HERTS-LION INTERNATIONAL CORP.
PRESENTS

CARNIVAL OF SOULS

A “NEW WAVE” PICTURE YOU CANNOT FORGET!

A SENSATION ABOUT A NEW DIMENSION!!
CARNIVAL OF SOULS
SYNOPSIS
(not for publication)

Three young girls are chided into a drag race by some boys in a passing car. The girls’ car is accidentally forced through a bridge rail, plunging into the swirling, muddy river below. Searches find no trace of the car, and yet hours later one of the girls makes her way to a sand bar, and is immediately drowned.
After her horrible experience, she rushes to leave town to pursue her career as an organist in another state. En route, she passes a deserted pavilion, where a sinister figure looms in her path. Unbeknownst, she almost kills herself running off the road. She is haunted by the figure of this pale Man. He appears in her rooming-house window, at the foot of the stairs, in the church where she is hired to play the organ. Mary takes these appearances at first as a shock, but then believes they are hallucinations, and summarily dismisses them. She repulsed the advances of the only other boarder in her rooming house, a greasy Loathario, John Linden. However, after spending a turbulent night dreaming of the pavilion and the “carnival of souls” it contains, Mary is more receptive in the morning to the coney’s advances of a guy on the make.
That day, feeling better, she goes shopping. Her mood is shattered as she is suddenly lifted from the water. She speaks to people; they are unaware of her existence. She sees them talk and tear oneself apart for a brief spell. Mary seems to have slipped out of reality and into a world beyond.

The MAN appears again in the park, after she has regained her senses. She screams, and then looks up at him; he is replaced by a rather confused bystander. A passing doctor realizes she is in a state of hysteria, and escorts her to his office, where he listens to her rather baffling story.
Mary is pulled to the pavilion. She wanders through the weird, rococo-like buildings; the deserted, carnival-like atmosphere is creepy, but she is relieved to find that it holds no secrets. She is unaware that the MAN watches her beneath the waters of the Salt Lake.
That night, she is relieved enough to accept a late date with John Linden. He is to meet her after the services at the church. As she plays, she is carried away, letting his thoughts wander until she is no longer in control of her fingers. The weird music that she has heard each day now takes over, and she plays it as one possessed. Suddenly the MAN appears, pinicking her, but the hands that grasp her in order to silence this music from hell are those of the kindly, who is forced to dispense with his music without a soul.
Linden meets her, but she is a stunned, bewildered girl, and is not a likely candidate for amorous advances.

Alone and confused, she seeks Linden’s company, and allows him to enter her room. But there she see the figure of the MAN in her mirror and turns screaming only to find that it is Linden. Frightened by this strange outburst and her attitude throughout, he rushes out trying to get away from this “mad” girl he had sought to make love to.

The next day she runs away to some strange happenings. Again she is drawn to the pavilion. Here she sees a CARNIVAL OF SOULS. They dance with their grotesque ashes faces... they look as if the graveyard came to life. And then she sees herself dancing with them! Her mirror reflects her in the water’s edge pursued by these souls yelling and grabbing for her, trying to take her with them, to the unknown between life and death. As they reach her, everything stops.
The police and the doctor race with their cars to follow her footsteps in the sand as they come to a sudden stop. Here, her hand print and the buried sand from her falling body are found that evening at the site, where the car plunged off the bridge, two men finally located her submerged vehicle. As they haul it out of the murky water, they see the bodies of the three girls still inside. Mary has finally joined the CARNIVAL OF SOULS.

NEW WAVE MAKES NEW DIMENSION PICTURE
Carnival of Souls, Harcourt Productions’ first entry into feature films, was produced by a group of relatively young, ambitious Mid-west educational film-makers. Producer-director Herb Harvey used John Cliffords’s “way-out” screenplay about that dimension between life and death, as his springboard to theatrical production. Realizing that today’s market was not one for an ordinary film, producer Harvey used his experience in documentary film-making to add realism to a tale that was far from real. His filmic approach was bold; he paints both story and characters with slashing strokes. His attempts to shock do just that. His high spots of tension are relieved at just the right moment by moments of mild humor.
Produced entirely in the Midwest, the film takes great advantage of local color and character, weaving them both into a plotline of suspense and tension.

Everything was real for Harvey. He even sent an automobile plunging forty feet from a suspension bridge into the swirling waters of a Kansas river.

Due to the tremendous strain he realized he would be putting his star (Candace Hilligoss) through, he approached his task with caution. He knew that he was working with a very young and carefully so that Miss Hilligoss could gradually become the girl suspended between life and death that she so capably depicts on the screen. This was no easy task for her. She slowly made the transition from Candace Hilligoss to Mary Henry, and in the process, the life of the character both on and off the screen during the many weeks of filming.
The role she depicted was a demanding one, not only dramatically but physically. She was to ride in a drag race side by side across a narrow bridge with another racing car; she was to be plunged into the swirling, muddy waters of a river; she was to walk about fifty miles and run about ten miles to run a car off a bridge. This was no ditch and fight off the advances of an over-amorous Loathario. It was no surprise that by the end of the picture she had lost seventeen pounds.

Herb Harvey, who plays John Linden, the over-amorous lover in the picture, graduated from Brooklyn College in New York. In order to make the transition to a small-town, he went to a nearby location three weeks ahead of schedule and got a job in a local factory. He was thus able to impersonate the type of person he was to portray.

A WEIRD TALE OF THE UNNATURAL
TRULY ONE STEP BEYOND

CARNIVAL OF SOULS now playing at the Theatre on . . .

THRELLER IS ONE STEP BEYOND
Carnival of Souls is a new approach to a type of horror, its setting is in the Midwest, and it stars comparative newcomers to the screen. The cast, Candace Hilligoss, Sidney Blackmer and Frances Feist, are all well-known in the theatre, but have had comparatively few assignments on the screen. In their new roles, they tell so aptly is one of a young girl, “earth-bound,” held against her will in a place that has between this life and the one beyond.

The film deals with the girl’s life as a normal human being, and yet at times she is an outsider, held incommunicado from those around her. She is pursued by the unknown, driven by forces beyond her control to a lonesome, eerie, vacant amuse- ment park. It has a weird attraction which, almost as if by magic, she witnesses the “carnival of souls.” It is here that she is taken captive by the forces that have kept her in suspension. Her soul is forced back into the car that plunged off the bridge, back into her body that is raised from the murky waters of the swirling river.

REMEMBER TO PLAY THIS PICTURE ON AN ASPECT RATIO OF: 1:85 TO 1

Suspended between reality and the unknown, Mary Henry stars in a thriller that leaves the question of other dimensions other than the one we know. Picture is currently screening at the . . .

ROCKET ANNOUNCEMENT
20 second spot plus live announcement
So far out—it races ahead of time! A new concept in motion picture entertainment reaches the screen to haunt you—a new dimension traps a young girl and suspends her in time and space. For you cannot forget, you must see CARNIVAL OF SOULS ... a super-supernatural shocker.

(Live announcement)
CARNIVAL OF SOULS starts at the . . .
Theatre on . . .

This suspense-filled film a you cannot afford to miss.

ROCKET ANNOUNCEMENT
30 second spot
Will turn whom, will she ask? There is no one in this new dimension other than herself. She is alone in time and space running from the inevitable, trapped by the forces of the unknown. A story so weird, it could happen to you.
CARNIVAL OF SOULS is a motion picture that will haunt you for years. It will bolt you out of your seat; shock is heaped on shock. CARNIVAL OF SOULS is a motion picture which will make you forget.
HAVE YOU BEEN PLAYING MORE PICTURES LATELY
AND
ENJOYING THEM LESS?
Then switch to a sure-fire hit, a picture with punch, a picture that is guaranteed to send chills up your spine!
CARNIVAL OF SOULS
is bound to set your audience on the edge of its seat and send it away talking an ad campaign for you.
This is a word-of-mouth natural.
JOIN THE BANDWAGON — TAKE THE THRILL RIDE
COME TO THE CARNIVAL —
THE CARNIVAL OF SOULS

PROMOTIONAL GIMMICKS
1. Use the radio spots to arouse interest.
2. Get a tape recorder and play the weird music from the picture in your lobby.
3. Arrange a television and/or radio interview with a doctor, local professor, or teacher, and have him talk about this new psychological dimension.
4. Have a contest through a local high school or club to make a model of a merry-go-round or ferris wheel or any carnival-like thrill ride depicting the souls taking their last ride at the "carnival of souls." The winner gets so many free seats.
5. Make a tie-up with a carnival amusement park, or any such attraction.

CARNIVAL OF SOULS
FEATURING: CANDACE HILLGROSS
WITH
FRANCES FEIST
SIDNEY BERGER
ART ELLISON
STAN LEVITT

AND

STEVE BOOZER
PAMELA BALLARD
LARRY SNEEGAS
CARL CONBOY
KAREN PYLES

T. C. ADAMS
SHARON SCOVILLE
MARY ANN HARRIS
PETER SCHNITZLER
BILLY SOLLNER

DIRECTOR OF PHOTOGRAPHY
MAURICE PRATHER

SOUND
ED BROWN, DON JESSUP

EDITORING
DAN PALMIQUIST, BILL DE JARNETTE

TITLES
DAN FITZGERALD
RAZAJABDDY

ASSISTANT DIRECTOR
LARRY SNEEGAS

PRODUCTION MANAGER
GEORGE CORN

HAIR STYLES
LARRY FELLERS, RICHARD WALKER

WRITTEN
JOHN CLIFFORD

MUSIC
GENE MOORE

PRODUCED/DIRECTED
HERK HARVEY

CATCHLINES
A GIRL TRAPPED BETWEEN REALITY AND THE UNKNOWN
A MERRY-GO-ROUND OF THRILLS, A WILD RIDE OF SHOCKS, A CARNIVAL OF CHILLS!!
SHOCKS YOU OUT OF YOUR SEAT
DEATH TAKES THE AFTERNOON OFF
A GIRL DEFIES THE FORCES OF FATE
A PICTURE THAT WILL HAUNT YOU
YOU WILL FEAR THE DARK AFTER YOU SEE
YOU SEE THE CARNIVAL OF SOULS
A STORY SO UNUSUAL IT WILL BURN ITSELF INTO YOUR MIND
SHE SOON FOUND OUT THAT NO ONE CAN ESCAPE THE INEVITABLE
A WEIRD TALE OF THE UNNATURAL

NEWSPAPER ADS

A GIRL TRAPPED BETWEEN REALITY AND THE UNKNOWN
A COMBINATION OF THE UNNATURAL

YOU WILL FEAR THE DARK AFTER YOU SEE
A COMBINATION OF THE UNNATURAL

SHE CAME BACK FROM THE RIVER AND FOUND SHE WAS IN A NEW DIMENSION

THE KISS OF DEATH. THE MAN SEEMS TO BE FRIGHTENING THE YOUNG GIRL INTO HIS DOMINION, BUT SHE FIGHTS DEEPLY FOR HER LIFE AMONG THE LIVING. CARNIVAL OF SOULS, NOW PLAYING AT THE THEATRE, INTRODUCES CANDACE HILLGROSS TO THE SCREEN.
Posters

Carnival of Souls

A MERRY-GO-ROUND OF THRILLS
A WILD RID OF SHOCKS
A CARNIVAL OF CHILLS!

He wanted her until—she was a runaway from her own soul.

THE STORY OF A GIRL CAUGHT BETWEEN REALITY AND THE UNKNOWN

A HERTS-LION INTERNATIONAL CORP. RELEASE

A NEW DIMENSION SWEEPS ACROSS THE SCREEN TO HAUNT YOU

A PICTURE SO SHOCKING IT IS TRULY ONE STEP BEYOND
A STORY SO UNUSUAL IT WILL BURN ITSELF INTO YOUR MIND

ONE SHEET AND 40 x 60

Cuimarn of Souls

A MERRY-GO-ROUND OF THRILLS WILL SHOCK YOU OUT OF YOUR SEAT

THE STORY OF A GIRL CAUGHT BETWEEN REALITY AND THE UNKNOWN

INTRODUCING CANDACE HULDOSS
A HERMS-LION INTERNATIONAL CORPORATION RELEASE

ONE YOU CANNOT FORGET

TAKES YOU INTO A NEW DIMENSION
A SHOKER!
A THRILLER!
A SUPER-
SUPERNATURAL
PICTURE!

LEAVES YOU WITH SENSATIONAL SUSPENSE

WORLD WIDE DISTRIBUTION RIGHTS

HERTS-LION INTERNATIONAL CORP.
845 NORTH SEWARD ST.
HOLLYWOOD 38, CALIF.

Hollywood 4-6121

SET OF TWO 22 x 28's

14 x 36 INSERT CARD

SET OF EIGHT 11 x 14's

ORDER ALL ACCESSORIES FROM NATIONAL SCREEN SERVICE

PRINTED BY BELL AIR COMPANY, A DIVISION OF HERTS-LION INTERNATIONAL CORPORATION.