Plunges you into a new concept of terror... and sudden shocks!!

See!... The nightmares that fill the world of the psycho!

See... A woman face the menacing terror of a homicidal maniac!

Black Pit of Dr. M

Starring: Ralph Bertrand, Mani Cortes, Gaston Santos
**TEST TUBE BRAINS!**

(*Current*)

Since the beginning of the scientific era, scientists have experimented with the idea of creating a brain in a test tube. Most recently automatic machines that can do mathematical problems in half the time that humans take to solve the same problem, have been successfully used by industry. We believe that is where test tube brains should stop.

A different approach has been tried in the "Black Pit of Doc. M." shock feature now playing at the Theatre. In this film scientists apply a technique to the brains of experimental mice that are required to commit to mental institutions, their minds tampered with. These partially successful experiments and others have led to society those who seem normal, but who may be untreated brain damage at any time.

Every day one can read of the horrors committed by "sociopathic" treated insane persons. It is our belief that the release of the criminally insane should never be considered. Laws should be stricter so that society can be better protected.

**SCENES OF TERROR**

Theatre saw today a new macabre chapter in horror, with scenes of terror and bondage that are as realistic as can be in story-telling.

"Black Pit of Doc. M." could easily be the chiller of the year, depending upon whether one considers it wraps around the supernatural and uncanny or if it once a well thought out story.

"Black Pit of Dr. M." sets new high for hair-raising suspense!

Take equal parts of an insane violinist, a doctor experimenting in black magic, and a crazed Gypsy woman, and shake well in an instant anarchy and the result has to be one of the most hair-raising stories ever filmed.

This is the formula used by the producer of "Black Pit of Dr. M." setting tomorrow at the Theatre. It is the story of a group of scientists who learn the secret of what happens to the mind of a psychotic patient by using illegal means. Their strange experiments and shocking discoveries result in unusual cinema enjoyment. Since it is the type of film that is sure to thrill even the most jaded of horror fans, "Black Pit of Dr. M." will be a classic in horror story telling. If you have a weakness for genuine entertainment, you will thoroughly enjoy "Black Pit of Dr. M.""
NEWSPAPER ADS

AD MAT 204

AD MAT 101

AD MAT 203

AD MAT 205

AD MAT 202

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TO FULLY ENJOY THIS UNUSUAL FILM WE SUGGEST YOU SEE IT FROM THE BEGINNING.

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THERE IS AN OFFICE NEAR YOUR THEATRE.
STUNTS

STUNT NO. 1
We have very successfully used a capsule give-away. Prepare it in the following manner: We believe you can use a very thin piece of paper for writing approximately 1" wide by 6" long. Have printed on this piece of paper the copy you see laid out in our sample display. The printer can print in large sheets and cut to size you need. Roll the printed insert up and place into very large transparent capsules size 00 which can be purchased through a drug supplier. With the insert, also have placed into the capsule a small colored candy which will serve as a pill. Preferably a product known as silver cake decs, which is used for cake decorations and purchased from Grocery Suppliers, Inc. these capsules which we call Dr. M's shock prescription given away by girls dressed to attract attention.

STUNT NO. 3
Prior to opening day and during run, dress ushers in black costumes with peep holes for eyes.

STUNT NO. 2
Rig up a psychiatric couch with a hidden mike and offer free psychiatric treatment. Make up a list of gag questions for one of your employees to ask the person who gets on to the couch for treatment. The employee who asks the questions should be hidden but able to see the couch and the person on it.

STUNT NO. 4
Arrange a first aid station complete with bed, first aid equipment and nurse. Have this display in a situation that can be seen from the street.

STUNT NO. 5
Build up an attractive shock front for your theatre. Make a front up to appear as if your ticket purchaser is entering a pit in which he or she will encounter psychos and homicidal maniacs.

RADIO SPOTS
3 Radio Spot Announcements on one platter — 33 1/3, 10 seconds each; 20 seconds each and 30 seconds each on spot for local announcer. Available through UPRO — 1660 Cordova Street, Los Angeles 7, California.

TV SPOTS
2 TV Spots — 30 seconds and 60 seconds — add 10 seconds on each spot for local announcer. Available through UPRO — 1660 Cordova Street, Los Angeles 7, California.

SPECIAL TRAILERS
Cross Plug trailer teaser Trailer — Available through UPRO — 1660 Cordova Street, Los Angeles 7, California.

UNUSUAL EFFECTS!
To create some of the terrifying effects that makes an audience shudder with horror or shriek with fright, picture makers have long utilized the services of a "special effects" man. This high-paced technician is a combination artist, sculptor and designer.
In the "Black Pit of Dr. M." which will have its local premiere at the theater on ___________, patrons will see a technical virtuosity in conjuring up special effects that will amaze them.
The special effects man used on "Black Pit of Dr. M." had to re-create on the screen something no one has ever seen before, the face and form of a psychopathic killer on whom shocking mental experiments were performed. The make-up created is a masterpiece of art, bringing to cinematic life a truly new dimension in creative art.

THE AGE OF SCIENCE?
Today is often called the "Age of Science." Much of the speculation as to what the future holds for us is being resolved by factual experiments.
At the turn of the century there was a period also known as the "Age of Science." Men concerned themselves with probing into the minds of men. Unusual experiments involving mental cases were made by men who devoted their lives to probing the mind. Causes and effects of criminal insanity, psychopathic distortions and other types of mental aberrations were studied.
The "Black Pit of Dr. M." tells an experiment involving a psychotic type of insanity. It relates how a bizarre experiment affected the minds of the scientists involved. This strange experiment and its shocking results may horrify you, but it's ingenuity is a fascinating study of another "Age of Science."
Accessories

One Sheet and 40 x 60

Plunges you into a NEW CONCEPT of TERROR and SUDDEN SHOCKS!!

See!

The breakthrough is the story of the evil Dr. M's experiment.

Three Sheet

Plunges you into a NEW CONCEPT of TERROR and SUDDEN SHOCKS!

See!

The breakthrough is the story of the evil Dr. M's experiment.

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