasted Cashews, Dry Roasted Mixed Nuts, Whole Cashews, Pecans, Spanish Redskins and Old-Fashioned Peanut Candy. How many of these crisp, crunchy favorites have you tried?

PLANTERS®—the name for quality

For NUTTY entertainment,
be sure to see
Jerry Lewis' new picture,
"The NUTTY Professor."

A Jerry Lewis Production
A Paramount release
Technicolor®




Jerry hace publicidad.

I'M SENDING CHESTERFIELDS to all my friends.
That's the merriest Christmas any smoker can have—
Chesterfield mildness plus no unpleasant after-taste

Ronald Reagan

see RONALD REAGAN
starring in "HONG KONG" a Film
Thomas P. Murnaghan Production
Color by Technicolor



CHESTERFIELD Buy the beautiful
Christmas-card carton

Reagan.

Y Cooper.



"THERE'S ONE THING
I CAN ALWAYS COUNT ON
WITH CHESTERFIELDS
... THEY SATISFY"
Gary Cooper
STARRING IN CECIL B. DEMLÉY
GREAT TECHNICOLOR PRODUCTION
"UNCONQUERED"
A PARAMOUNT PICTURE

I say— IT TAKES **ABC** TO SATISFY ME!

SATISFY YOURSELF
... like Gary Cooper, that Chesterfields
are **A** ALWAYS Milder
B BETTER TASTING
C COOLER SMOKING

ALWAYS BUY **CHESTERFIELD**

Copyright 1948, Looney & Macmillan Co.

Wayne.



How MILD can a Cigarette be?

MAKE THE 30-DAY CAMEL MILDNESS TEST—SEE WHY...

MORE PEOPLE SMOKE CAMELS
than any other cigarette!

"The roles I play in movies are
far from easy on my voice—
I can't risk throat irritation.
So I smoke Camels—they're mild"

John Wayne
POPULAR, HANDSOME
HOLLYWOOD STAR



"I've been around movie sets
long enough to know how im-
portant cigarette mildness is to an actor.
So when it came to deciding what cigarette
was just right for my throat—I was very
particular. I made a sensible test—my own
30-Day Camel Mildness Test!

"I gave Camels a real tryout for 30 days.
The most pleasure I ever had from smok-
ing. My own 'T-Zone' told me just how
mild and good tasting a cigarette can be!
I found out for myself why *many* people
smoke Camels *than any other cigarette!*"



MAN'S SIDE OF A MOVIE HERO
And the winner, John F. Lee
& John F. Lee, Jr. Wayne has
won the way to fame as
hero of hard-core smok-
ing—hard riding... (glori-
ous action photos!)

*Make your own
30-Day Camel
MILDNESS Test
in your T-Zone!*

(T for Throat, T for Taste)



**Not one single case of
throat irritation *due to smoking***
CAMELS!

Yes, these were the findings of a
recent operation that a total of 2,000
humble experiments of the throat
of hundreds of men and women who
smoked Camels—and only Camels—
for 30 consecutive days.



**Cooper le enseña a
Sinatra a empuñar
el revólver.**



James Dean & Úrsula Andress.

**Cary Grant &
Randolph
Scott**





Bridget Bardot and Kirk Douglas



**Burt Lancaster y
Nick Cravat.**



Dean Martin & Jerry Lewis.



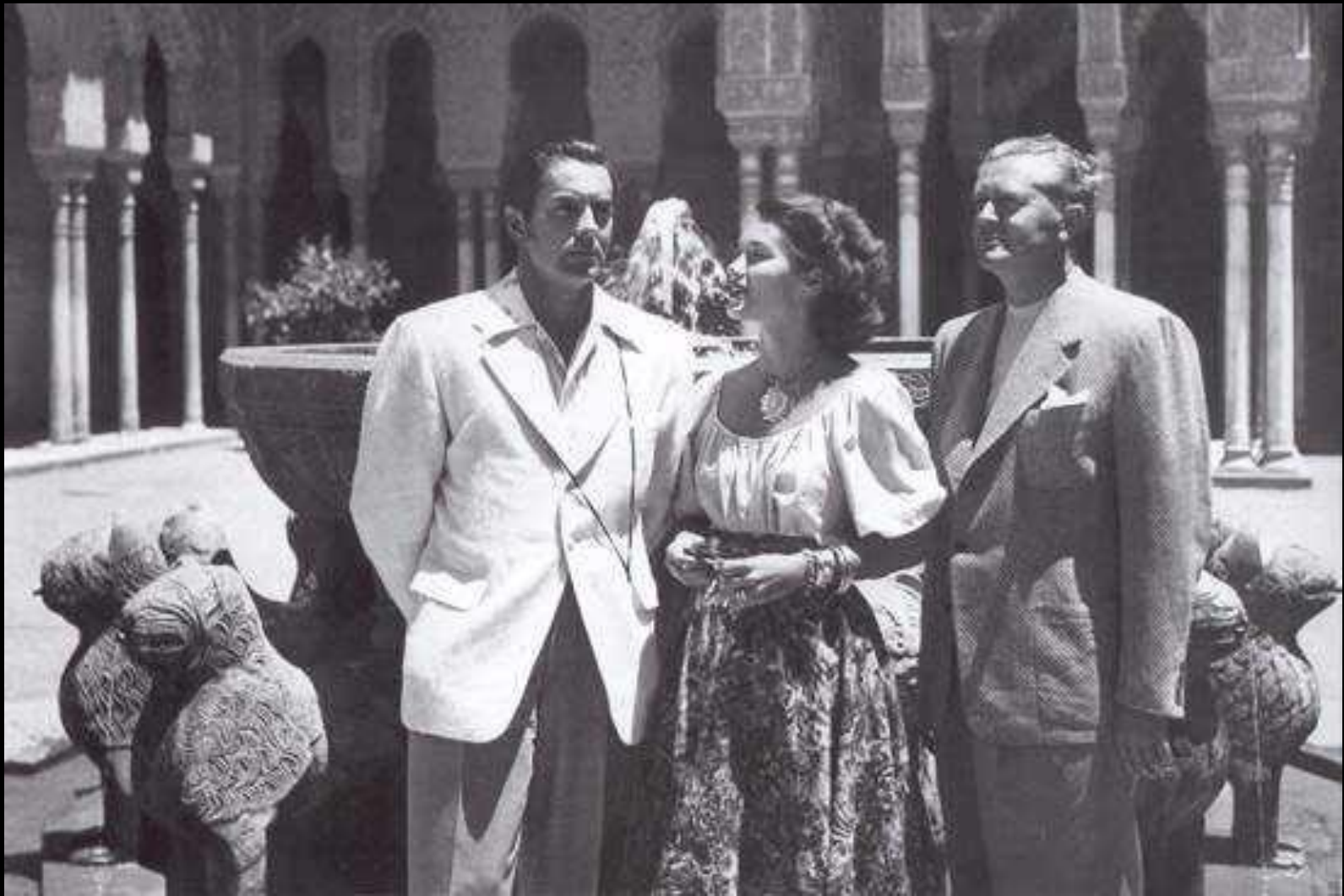
**Lewis &
Tony Curtis.**



Butch Cassidy and the Sundance Kid : aging as dignified post



“Unforgiven”.



Tyrone Power and Linda Christian visiting the Alhambra and reflect on whether it's worth having a daughter to marry after Al Bano .

**And we part with some stunning
photographs of the two big dancers :
Gene Kelly and Fred Astaire**

