



Strato-Cinema program, auglýsingabæklingur, ódagsett

Bjarni Benediktsson – Strato-Cinema program, auglýsingabæklingur

Tekið af vef Borgarskjalasafnsins

bjarnibenediktsson.is

Einkaskjalasafn nr. 360

Fjölskyldan

Askja 3-4, Örk 4

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STRATO-CINEMA[®] program

AN INFLIGHT MOTION PICTURE PRESENTATION



THE NIGHT OF THE IGUANA



about INFLIGHT MOTION PICTURES

In mid-August this year, Inflight Motion Pictures proudly celebrates the third birthday of its airborne operations. A lot of airtime has been made to fly in the past three years. A lot of showtimes in the sky have provided enjoyment for jet travellers by the big-screen, full color film program.

Every day this August more than fifty super jet airliners lift off from airports half way around the world, ready to show a top-rated, first-run movie to over 4,000 daily passengers.

Three years ago the story was a little different. On inauguration day in 1961 only eight Trans World Airlines jets were equipped to show a movie to a mere 100 passengers, who were on hand to share the excitement and the fun.

A few figures fill out the story of the past thirty-six months. In that time Inflight has presented 156 first-rank motion picture attractions, at the rate of one new film each week. Of these, 101 were in full color. Sixty-four were in the full wide-screen aspects of cinemascope or panavision.

The three-year period accounted for over 21,000 film showings in the air. The success story of Inflight is spelled out in this phenomenal upward curve of movie presentations year by year. In the starting year, there were just 3,000. The second year saw the total move up to 5,000. For the third year, the total almost doubled the previous two years, with a twelve-month tally of 13,000. Currently more than 1500 movie showings take place in the sky every month.

Inflight Motion Pictures is the culmination of five years of experimentation by its president, David Flexer, a theatreman from Tennessee, who poured more than a million dollars into developing the fully automated, unattended and totally safe-guarded projection system. It became airborne with the cooperation of T.W.A., who provided facilities for testing in the sky.

The Inflight Motion Picture projection system is the equal of the best deluxe theatre presentations, maintaining full values of color, screen size and sound. The featherweight earsets are specially made for the Inflight system. They do not interfere with other cabin services, and any message from the captain or the cabin attendants will be piped in without delay.

Please return the earsets to the purser or hostess at the end of the movie showing.

Passengers of All Ages Enjoy Movies in Flight



INFLIGHT

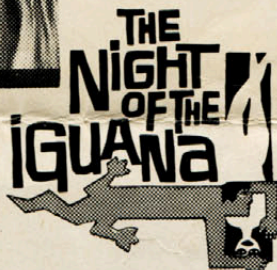
MOTION PICTURES, INC. presents

RICHARD BURTON · AVA GARDNER · DEBORAH KERR · SUE LYON



one man...
three women...
one night...

Metro-Goldwyn-Mayer and
Seven Arts Productions present the
John Huston-Ray Stark
Production of
Tennessee Williams



with JAMES WARD · GRAYSON HALL · CYRIL DELEVANTI Directed by JOHN HUSTON Produced by RAY STARK Screenplay by ANTHONY VEILLER and JOHN HUSTON Based on the Broadway Play by TENNESSEE WILLIAMS

RATING: ADULT ENTERTAINMENT

RUNNING TIME: 1 HR. 56 MIN.


COMING ATTRACTIONS ON INFLIGHT

"ZULU" starring Stanley Baker, Jack Hawkins. An Embassy Release. In Color.

"THE UNSINKABLE MOLLY BROWN," starring Debbie Reynolds, Harve Presnell. A Lawrence Weingarten Production. A Metro-Goldwyn-Mayer Picture. In Color.

"I'D RATHER BE RICH," starring Sandra Dee, Robert Goulet, Andy Williams, co-starring Maurice Chevalier. A Ross Hunter Production. A Universal Picture. In Color.

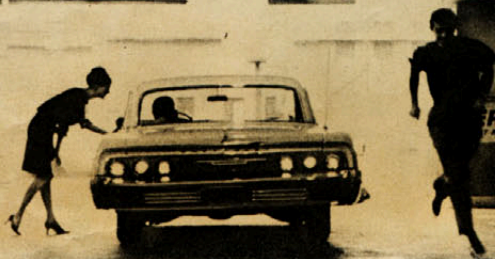
"McHALE'S NAVY," starring Ernest Borgnine. A Universal Picture. In Color.

A SOUVENIR OF YOUR FLIGHT ON 

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