"The Brute Man," PRC's new sensational mystery-horror production, has Rondo Hatton (I), glamorous Jan Wiley and popular Tom Neal.
Jane Adams Wins Leading Role in Horror Production

(Advance)

When screen actress Jane Adams entered the Hollywood handicap a few seasons ago, she was not a sure bet for “smart money.” On the photogenic side, it’s true, she had decided charm. Her good breeding was an additional asset.

But the young actress, coming - to the ----- Theatre in PRC’s film “The Brute Man,” set ambitious goals for herself. She wanted to become a dramatic actress. And that’s reaching high in an industry where beauty is a surplus commodity, but the demand for girls able to play strong, meaty roles exceeds the supply.

Jane’s maiden race before the cameras found her lined up beside half-dozen other new entries, all lovely but inexperienced like herself, in Walter Wanger’s “Salome, Where She Danced.” Yet today, she has emerged a winner on the movie track, showing definite promise of realizing her ambition.

Not only did she outdistance the other maidens, but after several minor starts, Jane is now playing leads.

Her current picture, “The Brute Man,” gives Jane the most difficult assignment of her career.

In this picture, directed by Jean Yarbrough, she portrays a blind music teacher innocently involved in a maze of crime.

Advance notices say that Jane gives an outstanding performance in the new thriller and other roles of equal importance are sure to follow.

Tom Neal, Jan Wiley, Peter Whitney, Donald MacBride and Rondo Hatton are seen with Miss Adams in the cast of “The Brute Man.” Produced by Ben Pivar, the film is based on an original story by Dwight V. Babcock.

The screenplay was co-authored by George Bricker and M. Coates Webster.

Tom Neal and Jan Wiley appear together in some of the vivid dramatic sequences of PRC Pictures’ latest horror production, “The Brute Man,” in which these two popular players are featured with Jane Adams, Peter Whitney, Donald MacBride and Hollywood’s most colorful exponent of weird characterizations, the celebrated Rondo Hatton.

NOW AT THE
ROKET The Brute Man

The menacing figure of The Brute Man is an effective piece of teaser art and can be used in several different ways. All the paper contains this figure and with a little additional art work it will be extra-excellent as a hanger or a lobby standee. The huge body with outstretched arms creates a terrifying aspect and will get over the monster angle. Your sign artist can make up a drawing from the illustration which can be used for tack cards, paper streamers, newspaper teaser ads and for any other practical purpose. Even an animated display, with moving arms, can be made with little trouble.

USE RADIO SPOTS

Here’s the kind of picture that lends itself effectively to radio advertising. Get “THE BRUTE MAN” on the air three or four days before your opening and spot your announcements before and after popular shows. Perhaps you can make a deal with local radio station to put on these spots in return for trailer advertising on your screen.

NO. 1 FIFTEEN SECOND STATION BREAK
ANNCR: (After Hideseous Laughter) Lock your doors . . . ! Lock your windows . . . ! The screen’s mightiest NEW monster of menace is on your trail . . . “THE BRUTE MAN.” No evil too great for his terrible brain! See “THE BRUTE MAN” for your most thrilling excitement . . . !

NO. 2 FIFTEEN SECOND STATION BREAK
ANNCR: (After Sirens, Pistol Shots, Crowd Yells) He’s on the loose . . . He’s coming your way . . . The screen rocks to the shock of this towering terror . . . “THE BRUTE MAN” NEW thrills . . . NEW excitement! See “THE BRUTE MAN.”

NO. 3 FIFTEEN SECOND STATION BREAK
ANNCR 1: (After Scream, Hideseous Laughter) It’s “THE BRUTE MAN.”
GIRL: “THE BRUTE MAN”?
ANNCR 2: “THE BRUTE MAN.”
ANNCR 1: Yes, the screen’s mightiest NEW monster of menace is on his way to give you the thrill of your life . . . !
ANNCR 2: See “THE BRUTE MAN.”

STREET BALLY of huge man with padded shoulders and chest, securely chained together, being led by uniformed officer with rifle, is a natural for this picture. It’s simple, inexpensive and effective. Card copy: “We have captured ‘THE BRUTE MAN’ . . . see him at the Rivoli.”

Tom Neal’s Rise to Fame Thrills Motion Picture World

(Current)

Tom Neal’s insistence on making a place for himself as a screen actor will never cease to surprise certain “false friends”—and an octopus he met at Papete. Tom is appearing currently in PRC Pictures’ “The Brute Man” at the Theatre.

The eight-armed sea monster, with whom he tangled while pearl-diving during a Tahitian vacation, offered even more stubborn resistance to his future career. To any future, for that matter.

As proof of having successfully overcome both factions’ arguments, Neal has acted in half-a-dozen Broadway plays, and upwards of seventy-five motion pictures. His latest movie is “The Brute Man.”

Neal’s original ambition, however, was not acting. It was the desire to become a millionaire!

As the son of a banker, now deceased, Tom had the advantage of extensive travel on this continent and in Europe, in addition to a sound education.

Born in Evanston, Ill., he attended prep school at neighboring Lake Forest Academy and St. John’s Military Academy, and later Northwestern University. At college he joined Sigma Chi fraternity and played varsity football.

Tom’s friend, screen star Rosalind Russell, was responsible for encouraging the young actor to try Hollywood where he has found so much success.

In “The Brute Man,” Tom appears with Jane Adams, Jan Wiley, Peter Whitney, Donald MacBride and Rondo Hatton.

Jean Yarbrough directed the new murder mystery thriller and Ben Pivar was the producer. Dwight V. Babcock wrote the original story from which the screenplay, by George Bricker and M. Coates Webster, was prepared.

POSTER CUT-OUTS

The giant figure of the “Brute Man” in all posters was designed with an eye to seat-selling lobby cut-outs. It can be used in various sizes in lobby stands, on display boards and for marquee hangers. Select the size that suits your purpose and plant them freely around your theatre during the week ahead of your playdates.

Different combinations can be made by using blow-ups of the cast heads with the poster cut-out of the “Brute Man” as a background. A green baby-spot, focused on this figure from some distance away, will give added “horror-value.” Top your display with copy as shown in illustration.
Lobbies and Posters

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