HUMAN PHANTOMS Sought in 'BLACK ZOO' Terrors

Bitten by Tiger! Nothing, Really

British Naturalist Michael Gough, making his American film debut in Herman Cohen's "Black Zoo" as the voice of the naturalist, has been bitten on the forehead by a snarling tiger while filming a scene for his latest documentary film, "The Wildlife of the Black Zoo." When asked if he was worried about the incident, Gough replied, "No, it's nothing. I've been bitten by tigers before."

CRITICS

Lauren, Tigger, and other animal sideshow shots and scenes are used to great effect in this cutthroat drama. A solid effort, but the overall story is a bit too predictable.

CREDITS

A HERALD BLACK ZOO Produc- tion, Pro- duced by Robert Heinz, Directed by Michael Gough, Screenplay by Alfred J. Green, Music by Max Steiner, Sound by Robert O'Connor, Photography by Robert O'Connor, Art Direction by Joseph B. Simons, Film Editor by Louis J.薪资, Production Manager by Jack Ormes, Assistant Director by William H. Hahn.

THE CASE FOR TERROR MOVIES

Producer Herman Cohen, whose latest effort is "Black Zoo," has already had two of his films banned in New York and Los Angeles. "Black Zoo," directed by Michael Gough, stars Jeanne Cooper, Rod Lauren, and Virginia Grey.

Miss Movie's Runs the Gamut

Two women's serials in one, "Daisy Chain" is a better choice for the title Miss. "Miss Yes" than Virginia Grey until.

The Miller, visible in color and Panavision at the...
Horror King Discloses Bull Market For Terror

The biggest single audience the movies have today is a booming community of suspense and terror buffs.

So indicated a theater survey by Herman Cohen, whose "Black Zoo," now at the color and Panavision, was inspired by it.

Cohen's "I Was a Teenage Werewolf," born of the terrors that 7 in every 10 of the total audience fails in the 13- to 20-year old brackets--15 times in 100--and started the film industry on a whole cycle of children's features.

Now here's the over-all secret of what an audience with an Allied Artists sense about the corner of a private man who restrains a wild situation out of his own wild situation and saves himself at the same time in a series of sequences.

"There's no one to read. Some are the best ever of the popular audience, and they prefer the horror picture," Cohen says.

"Many of the adults are the audience of the game and have been a long series of victories before. There's nothing else to choose from but ours in this country stream.

"There's another audience that cannot take the suspense and terror, and of the re-

BLACK ZOO No. 29

Teen-agers, according to the Allied Artists, are the number one audience in the country stream.

"Theater in color and Panavision, the illusional shots of a man carrying a wild situation, ...""Black Zoo"", now at the Allied Artists feature.

"The theater in color and Panavision is the illusional shots of a man carrying a wild situation, and of the results of the whole picture, ... the thrillers.

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SAVAGE BEASTS TURN CITY STREETS INTO A JUNGLE HELL!

BLACK ZOO

...RULED BY A MASTER-MIND OF HORROR!

FANG AND CLAW KILLERS STALK THE CITY STREETS!

FANG AND CLAW KILLERS

CONDEMNED TO THE CAUCHEMARD DE LA TERRIBLE MAMAN DE VICTIMES!

GOUCH COOPER LAUREN GREY

Closer to the scene of the crime... closer to the heart of the horror!

HERMAN COHEN

PRODUCER DIRECTOR

GOUCH COOPER LAUREN GREY

STARRING ROD VIRGINIA

BLOOD-CURDLING COLOR

PANAVISION

4 cols. x 10.25" 160 Lines 401

Ad Mat No. 401

(124 Lines)

2 cols. x 8.5" 206

Ad Mat No. 206

6 cols. x 5.25" 420 Lines 601

Ad Mat No. 601

Herman Cohen

3 ALLIED ARTISTS PICTURES
FANG AND CLAW KILLERS
...commanded by a master-mind of HORROR!

BLACK ZOO

CONDEMNED TO THE CAGE OF DEATH!
MICHAEL Gough, JEANNE Cooper, LAUREN Grey

SEE THE TERROR! FEEL THE SHOCK!
LIVE THE HORROR!

DARE YOU ENTER THE SINISTER WORLD OF THE
BLACK ZOO
HORROR IN THE CITY STREETS!

A HERMAN COHEN production • An ALLIED ARTISTS Picture

EXTRA
DAILY NEWS
EXTRA

"BLACK ZOO" HOLDS CITY IN GRIP OF JUNGLE TERROR!!

SAVAGE BEASTS ROAM STREETS SEEKING HUMAN PREY!

MAD MASTER COMMANDS WILD ANIMALS TO KILL!

MACABRE RITES AT BEASTS' FUNERAL!

SECRET CULT SEEKING SACRIFICE OF HUMAN HIMSELF!

CONDEMNED TO THE CAGE OF DEATH!

NIGHTLY THEY STALK THE CITY STREETS!

RUED BY A MASTER-MIND OF HORROR!

BLACK ZOO

A HERMAN COHEN production • An ALLIED ARTISTS Picture

COLOR and PANAVISION

302 3 cols. x 3¼" (33 Lines)
**COMPLETE CAMPAIGN MAT**

ALL THE AD AND SCENE CUTS IN BOX AVAILABLE ON ONE BIG BARGAIN MAT!

ORDER "BLACK ZOO" SPECIAL MAT NO. 1 FROM NATIONAL SCREEN

---

**TEASER ADS**

**WANTED FOR MURDER!!**
- **CAESAR (Black Panther)**
  - Vicious man-killer. Nocturnal predator turned loose on city streets by human master. Known to be insane of the **BLACK ZOO**

**WANTED FOR MURDER!!**
- **BARON (Siberian Tiger)**
  - Human blood drives him to murder-frenzy. He is hiding somewhere in city seeking out next victim. Known to be fugitive from justice.

**WANTED FOR MURDER!!**
- **NERO (Lion)**
  - Dangerous! Approach with caution! Last seen in abandoned section of city. This trained killer of human beings escaped from the **BLACK ZOO**

**WANTED FOR MURDER!!**
- **VICTOR (Lioness)**
  - Beautiful woman among her litter of cubs! Last seen in suburban area. Report his whereabouts to local police stations. Victim is guaranteed.

---

**BLACK ZOO**
TV Trailers

SHOCK SPOTS WITH SENSATIONAL SELL!

SIX power-packed television trailers containing the exciting highlights have been specially designed to lure that massive video audience.

Each unit is a thriller that will scare the yell out of the viewer.

The set consists of:

2 - ONE MINUTE SPOTS
3 - 20-SECOND SPOTS
1 - 10-SECOND SPOT

Spot them in mystery and shock TV shows to reach horror fans. Every dollar budgeted for video will be wise investment in salesmanship. Make sure, however, that you get the best available time for your money.

ORDER RADIO TRANSCRIPTIONS AND TRAILERS FROM ALLIED ARTISTS EXPLOITATION DEPARTMENT, 145 W. 46TH STREET, NEW YORK 36, NEW YORK, OR 4376 SUNSET DRIVE, HOLLYWOOD 27, CALIFORNIA.

Radio Spots

BLAST THE AIR WITH SHOCK-FILLED THRILLS!

"BLACK ZOO" is a stoker! With this in mind the radio spots have been directed to the millions of listeners who enjoy a movie that will make their blood turn into ice water.

NINE shock-filled radio spots are available. The platter is made up of:

4 - ONE MINUTE SPOTS
2 - 30-SECOND SPOTS
1 - 15-SECOND SPOT
1 - 10-SECOND SPOT
1 - 71/2-SECOND SPOT

Each spot is loaded with the kind of dialogue and chilling delivery that will thrill 'em and sell 'em over the air waves. Buy your time early to insure best slots!

When ordering TV trailers and/or radio transcription, please give us your playdate to expedite this material.

TELEVISION SLIDES

Two different TV slides are available for that brief eye-catching flash on the video screen. The slides are $4.00 each and this price includes any imprinting desired. This information should be sent in with your order. Check or money order must accompany your order.

Order direct from CHATIS ART DISPLAYS, 6450 Sunset Blvd., Hollywood 28, California.

HORROR CLUBS

Horror clubs are springing up throughout the country at such a rate that it is almost impossible to get an accurate count as to the number new in existence. We do know that there are hundreds of them. Do a little checking in your town and it's a click that you'll find a very active one in your neighborhood. They will go all out in helping spread the word that "BLACK ZOO" is coming to your theatre.

KEY ART STILLS AND MATS

Mets of the key art, the four units illustrated here, may be obtained for newspaper planning, etc. These may be ordered by number from National Screen Service. Many showmen use blowups and prepare special lobbies and fronts. For them a set of glossy stills of this key art, excellent for enlargements, is available. Order BLACK ZOO KEY ART STILLS from Allied Artists Exploitation Department, Hollywood.

Noted artist Reynold Brown sketched these impressions of "Black Zoo," the Herman Cohen production dealing with wild beasts who murder on command of their mad master.

The set of 4 stills cost 60c. Price includes postage. Send stamps or cash to Allied Artists Exploitation Department.
HERMAN COHEN PRODUCER
OF HIT HORROR PICTURES

For a young producer, the list of hit pictures in the thrill and horror class is great. In selling "Black Zoo," which shows all indications of topping the producer’s greatest box office attraction, “I Was a Teenage Werewolf" make certain to associate this attraction with the producer’s name. Herman Cohen’s other hits are: “Blood of Dracula,” “I Was A Teenage Frankenstein,” “How to Make a Monster,” “Circus of Horrors,” “The Reaping Ghost,” "Horrors of the Black Museum" & "Kongo."

NURSE IN ATTENDANCE

Advise that the nurse will be in attendance during the engagement of "Black Zoo." Give the nurse some work to do by arranging to have someone simulate a fainting spell and having the nurse go through the motions of reviving your patron right in your lobby where passers-by can see.

GO AFTER TEENAGERS!

Experience shows that teenagers are steady movie-goers and the fare they like best is the "BLACK ZOO" type attraction. Go after them! Let ‘em know that this thriller is coming to your theatre. Suggest you have several thousand inexpensive cards printed and distributed to the girls in your local high schools. Copy should read along these lines:

GIRLS! WHEN YOU GO TO SEE "BLACK ZOO" AT THE BLANK THEATRE AT AN EVENING PERFORMANCE, PLEASE BRING ALONG A BOY FRIEND, WE DON’T WANT YOU TO WALK HOME ALONE! FIRST MAKE SURE YOUR DATE CAN TAKE IT . . . YOU MAY BE STRONGER THAN HE IS!

INTEREST LOCAL ZOO WITH "BLACK ZOO"

In connection with the local zoo, if you have one in your town, you might arrange to formally ‘christen’ a baby monkey, using a prominent personality, preferably a town beauty, to officially perform the "christening." Suggest that the idea was inspired by "Black Zoo," currently at the Blank theatre. Get newspaper coverage.

ZOO may permit small banners on cages with this copy:
"YOU ALWAYS GET PLENTY OF THRILLS AND ENJOYMENT AT THE ZOO, AND YOU’RE IN FOR MANY MORE WHEN YOU SEE "BLACK ZOO" AT THE THEATRE."

Advance Poster Billing

Let ‘em know that “Black Zoo” is coming to town in the same manner as circus people would. The title and the lithos lend themselves to this kind of selling. Hire a bill poster who knows every location in town and have him staple fliers, empty store windows, barns, barricades, etc. Use the colorful and exciting one, three and six sheets.

NEWSPAPER OVERPRINT

Make a deal with one of your newspapers for a few thousand back issue copies. Then have your printer overprint on page 1) in bold headline type the following screaming headline—"BLACK ZOO BEASTS TURN CITY STREETS INTO A JUNGLE HELL!" Hire a number of youngsters to hawk these papers on the busy corners of your town. Yelling: READ ALL ABOUT THE BLACK ZOO MURDERS, WUXTRA!
“BLACK ZOO” JIG-SAW PUZZLE
Three Column Mat, Free!

The puzzle, when completed, pictures the “BLACK ZOO” family illustrated in the article below. Have contestants cut out the pieces and paste them on a piece of cardboard to complete the puzzle. Offer tickets to see the picture to first 1000 completed puzzles. Circulate these around schools and pass 'em out two weeks in advance to all patrons. Order “BLACK ZOO” JIG-SAW PUZZLE MAT from Allied Artists exploitation Dept., Hollywood.

“Black Zoo” FAMILY Photo
GREAT FOR NEWSPAPERS AND BLOW-UPS

The still shown below is one of the most unusual photos of killer beasts ever taken. It is the kind of art newspapers will use. When planting, suggest that the following outlines be used:
LIVING ROOM TURNED INTO ZOO... AND THESE ARE NOT STUFFED ANIMALS! This is a living room scene in Allied Artists’ “BLACK ZOO” — a Herman Cohen production, now playing at the theatre. It is the first time the feat was ever accomplished. From left to right are: tiger, panther, cougar, lion, lionesse.

Additionally, it can be spotted in pet shops, etc. Blown up, it makes an eye-catching piece for your lobby. The still is available free from Allied Artists exploitation Dept., Hollywood. Ask for “BLACK ZOO” FAMILY STILL.

SPECIAL SCREENING FOR COLUMNISTS

Newspaper writers, who carry a daily column, might be invited to a special screening. The novelty of “Black Zoo” should present a number of angles which should interest them. Suggest that worthwhile quotes be reproduced in newspaper ads.

SARAH COVENTRY JEWELRY TIE-IN

35,000 sales representatives of Sarah Coventry, Inc., will be pluging “BLACK ZOO” for you. This company, which sells its product directly to the consumer, is one of the largest in its kind in the nation. A two-page spread in its weekly magazine, Sarah Coventry Signet, is using “BLACK ZOO” as the picture of the month and the story is accompanied by specially posed art of Jeanne Cooper who is starred in the picture.

The representatives and regional distributors arrange special house parties attended by housewives and their guests at which their line is displayed and magazines distributed. The magazine plugging the picture will be circulated for many weeks and will be seen by over a million people.

A Bumper Strip They’ll Talk About!

The copy on the strip THE BLACK ZOO ARE HERE is bound to cause comment because of the incorrect English. That’s exactly what you want. At least two weeks in advance, theatre will give a guest ticket to see “BLACK ZOO” to any patron who places a bumper strip on his car. Publicize the giveaway on a lobby card or screen clip. Anyone accepting the offer will have the bumper strip put on his car by a theatre attendant. Pass “em out to all your friends and employees.

Self-adhesive bumper strips in red and black on white measuring 2” x 3½”, are available at $19.35 per hundred. Order direct from Tivoli Printers, 1803 So. Vermont Ave., Los Angeles 6, Calif. Money order or check must accompany your order.

Wild Animals Sounds Platter

A specially prepared jungle sound effects transcription is available. The platter will help immensely in exploiting the attraction. It can be used in your lobby, on the marquee or for street ballyhoo purposes. The record, # 4025R, which costs $3.50, may be ordered from Thomas J. Valentino, Inc., 150 W. 46th Street, New York 36, N.Y., Check must accompany your order.

HELP, DOCTOR!

Dress up a ballyhoo man in a physician’s white jacket. Seat him at a table in the lobby during your engagement of “BLACK ZOO.” Give him little envelopes to pass out to patrons as they enter, with imprint on envelope reading: IF “BLACK ZOO” JANGLES YOUR EMOTIONS, TAKE ONE DOSE OF THE ENCLOSED TABLETS. What you actually put in the envelope is a gum drop or candy mint.

DOOR HANGERS

Here’s a door hanger that will get community tongues wagging about “BLACK ZOO.” Each day of your engagement hang them on doors of stores and shops when they close for the evening. Here’s the copy:
LOCKED! To keep out the BLACK ZOO killer beasts now roaming the city streets!

MAILER- THROWAWAY

Four two-column mots of four of the vicious man-killer beasts in “BLACK ZOO” are available for making up a special mailing piece or throwaway. The animals are a black panther, an African lion, a gorilla and Siberian tiger. On the right is a sample layout. The copy to be used for each beast is set in box below. Using the two column mot, the size of the finished job measures 4 x 8 inches. The set of four mats may be ordered from Allied Artists exploitation department for 50 cents. (Send coin or stamps.) Suggest having your printer run off the four at one time and mail or distribute well in advance of playdate. The reverse side may be used for any message you desire, or perhaps you can sell that space to an enterprising merchant, however, be sure to reserve some space for the theatre name and playdate. A sample mailing or throwaway (reduced) is illustrated on the right.

SAFETY IN NUMBERS!

After you see “BLACK ZOO” will you dare walk home ALONE in the darkness of the night?? The management does not think so. It suggests that you come with a friend or two . . . there’s safety in numbers.

Suggest you display the above copy in your lobby well in advance. Also mention it in your weekly program.

Tease ‘Em With SCREEN CLIP!

A clip, THE BLACK ZOO ARE HERE on your screen, and run at every performance at least two weeks in advance of opening, should intrigue and get patrons talking.

WANTED FOR MURDER!!

BARON (Siberian Tiger)
Human in blood drives him to murder-frenzy. He is hiding somewhere in city seeking out next victim. Known to be fugitive from justice.

CEASAR (Black Panther)
Escaped from zoo. Largest man-eating beast in existence. Wait to see what he does to the "BLACK ZOO." Another man-eating beast. Victim is escapee from the "BLACK ZOO."
"BLACK ZOO" GETS PREMIUM SPACE IN LEADING HORROR MAGS!

Three of the nation's most popular and widely read horror magazines with a combined readership that runs into the millions will be selling "BLACK ZOO" for you. The space devoted to the picture, illustrations and reading matter, is little short of sensational for a motion picture.

The three magazines, a montage of which appears below, are "HORROR MONSTERS," "FAMOUS MONSTERS OF FILMLAND," and "FANTASTIC MONSTERS OF THE FILMS." "Horror Monsters" gives the picture title "BLACK ZOO" on the front cover and in addition, features a seven-page thrill-packed layout; "Famous Monsters of Filmland" devotes three exciting pages to the picture, and "Fantastic Monsters of the Films" gives the Herman Cohen chiller four pages that are sure to whet readers' appetites to see "BLACK ZOO."

The three horror mags are available at a liberal discount to exhibitors for promotional use. Contact your local distributors and discuss your campaign with them.

SHOCK 'EM WITH THIS ONE!

Nothing will shock anyone more than the sight of a real coffin. This lobby stunt will tell your story better than a 1000 words! First, obtain the loan of a coffin from your "friendly" mortician or a casket company. Inside of it place a department store mannikin (male or female). Have your artistic paint deep scratches on the face, in water color, and illuminate the body with an eerie green spotlight. Or you may just want to open the coffin just enough to show the "victim's" head.

In the event you cannot promote a genuine casket, have one made up out of combs board. Paint it a sombre gray or black with silver handles painted on the sides. When completed, it should look like the one shown in the illustration. In addition to the copy above on the coffin, place a card on an easel, draped with black cloth, alongside the casket. Use the copy in box below:

Savage Beasts Turn City into a Jungle Hell! Nightly They Steal the City Streets... Their Kill: Lust Seeking Human Prey!

See: "BLACK ZOO!" See: "BLACK ZOO!"

"BLACK ZOO" TABLOID STYLE ADS SERVE DUAL PURPOSE

Two ads, numbers 402 and 302, illustrated on the ad pages of this pressbook, were specially prepared to serve a dual purpose. They can be used as newspaper ads or as excellent material for a herald. For a throwaway, use it exactly as it is. Simply add theatre, playdate and any other information desired.

VISIT CITY HALL!

If you're able to get a trained dog it might make arrangements to have the owner visit the parlor and personally deliver an invitation to him to see "BLACK ZOO."

AMBULANCE BALLYHOO!

Arrange to park an ambulance outside your theatre during the peak hours. Have its siren whine often enough to attract folks up and down the street to the bally. A card on the ambulance should read: THIS AMBULANCE RESERVED TO RUSH THE HOSPITAL ANY PERSON WHO FAINS WHILE WATCHING "BLACK ZOO."
POSTERS and LOBBIES

SAVAGE BEASTS TURN CITY STREETS INTO A JUNGLE HELL!
BLACK ZOO
Gough Cooper, Lauren Grey
HERMAN COHEN
COLOR PANAVISON

FANG AND CLAW KILLERS STALK THE CITY STREETS!
BLACK ZOO
Gough Cooper, Lauren Grey
HERMAN COHEN
COLOR PANAVISON

ORDER FROM NATIONAL SCREEN SERVICE

ESSEX THEY STALK THE CITY STREETS... THEIR KILL-LUST SEEKING HUMAN PREY!

SIX SHEET

22 x 28 LOBBY CARD

ALLIED ARTIST EXCHANGES

New Haven, Conn.
New Orleans, La.
New York, New York
Columbus, Ohio
Omaha, Nebr.
Pittsburgh, Pa.
Baltimore, Md.
St. Louis, Mo.
Salt Lake City, Utah
San Francisco, Calif.
Seattle, Wash.
Washington, D.C.
Tampa, Fl.
Montreal, Que.
Winnipeg, Man.
Calgary, Alta.
Edmonton, Alta.
Vancouver, B.C.

24 x 60 and 24 x 82 DISPLAYS