Your Complete Press Book Campaign on...

"THE CAT and the CANARY"

starring BOB HOPE - PAULETTE GODDARD

A Paramount Picture
THE CAT AND THE CANARY" is BIG news to showmen because it packs four BIG, exploitable angles which means money in the box office in any kind of an operation! "The Cat and the Canary" gives you:

THRILLS — the kind audiences love — provided by a new screen monster who makes Dracula and Frankenstein look like a song and dance team!

MYSTERY — which defies solution by your most expert crime film solver — and you can guarantee that!

COMEDY — provided by BOB HOPE, who's sitting pretty right now among the Big Three of radio!

ROMANCE — built around lovely Paulette Goddard who is riding the crest of a million-dollar publicity campaign right now! Everybody knows about her — is talking about her — wants to see her!

These are the four BIG angles in "The Cat and the Canary." There are more — and the Press Book shows you how to put every one of them to work for you to let 'em know the big show is in town!

SYNOPSIS

To a lonely mansion in the Louisiana bayous come seven people — all but one of them potential heirs of Cyrus Norman who had provided that he will be read at midnight, ten years after his death. First to arrive is lawyer Crosby. He is greeted by Miss Lu, housekeeper who had lived there alone since Norman's death. Aunt Susan, Cicily, Fred Blythe are next to arrive, followed by Charlie Wilder and Wally Hampton, wise-cracking radio comedians. Last to get there is lovely, charming young Joyce, magazine illustrator.

The will is read, and Joyce is named the heir with the reservation that a second envelope containing the name of the next heir will be opened if she is dead or insane within a month! Miss Lu gives her an envelope to be opened when she retires to Norman's room.

Later, the lights dim, a whistling noise is heard, and Joyce thinks she hears shots. Hendricks, keeper from an insane asylum, comes in, tells them that The Cat, a murderous inmate is loose in the bayous. Joyce retires to the library, and as she is talking to Crosby, a hand reaches out from a panel in the bookshelves, drags him into a passageway. Realizing he has vanished, Joyce calls for help. Wally, Fred and Charlie assure her they will find Crosby, and she goes to the bedroom.

Joyce calls Wally to her room, and together they read the letter. By following directions contained in it, they find a fabulously valuable necklace. And when Joyce retires at last, she places it under her pillow. The hand of The Cat reaches from a panel behind her bed, clutches at her throat. She awakens, screaming for Wally. He and the others break in. All but Wally scowl at her story, but he discovers the panel, opens it and as he does, the dead body of lawyer Crosby falls from an opening in the wall!

Wally reasons that the name of the second heir is the name of the murderer, goes into the bedroom to get the second envelope from Crosby's pocket. He leaves Joyce in the library, with a gun for protection. While Wally is in the bedroom, the panel in the library opens. Joyce hears Wally calling to her, enters the passageway behind the panel. The panel closes, and the Cat stealthily follows her through the passageway. Joyce passes Hendricks in the passageway, and then Hendricks, who wants the necklace, corners the Cat. The Cat overpowers him, and continues to pursue Joyce. Meanwhile, Wally enters the passageway through the bedroom panel. Joyce gets out of the passage through a trap door, dropping her gun in the effort. She takes refuge in an old smokehouse, and the Cat corners her there. Wally, rushing through the passageway, gets to the smokehouse just in time to save Joyce, with the aid of Miss Lu, from the Cat.

THE CAST

Wally Campbell... Bob Hope
Joyce Norman... Paulette Goddard
Fred Blythe... John Beal
Charlie Wilder... Dougal Montgomery
Miss Lu... Gale Sondergaard
Aunt Susan... Elizabeth Patterson
Cicily... Nydia Westman
Lawyer Crosby... George Zucco
Hendricks... John Wray
Indian Guide... George Regas

CREDITS

**THE CAT AND THE CANARY** is a natural for a SPOOK SHOW

BEFORE you do anything else on your campaign for “The Cat and the Canary,” become convinced that this picture is C-R-E-E-P-S-I! As a showman, you know how they love C-R-E-E-P-S-I! So give ’em C-R-E-E-P-S-I and give it to ’em with a Spook Show!

Give it to ’em as part of your advance campaign. Give it to ’em in the theatre and out. Give it to ’em as part of your show when “The Cat and the Canary,” opens, and keep on giving it to ’em throughout your engagement! Thrill ’em and rock ’em; chill ’em and shock ’em—they’ll come back for more and send their neighbors down for their share, AND HERE’S A COMPLETE OUTLINE FOR AN ENTIRE CAMPAIGN.

**ADVANCE CAMPAIGN**

1. **SPOOK SHOW PUBLICITY:**

On the back page of this special “Spook Show” section you will find several advance publicity stories given over entirely to the business of selling the spook show and the picture. That’s the stuff to plant well in advance of your regular release material if you’re running a spook show, and keep it running right up to your opening date. Remember, you don’t have to neglect your regular advance and feature plants on the picture in order to sell your Spook Show. And don’t forget to put a lot of pressure on the appeal to the juveniles. This calls for special effort on the high school papers and magazines, the kiddie pages and special Saturday sections of your local papers, which can carry both your ads and publicity.

2. **BEST COSTUME ADMISSIONS:**

Get ’em in the mood by offering free admissions to first ten patrons who show up in costumes like that of the film’s monster. Still 1799-157 will give ’em an idea of how “The Cat” looks. Blow it up in your lobby for guidance, just in case you haven’t used this “must” lobby theme in connection with another display. As a part of this stunt, it might be advisable to have the local photographer on hand to take shots of the masqueraders who will want a souvenir of the occasion.

3. **TEASER TACK CARDS:**

Snipe the town with tack cards and stickers warning them of the horrors to come with the art illustrated on page six of the press book! This is a two-color job in two sizes — one is three by four inches, for sticker purposes, and the other is eight by ten inches, for tack card purposes. The art of the cat’s head, the benday background and the cat’s paw on both mats are on one plate — for printing in color, preferably a weird green — and all the lettering shown in the illustration is on another plate, for imprinting in black. You place your theatre credits on the black plate. Get these around early—on fences, on poles —stuff ’em in packages leaving stores; in your mail, etc.

4. **“CAT” MASKS FOR THE KIDS:**

Elsewhere in the press book you will find a mat from which you can have “Cat” masks made up for distribution to kids. Don’t distribute these until a day or two before you hold your Spook Night in order that you hold your hottest fire on the event until it will do you the most good. Spread them around town, because every mask you get out is a walking ad for “The Cat and the Canary.” See page seven of the press book for illustration and description of this special mat.

**TURN THE PAGE FOR MORE ADVANCE AND CURRENT STUNTS→**
5. A "SPOOK SPIELER" CAN BE USED EFFECTIVELY—Here's how!

You can have a lot of fun with "spook spiers"—unseen voices which call out the names of passers-by in ghostly tones and give them sales talks on your spook show—as an advance build-up for the show. Here are three suggestions:

A. A good ad-libber who knows most of the folks around town can be concealed in an empty store, the window of which contains a model of the ghastly head of the cat, upon which a green light plays. The ad-libber keeps an eye out for passers-by he knows, or anybody else for that matter, and addresses a spiel to them, talking into an empty barrel on the bottom of which a microphone is placed, to give his voice a hollow, eerie tone.

B. The same ad-libber and his barrel can be concealed in a "driver-less" automobile, which tours the town, with the ghostly voice calling out to passers-by. The "driver-less" automobile can be made by pasting black scrim over all windows and windshield so that nobody can look in but those in the inside can look out. To heighten the selling value of this street stunt you can use the "crying wind" sound record as described in the lobby ghost stunt below.

C. A dummy of "The Cat," made up as horrific as possible, can be mounted in a dark corner of your lobby, with a loudspeaker concealed in his clothes. The ad-libber can talk into his barrel from a concealed vantage point and deliver his spook spiel.

6. LEAD 'EM TO THE THEATRE WITH STENCIL TRACKS OF "THE CAT"

Where local conditions permit, tracks of "The Cat" can be imprinted all over town, leading to the theatre. You can do this easily by cutting out a large cat's paw from a soft rubber mat, such as are obtainable in five-and-ten-cent stores, mounting it on a stick, and having a boy go through town stamping the imprints, using whitewash for "inking." Every so often he can write out the following message along his trail: "The CAT is on the loose! — Beware!" "Follow the trail of The CAT to the Witch's Sabbath — Friday!"

7. TRAILER INTRODUCTION:

Your trailer presentations give you a chance to start chilling 'em. Use weird noises, screams, shots, etc., to introduce it. Another way to dramatize the trailer requires a balopticon which throws an image of "The Cat" on the screen while the trailer is on. You may use the balopticon again to throw the horrible face on a lobby wall or on your box office front during run of film. Use illustration of "The Cat" from press book.

8. GHOST STUNT IN THE LOBBY:

Put them in the proper frame of mind with a real ghost dancing in your lobby with announcement of "Spook Night" on his body. You can do this easily by following the sketch on the foregoing page. Cut out a figure of a ghost in heavy cardboard as shown in B in the accompanying sketch. Mount this about an inch behind a plain white sheet of paper, as indicated by A. Then take a sheet of tissue paper and cut slits, about an inch apart, the full length of the sheet, as shown in C, and paint the "ghost's" eyes, mouth, etc., on it, as shown, together with the words "Spook Night" and your playdate. Mount this about a half inch behind B, place a strong light behind the whole display, and place an electric fan in such a position that the wind will cause the slits in C to rustle. The light will throw shadows of the rustling paper through the cutouts on the front sheet of paper, giving the effect of a shivering, creepy ghost. Place this display in the darkest corner of your theatre or lobby. Sound adds to the scary effect of this display. You can place a P.A. speaker behind the display and put one of your house staff on, broadcasting "ghostly" messages about the picture. Or for a swell mechanical effect, order the "crying wind" record on Gennett Number 1163-A, from T. J. Valentino, 729 Seventh Ave. The price, cash with order, is $2.00.

9. WEIRD STREET BALLY:

For a street lobby on your "Spook Night" you can have a weird looking guy tour the town with a bag on his back. A sign reading "The Cat's in the bag now! But wait till he gets loose at the ..... Theatre on ..........!" can be tacked to the bag. For effect, dress your man in the "Cat" mask offered in the regular exploitation section of this book; give him black long-flowing robes; sneakers or felt slippers so he can pad along, and gloves with hair pasted on the back and imitation claws. He'll fascinate them with fear!
CURRENT "SPOOK SHOW" STUNTS

AF TER you've got 'em all hopped up, make good on your promises by giving 'em the weird works. Make it good and ghastly from the word go. Leave 'em limp with startling lobby stunts, make their flesh crawl with effects and scare 'em with surprises.

1. COFFIN LOBBY SHOCKER:
Smack 'em between the eyes with a real coffin in your lobby. A simple pine box that you can slap together out of planks will suffice if you can't borrow one from a local undertaker. And in the coffin see to it that there is a pallid, powdered, cadaverous man who rises slowly to stare blankly at entering patrons. Throw a green baby spot on the coffin, and sit a black cat on the chest of the "corpse." The cat'll sit quietly if the "corpse" has a fish or two handy.

2. EERIE SOUND EFFECTS:
While the details of any stage presentation are up to you, be sure to send up a mighty and chilling riot of noise at one point. After you've dimmed the lights — as if by accident — have a local noise-imitator go to work on a microphone hooked with your P.A. system. You can get recordings of eerie sounds from Thomas J. Valentino, 729 Seventh Ave., New York City. He'll ship C.O.D. Here are suggested records: Animals, 1040B; Coal descending chute, 1122 A; Coyotes and wolves, 1170 A; Miscellaneous wild animals, 1040 B, and, Thunder storm, 1194 B. These records can also be used for other stunts.

3. INSIDE THEATRE CHILLER:
As another part of the stage presentation you might startle them out of their seats with a stunt that calls for a wire strung from balcony to pit or stage. Preceded by wild screaming and general tumult, "The Cat" is seen flying down from the balcony. Of course, it's only a dummy replica, but the crazy way it sways and a moving green spotlight will give it that ghastly element you're looking for. As the dummy hits the base of the wire, arrange a flash box explosion.

4. COSTUME THE USHERS:
Doll up your ushers in black costumes that cover them from head to feet, allowing peep holes for eyes. On the backs of the costumes, paint white skeletons. Paint face of cat green on heads of their flashlights.

5. MASK THE BOX-OFFICE:
A still blow-up of "The Cat" or a cut-out made up by local artist may be used as an unusual box office mask. Set it up so that your cashier looks out of the eyes of "The Cat" and tickets issue from its mouth.

6. SKELETON HAND GAG:
The doorman might nonchalantly lean one skeleton hand on his container as he accepts tickets with a claw-like hand. The skeleton hand is simply attached to a sleeve that extends beyond his own hand, and the other hand is his own, covered by a mitten which has hair and claws glued on it. It all helps to create a ghostly atmosphere.

7. GIVE 'EM THE ICY MIT:
Station an usher at the door to lead guests in. Have him hold out a hand which is not a hand at all, but a rubber glove filled with ice water and painted flesh color, so as to resemble a human hand.

8. NURSE IN ATTENDANCE:
A stiffly somber nurse might be standing at the door passing out smelling salts to ladies as they enter. Dress her in regular nurse's uniform.

9. MAKE 'EM CREEP:
From the balcony of the theatre toss out handfuls of puffed rice. These light grains appear to be crawling things when they strike people below.

10. SCARE 'EM WITH "THE CAT":
Here's a stunt that might be incorporated as part of the stage show. Flicker and dim house lights as if someone were tampering with the main switch. Have someone cry out: "Someone's at the switch!" Then a woman screams in the audience, gun shots are heard. "Stop him! In heaven's name, stop him!" someone yells. A green spotlight picks out a running figure which jumps on the stage. It is "The Cat!" — made up as you see him in the stills. A voice shouts: "Ye gods, it's 'The Cat'!" When the monster reaches stage center, he turns and faces the audience, laughing hideously. Ushers leap on to the stage and chase him into the wings. Do this in dead seriousness or not at all. Everyone concerned must appear to be duly alarmed.

11. MONSTER STAGE SHOW:
The museum of monsters as explained in the regular promotion section could be brought to life on your stage as part of the spook show. Out of the special publicity feature headed "Fright This Way . . . .", you can get whatever copy you require. Have a sepulchral voice read the descriptions of the monsters over the P.A. system as they make sudden appearances on the stage. A green spot should pick them out as they pop out. This will add to the weird effect of the stunt.

12. A GHOSTLY PREMIERE:
You might announce that the ghosts of Hollywood's great stars are to attend the premiere. To carry this out, use bright green spots on front, have empty cars drive up and have your doorman assist imaginary characters out of cars and into theatre. Rope off the crowds. To build this up, you might conceal a loudspeaker on your marquee and have a hidden announcer speak to the spooks and get replies from others at the microphone. Voice imitators will help, but may be dispensed with. The novelty of the idea will put it over.

13. A GOODWILL GESTURE:
After you've scared the daylight out of 'em, give them a chance to calm off by offering free coffee in your lobby. It's good-will and good showmanship. They'll talk plenty about the evening anyhow, but this stunt will top it off nobly. A local merchant might cooperate.
'The Cat and the Canary' Heads Strange 'Spook Night' Goings-On

An eerie whine in the half light of a macabre mansion on a foggy bayou in Louisiana and a murder suspect among the guests is an heir to a maniac's estate - that is the bizarre beginning of "The Cat and the Canary," Paramount's present picture de resistance of the "Spook Night" genre. Clues are held with your breath - in the Theatre.

With Bob Hope and Paulette Goddard heading the cast of the house-terrified mystery, chills and chills are expected to be dispensed in full measure from the screen. But that is not all. "Spook Night" has been designed to tickle funny bones and chill spines from the stage as well. Even the theatre lobby is to contain its share of shocks. Many eerie noises have been heard coming from the theatre in the dimness of many recent nights, indicating that the candlesticks of showmanship have been bobbing and distilling outrageous entertainments galore.

"The Cat and the Canary," which takes care of the screen's share of the frights, is one of the strange events following reading of the will of Cyrus Norman, whose potential heirs gather at a ghastly and gloomily remote to hear its contents. The will is to be read at midnight in the eerie cellar of the house, and the four potential heirs, including Hope and Goddard, must be present to inherit.

"The Cat and the Canary," which has come to read the will, warns Joyce that she might not be safe, but before he can explain his suspicions, a new visitor appears. Joyce is returned to the room by Wally, whom she entrusts to help her escape, only to find another visitor, whose presence is only revealed in the letter. The hooded guest adds to Joyce's danger as the "Cat" begins to pursue the "Cat."

Beware, 'The Cat!' Horrible Creature Keys 'Spook Night'

Better make grandpappy come without his new store teeth unless they're clearly marked shatter-proof. "The Cat and the Canary," Special "Spook Night" gets under way on ___________ night at the ___________ Theatre!

All sorts of gravity and ghostly goings-on, spooky spending and sinister skull-divurgy are on the program. The hair-raising happenings in the Halloween tradition are reported to be happily horrid in the battle-shelter "Halloweenin." manner.

"The Cat and the Canary," starring Bob Hope and Paulette Goddard with John Beal, Douglas Montgomery, Gale Sondergad, Elizabeth Patterson, George Zucco and others. Alternating its chills and laughs, the story takes place in the half-light of an old dark house, on a foggy Louisiana bayou where gather six potential heirs to the fabulous fortune of the deceased - and eccentric Cyrus Norman, who decreed that his will be read ten years after his death at midnight.

It is a motley gathering of kin: an angel, a magazine illustrator, a lumberjack, a whaler, a dowager and a speedboat gal. Into their midst strides a monstrous killer known as "The Cat," haunting by insomnia without a name.

The eerie inmates are climaxed in "The Cat and the Canary," co-starring Bob Hope and Paulette Goddard with John Beal, Douglas Montgomery, Gale Sondergaard, Elizabeth Patterson, George Zucco and others. Alternating its chills and laughs, the story takes place in the half-light of an old dark house on a foggy Louisiana bayou where gather six potential heirs to the fabulous fortune of the deceased and eccentric Cyrus Norman, who decreed that his will be read ten years after his death at midnight.

It is a motley gathering of kin: an angel, a magazine illustrator, a lumberjack, a whaler, a dowager and a speedboat gal. Into their midst strides a monstrous killer known as "The Cat," haunting by insomnia without a name.

Members of the family encourage or try to kill the killer, while the killer himself, who has been named here with the proviso that he maintain hisinary through the key in the key, is the event of insanity or death, a sealed clause naming a final heir to be opened. Unmasking of "The Cat" occurs only in the most droll and dazzling adventure. Romance, too, crystalized in that bawdy bayou.

Weird Omens Herald Spooks and 'The Cat'

Many grotesque incidents and shocks are expected to wash over local moviegoers even before Paramount's "The Cat and the Canary" is unrolled at the ___________ Theatre as the climax of "Spook Night" Goings-On are promised by weird omens which have been emanating from the theatre. Bob Hope and Paulette Goddard have been casting the mystery-thriller which is slated to occupy the screen. It's a grimy tale of six potential heirs of a fabulous fortune, who gather in a seedy old house on a foggy Louisiana bayou to hear the reading of a bizarre will. A night of terror follows as "The Cat," monstrous and murderous thing, stalks them all. Also featured in the film are John Beal, Douglas Montgomery, Gale Sondergaard, Elizabeth Patterson, George Zucco and others.

Hold Your Hats —! 'Cat and Canary' Tops 'Spook Night'

Fright this way, folks! Tonight's the night of "The Cat and the Canary" Spook Night at the ___________ Theatre. According to advance storm warnings, it's a case of hold your hats cause here we go!

Bob Hope and Paulette Goddard head the cast of the Paramount thriller which lends its title to the special occasion, designed to spread chills and chokes.

The management of the ___________ Theatre has been carefully reported, has been delving into mysterious tidings and aged, yellow formulas in a search of the most sinister secrets of biatrics preparatory to scaring the daylight out of all of them. The candlesticks of showmanship have been long a-bubbling and its frothy bubbles are slated to burst this evening.

"The Cat and the Canary," which has come to read the will, warns Joyce that she might not be safe, but before he can explain his suspicions, a new visitor appears. Joyce is returned to the room by Wally, whom she entrusts to help her escape, only to find another visitor, whose presence is only revealed in the letter. The hooded guest adds to Joyce's danger as the "Cat" begins to pursue the "Cat."

The show will provide that the estate remains an exciting evening at the ___________ Theatre when Paramount's "The Cat and the Canary" is formally introduced locally as the main attraction of "Spook Night.

Spooks and sopping are to be the order of the evening at the Theatre when Paramount's "The Cat and the Canary" is formally introduced locally as the main attraction of "Spook Night.

The sudden death of a multimillionaire has left his six children, who are living in the mansion at the edge of the bayou, at each other's throats. The will, which is to be read at midnight, contains a provision that one of the children will be killed. The children of showmanship have been a-bubbling, and chills and chokes thus far are none too slight, but the climax of showmanship will be the actual reading of the will.

SPOOK STORIES FOR YOUR 'SPOOK SHOW' PUBLICITY CAMPAIGN

Use these stories in addition to your regular advance and current publicity material on "The Cat and the Canary" which is shown elsewhere in this press book! The production cuts from the regular publicity section can be used to illustrate these stories.
BIG PUBLICITY BUILDUP PRESELLS PAULETTE GODDARD IN NEW ROLE!

A N AVALANCHE of publicity on Paulette Goddard, the leading lady of "The Cat and the Canary," hit the magazines in August and even at this date shows no signs of diminishing! Miss Goddard's reputation as Hollywood's fastest-rising star is cinched by this barrage of magazine breaks, and you can capitalize on them in many ways. In the case of recently-published magazines, snipe the copies, and place the newstands with copy taking the angle: "Read the story of the glamorous Goddard in the November Movie Messenger — see her with Bob Hope in Paramount's thrilling mystery-comedy, 'The Cat and the Canary,' now playing at the Paramount Theatre!" Tear sheets from all the publications would make a smash montage lobby board, with copy such as: "You've read about Hollywood's most dazzling new star — now see her in 'The Cat and the Canary!'" The list of breaks given below represents only a part of the magazine publicity that has appeared on Miss Goddard. Here they are:

SOME OF THE NATIONAL BREAKS:

- Screenland: Full page art, August
- Silver Screen: Full page art, August
- Movie Magazine: Three-quarter page art, August
- Screen Guide: Three-quarter page art, August
- Movie Mirror: Full page art, August
- Movie Story: Two-page story and art, August
- Screen Book: Cover, September
- Pic: Cover, September 19
- Glamour: Full page art, September
- Photoplay: Full page art, September
- Photoplay: Two-page story and art, September
- Screen Book: Three-page art, September
- Pic: Half-page art, September 19
- Collier's: Two-page story, illus., September 2
- Screen Guide: Half-page art, October
- Picture Play: Half-page art, October
- Modern Screen: Three-page story and art, October
- Movie Story: Full page art, October
- Crossword Puzzles: Cover, November
- Modern Screen: Full page art, November
- Glamour: Two-page story and art, November

CASH IN ON BOB HOPE'S RADIO PLUGS FOR FILM!

O NE OF America's most popular radio hours, the Bob Hope Pepsodent Program, has been pluging and will continue to plug "The Cat and the Canary," offering you the chance to cash in on Hope's tremendous air following. Run small ads on the radio pages of local newspapers, telling the folks they will see their favorite in a unique role, as a famous radio comedian who gets mixed up in a thrilling murder mystery! Whenever possible, plant an announcement on the air just before or after the Pepsodent Program. Hope goes on the air for Pepsodent every Tuesday evening at ten o'clock, E.S.T., on a 61-station hook-up of the National Broadcasting Company's Red Network.

NOTE TO SHOWMEN:

T HE identity of "The Cat," the dread killer of "The Cat and the Canary," is a terrifying mystery element of the picture and a secret you should take every precaution to keep! Refer to the figure constantly but be sure not to give it away in your advertising, newspaper publicity, lobby displays or contests. You can heighten the public's curiosity about the killer by announcing that no patrons will be admitted into the theatre during the two or three minutes in which "The Cat's" identity is revealed! In all your announcements, impress movie-goers with the importance of coming into the theatre at the beginning of the feature picture, to increase their enjoyment of its mystery and to maintain the thrilling suspense.

NOW FOLLOW THROUGH WITH THE PROMOTION STUNTS OUTLINED ON THE FOLLOWING PAGES
START WITH SHOW-SELLING

A TEASER STILL BOARD OF THE CAST THAT SELLS THRILLS AND CHILLS!

"THE CAT AND THE CANARY'S" outstanding comedy and character cast can be put across in your lobby with a shiver-selling scare board. The illustration shows you how to set up this simple, and effective, selling display.

The "Cat" illustration should be blown up to imposing size from Still 1799-154, and can be utilized either in a flat or two-plane display. This blow-up is available through your Paramount Exchange, allowing ten days for delivery.

If you plan a two-plane display, trim "The Cat" about the elbows so that his clutching hands and forearms can be attached to the front board. Then his figure is moved back about ten inches, and a green spotlight is screened behind the front board and fixed to light up his face. Horror effect can be heightened by placing bits of colored glass, flitter, or cellulose in his eye pupils.

Your cast line-up of eight starred and featured personalities get the front board display in attractively framed stills with character lines, and with a splash of selling copy at the head of the board. All of this material is given below, together with the stills, which you can order through your Paramount Exchange:

WHEN THE CAT STRIKES One of these eight frightened people must DIE! WILL IT BE...

Joe (Paulette Goddard) 1799-25. The Norman fortune is all hers — unless she's dead or insane within a month!

Wally (Bob Hope) 1799-101. He's so frightened that even his jokes are growing goose pimples!

Lawyer Crosby (George Zucco) 1799-100. Only he knows the secret of the second will — and he won't tell!

Miss Lu (Gala Sondergaard) 1799-39. Mysterious mistress of a mansion of dread!

Guiley (Nydia Westman) 1799-36: All she wants to know is — has the "Cat" a nice boy friend?

Fred (John Beal) 1799-43: The black sheep of the family in a house full of frightened rabbits.

Aunt Susan (Elizabeth Patterson) 1799-75: Everybody hopes the "Cat" will pack on her!

Charlie (Douglas Montgomery) P1671-5: They think he has a cool head — but it’s just chills and cold feet!

BY MEANS of mechanism shown below a panel can be operated to go across the face of the display illustrated at left. Mounted on the same axis, the right wheel is used to lift and drop the arm, while an eccentric rod attached to the left wheel, below, operates the panel. A little experimenting will enable you to synchronize these actions for a really effective thrill display.

FAMOUS HORROR CHARACTERS PEG FOR THIS STUNT

THROUGH your local film exchange or your own files, you should be able to secure production photographs of the principal "horror" characters who have made their bows in films of the "shocker" type. Get them together and range them in a display of "Monsters of the Movies," that will imply that the "Cat" out-frightens them all. It's a selling stunt for either an "A" board or for one of your lobby frames. Range them all about a blow-up of the "Cat" from Still 1799-46, available at your Paramount Exchange. Your descriptive catchline for the stunt can run "The monsters of the movies bow before this most blood-curdling monster of them all. See him in "The Cat and the Canary.""

For typical catchlines, you can use the following on your display:

MR. HYDE — He was only half a man!

KING KONG — The "Cat" doesn't have to try to make him look like a monkey.

THE WHITE ZOMBIE — He doesn't stand a ghost of a chance with "The Cat."

DRACULA — He couldn't even go to bat against the "Cat!"

WEREWOLF OF LONDON — He'd really howl if he ever tangled with "The Cat."

Animate 'The Cat' for a sock lobby thriller—Here's how!

AN ANIMATED cat that breathes menace and a mysterious sliding panel, combines to create the display that can be the tops in spooky thrill-selling. This is the animated stunt that you can use for that key spot in the lobby, or for the best available store window in town.

The photographic material for this display is blown up from two stills, on which you can order enlargements through your Paramount Exchange. Allow ten days for delivery. The "Cat" enlargement is taken from 1799-166, and the group enlargement from 1799-48.

You build your display by silhouetting around the outlines of the grouped heads, and placing this just a few inches ahead of the blowup of the "Cat." This is to permit of lighting the monster from below, by concealing the light behind the cut-out group.

In animating the display, the right forearm of the cat is painted out and an "actual" arm substituted. This arm can be made of a coat sleeve padded about a stick. A stuffed gray glove will make the hand. Little tufts of white cloth glued on the back of the hand, and claws, which can be cut out of celluloid, will give the hand the desired effect of gruesomeness.

Groups of stills from the production can be displayed attractively about the display, and the door should carry an attention grabbing line which might read: "Behind this panel lurks the screen's most terrifying monster." Cost and credits for the picture are displayed in the space shown on the enlargements.
3rd Day

Identify BOB HOPE’S favorite CAT and CANARY THRILLERS! PRIZES!

WITTAMAN! ONE KISS FROM HIM WOULD DRIVE ANY GIRL Batty!

Well, fans, here’s the third of Bob Hope’s favorite shocker films of the past, a picture with a "cat and canary" theme, in which a monster pursues and victimizes a beautiful girl. We told you before that comedian Bob confessed that these pictures were his particular weakness, and he wanted to give you an opportunity to win cash and theatre tickets in this contest.

All you have to do is to tell us the name of the picture, (you can guess that from Bob’s wintrick in the picture above) the name of the man who played the "cat" and of the girl who played the "canary" in this instance. Among the rewards are a number of pairs of tickets to see Bob and Paulette Goddard in the Paramount Picture, "The Cat and the Canary," which comes to the Theatre.

And on Bob’s assurance we can report that this new one is the greatest "shock" thriller in many a year.

(Pick up daily rules)

4th Day

Identify BOB HOPE’S favorite CAT and CANARY THRILLERS! PRIZES!

A girl could lose her head over him - if you know what I mean!

This picture represents the final entry of the "cat and canary" thrillers that your favorite comedian, Bob Hope, has picked to puzzle you. Here’s one of his favorite shows, with a smooth monster in pursuit of a beautiful victim. If you can guess the names of the stars and the picture from which the scene was taken, you’re in line for the valuable cash award and the free tickets to see Bob Hope starring with Paulette Goddard in Paramount’s "The Cat and the Canary," the new thriller coming to the Theatre.

(Pick up daily rules)

FIND BRAVEST MAN IN TOWN FOR A SOCK PUBLICITY STUNT!

ONE OF the smart advance stunts that you can build for "The Cat and the Canary," is to stage a special solo screening for the bravest man in town, with a publicity build-up. Not as a straight idea, but as a half-serious, gagged up stunt that the newspapers will cover because it does make good human interest copy.

The logical candidate for the spot is the local brave cop, fire chief, professional hero or puglist. You have your man picked but you create advance interest in the stunt by throwing it open to all candidates who offer, and thus start the publicity ball rolling. You can open with a classified ad which might read as follows:

WANTED — Man who isn’t afraid of anything alive. Must have iron nerve, stoicism of an Indian and the blind courage of a bulldog. Candidate selected must be willing to submit to the harrowing experience of viewing the monster in Paramount’s "The Cat and the Canary" all by himself, without fear or trembling. Apply Paramount Theatre.

Build up the routine of selecting the "victim" by having all the candidates submit to a fright test in the presence of the newspaper witnesses. This is rigged by attaching a cardiograph and checking their reactions to loud and frightening noises, bright lights, sudden scares, shrieks, etc. When your man is selected, a day or two is allowed to pass before he submits to the ordeal, and in which he can be available for newspaper interviews.

At the screening you have a doctor in attendance to check his reactions just before he goes into the show on emergency equipment. You can even have a thrillometer (attached to his seat ostensibly) and indicating out in the lobby when he is shaky, shivery, scared, frightened, terrified, etc. And, because it’s going to be the thing featured in the news stories covering the affair, your man ought to be primed with a line to speak when he exits after the screening. You’ll have to suit it to character, but it should carry the idea — "I never had so much fun being frightened in all my life!"
Eight tie-up stills that open the way to store window displays

THE EIGHT stills illustrated here each contain a merchandising tie-up possibility that's right to the point, so get local stores to plant them in windows and on counters with the merchandise suggested below. Order the stills by number from your Paramount Exchange, allowing ten days for delivery. CAUTION: do not state or imply that any star shown in a still uses, recommends or endorses any particular product or service!

Still 1799-144: This still of Hope and Max Goodlad digging a treasure is a treasure for banks and safe deposit companies. Copy slant: "Buried treasure is a big screen thrill in 'The Cat and the Canary,' but you'll sleep better at night with your valuables safe in the vaults of the Great Bear Safe Deposit Company!"

Still 1799-124: Use this still of Max Goodlad warming himself by a candle to advertise the heater. Two-up copy can take the suggested angle: "A candle warms away a chill in 'The Cat and the Canary.' A Redstone electric heater will keep the chills away from your home!"

Still 1799-13: Nydia Westman wears one of the new pleated trousers in this still, which you could show in a store selling this popular type of garment. Copy slant: "Sometimes worth seeing — you in a transparent, rain-proof back- and- front cape from Worthington's. Something else worth seeing — 'The Cat and the Canary' at the Paramount!"

Still 1799-89: Department stores selling window curtains can tie-in on this still of Max Goodlad finger-togething the curtains at her window. Suggested two-up copy: "Change your ' outlook' on life this season with new curtains throughout the house. You'll be surprised how little they will cost — if you shop at Worthington's!"

Still 1799-82: Ideal for use in jewelers' windows is this still of George Zucco comparing his wrist-watch with a grandmother's clock. Plant it with copy taking the angle: "For a good time, 'The Cat and the Canary,' at the Paramount!"

Still 1799-145: This still of Nydia Westman wearing an old-fashioned kerseymere Lamp would decorate the windows of any store selling modern home lighting equipment. Suggested copy: "Easy on the eyes, Paulette Goddard, star of 'The Cat and the Canary.' Not so easy on the eyes, her old-fashioned kerseymere lamp. Take full advantage of the modern miracle of perfect lighting!"

Still 1799-108: A daydream's window is the place to plant this still of Hope helping Nydia Westman hold back a sneeze. It can be used to advertise remedies for winter colds with copy taking the angle: "Once you've caught cold it's too late to hold back those sneezes. Prevent them by using Dr. Reed's Koladian!"

Use play on the title for co-op ad slant!

PLAY on the word "cat" for amusing cooperative merchandising slants that can be applied to a wide variety of products. The play will give you convenient puffs on which to hang cooperative advertising and displays and call attention to the mysterious central character in 'The Cat and the Canary' at the same time! Special values can be tagged on phone for a "find a Cat!" headline or by using Chadwick's Catalogue of unbarable bargains! "CARNARY or something better!" The type of copy used in your local department store can use the line: "From CArnARY to CARNARY yellow breakfast-room, you'll find what you've been looking for at Sollivans' up-state's largest store!" A new model automobile can be advertised on the angle: "The CAT's out of the bag — and all America's talking about! 'The Cat and the Canary,' the new Packard!" Men's clothing stores can use the copy-line: "The CAT's pajamas — Blakston's unanimous verdict on Worthington's smart new sleepers for men. Not to easy on the eyes, her old-fashioned kerseymere lamp. Take full advantage of the modern miracle of perfect lighting!"

CAT AND CANARY STREET BALLY

TWO GIRLS, a black cat and a caged canary are all you need to put across a street bally stunt that will do a neat little-selling job for the picture and provide you with an attention-grabbing contest. Have one girl walk around town with the grinning contest, the other with the canary — and have them meet at regular intervals. Label each of the pets, so that the picture title will be plugged whenever they meet. Announce in the newspapers beforehand that prizes of guest tickets will be awarded to any one who spots "The Cat" and "The Canary" together and reports the time and place of the meeting to the Postmaster or newspaper office.

WARNING!

IF YOU ARE WEAK OF HEART
KEEP AWAY FROM THE RIALTO THEATRE AT MIDNIGHT FRIDAY!

SPOOK NITE

GHOSTS, Goblins, Spirits, Weights and
"The Cat and the Canary"

"The Cat"

GHOSTS, Goblins, Spirits, Weights and
"The Cat and the Canary"

For the sticker cut (two-colors 3" x 4") Order MATS 2EA-60
For the tack card (two-colors 8" x 10") Order MATS 4EA-1.20

MAT FOR TEASER TACK CARD AND STICKER

To enable you to cash in on the "Spook Show" angle in your exploitation, special mats have been provided of the art shown at the left. This art is available in two sizes—one is three by four inches to be used for sticker purposes and the other is eight by ten inches for a teaser tack card. BOTH ARE IN TWO COLORS. The art of the cat's head, cat's paw, etc., are on one plate and the lettering is on another plate. You will accordingly receive two mats each for the sticker and tack card.

Turn to "Spook Show" section for special stunts!
MAKE EVERY KID A WALKING BALLY FOR YOUR SHOW WITH MASK GIVEAWAY OF “THE CAT”

GIVE AWAY these masks of the "Cat" to the kids who will have fun wearing them. Here's a workable gag that you can use either for your regular campaign or as a "spook show" souvenir, and that will fill the town with walking ads for "The Cat and the Canary."

The mask in the illustration shows a reduced reproduction of the actual mask, to show you how to combine it with credits and instructions for use. But the mask itself is actually life-size, ten inches wide. You can print it up in green ink on one-ply cardboard, or any satisfactory stock available at a local print-shop, and distribute flat to the kids who will know how to get it in working order. Incorporate this stunt in your campaign either as a theatre give-away, or use it in conjunction with a local advertiser who will sustain costs of printing to include it in his herald.

Illustration shows mask in reduced size. Art in full ten-inch width on MAT 5EA-.75

RADIO . . . spot announcements . . .

50 WORDS
ANNOUNCER: Tingling terror in the year's big thrill hit — "The Cat and the Canary!" An eerie whine in an old, macabre mansion and "The Cat" running amok! Bob Hope and Paulette Goddard co-star for the first time. Don't miss its chills and chuckles. On.............. at the.............. Theatre.

75 WORDS
ANNOUNCER: Who is "THE CAT"? Its movements soundless, its approach unnoticeable, its vengeance swift! Who will feel its hairy grasp next? Who among six startled heirs to a madman's fortune, stranded on the foggy Louisiana bayous? Even your goose pimples will have goose pimples as Bob Hope and Paulette Goddard shudder and chuckle their way through the thrill hit of the year — "The Cat and the Canary" opening on.............. at the.............. Theatre. See it!

100 WORDS
ANNOUNCER: An eerie whine in a macabre old mansion on foggy Louisiana bayous ... a monstrous, marauding thing — "THE CAT" — running amok among six startled heirs to a madman's fortune! It's havoc-streaked horror ... mind-teasing mystery ... runaway romance. It's "The Cat and the Canary," opening.............. at the.............. Theatre. There's Bob Hope hoping a guy's as good as a gun to get ghosts on the go and Paulette Goddard huddling in his arms! It's a chill-and-chuckle chase with a fortune at stake and a monster at large! It's on every must-see, must-thrill, must-laugh list!

FREE SCRIPT

BOB EDWARDS' HOLLYWOOD CHATTER COLUMN OF THE AIR, a fifteen-minute script of gossip and information about "The Cat and the Canary," its background and players, is available to all theatres and radio stations writing in for it at no cost whatsoever. It is written so that separate items can be "lifted" from it and planted in other radio programs or movie columns in the newspapers. For your copy of this free script, write to:

PRESS BOOK EDITOR
PARAMOUNT PICTURES INC.,
1501 Broadway New York City
AD LAYOUTS...

THE KILLER-DILLER OF THRILL SHOWS!
...a thrill a second!
...a laugh a minute!

Paramount presents "THE CAT AND THE CANARY"
starring
BOB HOPE • PAULETTE GODDARD

with
John Beal • Douglass Montgomery • Gale Sondergaard
Elizabeth Patterson • George Zucco • Directed by Elliott Nugent

Screen Play by Walter Delson & Lynn Sterling
Based on the Stage Play by John Willard
A Paramount Picture

"I hope he doesn't get hope... I hope... I hope."

THEATRE

4-COLS. 150 LINES  600 LINES

Mat 4AC—60
SHE'S THE CAT'S!

You said a mouthful! It's the No. 1 thrill show of the year. You'll shiver with fright and shake with laughter!

Paramount presents

"THE CAT and the CANARY"

starring BOB HOPE and PAULETTE GODDARD

with John Beal · Douglass Montgomery · Gale Sondergaard · Elizabeth Patterson · George Zucco · Directed by ELLIOTT NUGENT

"What's he got that I haven't got!"

Screen Play by Walter DeLeon & Lynn Starling
Based on the Stage Play by John Willard
A Paramount Picture
NO WONDER PAULETTE GIVES UP HOPE!

Midnight!
...and a dead man's voice unleashes a mad, murderous monster—"THE CAT!"
Will this beautiful girl be his next victim? One of these knows the terrifying answer!
And Hope says he's no dope!

"The CAT and the CANARY"

A Paramount Picture starring

BOB HOPE
PAULETTE GODDARD

Directed by ELLIOTT NUGENT

with John Beal - Douglass Montgomery - Gale Sondergaard - Elizabeth Patterson - George Zucco

Screen Play by Walter DeLeon and Lynn Starling - Based on the Stage Play by John Willard - A Paramount Picture

THEATRE
Horrors! He's got her!

Your goose pimples will get goose pimples as the Cat stalks the Canary—while Bob Hope runs interference!

"Some guys get all the breaks!"

The Cat and the Canary

Starring Bob Hope - Paulette Goddard

I THINK THE CAT'S A DIRTY DOG!

Can the Canary escape the clutches of the killer-cat? A fiend prowls the night and gives you the thrills and laughs of a lifetime!

"The CAT and the CANARY"

BOB HOPE • PAULETTE GODDARD

starring

with John Beal • Douglass Montgomery • Gale Sondergaard • Elizabeth Patterson

George Zucco

Directed by ELLIOTT NUGENT • Screen Play by Walter DeLeon and Jean Sterling • Based on the

THRILLS flood the screen...laughs fill the air...in this killer-diller of screen shows!

FALSE-FACE, YOU'RE DOIN' ALL RIGHT FOR AN OLD-TIMER!
Paramount presents
"The CAT and the CANARY"

starring
Bob Hope • Paulette Goddard

with
John Beal • Douglas Montgomery • Gale Sondergaard
Elizabeth Patterson • George Zucco • Directed by Elliott Nugent

Screenplay by Walter Bullock & Larry Ingellis. Based on the Stage Play by John Willard

T H E A T R E

4-COLS. • 175 LINES . . . 700 LINES
Mat 4AB—.60

T H E A T R E

1-COLS. • 174 LINES . . . 348 LINES
Mat 2A—.30

SET OF THREE TWO-COLUMN TEASER ADS—ALL ON ONE MAT. ORDER MAT 3AE—.45

Compared with THE CAT the Phantom of the Opera's just a sour note!
See Paramount's "THE CAT AND THE CANARY"
Bob Hope

Compared with THE CAT Frankenstein's a phoney!
See Paramount's "THE CAT AND THE CANARY"
Bob Hope

Compared with THE CAT Dracula's a sissy!
See Paramount's "THE CAT AND THE CANARY"
Bob Hope

Coming soon to the Paramount

2-COLS. • 75 LINES . . . 150 LINES
2-COLS. • 75 LINES . . . 150 LINES
2-COLS. • 75 LINES . . . 150 LINES

Page 15
SET OF THREE TWO-COLUMN TEASER ADS ALL ON ONE MAT ORDER MAT 3AD-.45

JUST A MURDERER'S IDEA OF A QUIET EVENING AT HOME!

Midnight!
...and a dead man's voice unleashes a mad, murderous monster—"THE CAT!"
Will this beautiful girl be his next victim? One of these knows the terrifying answer!
And Hope says he's no dope!

"The CAT and the CANARY" starring BOB HOPE PAULETTE GODDARD

with John Beal, Douglass Montgomery, Gale Sondergaard, Elizabeth Patterson, George Zucco, Directed by Elliott Nugent. A Paramount Picture. Based on the Stage Play by John Willard

FOR LAUGHS!
See Paramount's "THE CAT AND THE CANARY"
Coming Thursday—New York Paramount
2-COLS. x 50 LINES . . . 100 LINES

FOR CHILLS!
See Paramount's "THE CAT AND THE CANARY"
Coming Thursday—New York Paramount
2-COLS. x 50 LINES . . . 100 LINES

FOR THRILLS!
See Paramount's "THE CAT AND THE CANARY"
Coming Thursday—New York Paramount
2-COLS. x 50 LINES . . . 100 LINES
SMALL SPACE UNITS

THE KILLER-DILLER OF THRILL SHOWS!

"The CAT and the CANARY"
A Paramount Picture starring
BOB HOPE PAULETTE GODDARD
with John Beal - Douglas Montgomery
Gale Sondergaard - Elizabeth Patterson
George Zucco - Directed by Elliott Nugent

THEATRE
70 LINES Mat 1A—.15

SHE'S THE CAT'S!

"The CAT and the CANARY"
A Paramount Picture starring
BOB HOPE PAULETTE GODDARD
with John Beal - Douglas Montgomery
Gale Sondergaard - Elizabeth Patterson
George Zucco - Directed by Elliott Nugent
Based on the Stage Play by John Willard

THEATRE
79 LINES Mat 1AB—.15

THE CANARY'S WORTH A MILLION DOLLARS TO THE "CAT"...DEAD!

"The CAT and the CANARY"
A Paramount Picture starring
BOB HOPE PAULETTE GODDARD
with John Beal - Douglas Montgomery
Gale Sondergaard - Elizabeth Patterson
George Zucco - Directed by Elliott Nugent
Based on the Stage Play by John Willard
THEATRE
79 LINES Mat 1AD—.15

"The CAT and the CANARY"
A Paramount Picture starring
BOB HOPE PAULETTE GODDARD
with John Beal - Douglas Montgomery
Gale Sondergaard - Elizabeth Patterson
George Zucco - Directed by Elliott Nugent
THEATRE
101 LINES Mat 1AC—.15

"SHE'S WORTH A MILLION DOLLARS TO ME"

Why is this beautiful heiress' body worth a king's ransom to the "Cat"? Will the "Cat" get the Canary? Thrills...chills...and a million laughs rock the screen!

"The CAT AND THE CANARY"
A Paramount Picture starring
BOB HOPE PAULETTE GODDARD
with John Beal - Douglas Montgomery - Gale Sondergaard - Elizabeth Patterson
George Zucco - Directed by Elliott Nugent
THEATRE
3-COLS. 87 LINES...261 LINES
Mat 3AC—.45

"The CAT and the CANARY"
A Paramount Picture starring
BOB HOPE PAULETTE GODDARD
THEATRE
15 LINES

BOTH MIDGETS ON ONE MAT
ORDER MAT IM—.15

"The CAT and the CANARY"
A Paramount Picture starring
Bob Hope - Paulette Goddard
THEATRE
28 LINES
Spooking and Spoofing Abound in New Thriller

A spook-and-spoof picture which provides that gagging screen and radio comedian, Bob Hope, with the kind of material that suits his taste was being shown at the Paramount Theatre, John Beal, Douglas Montgomery, Gale Sondergaard and Elizabeth Patterson are featured in the mystery-thriller, peppered with gags and gags. Identity of "The Cat" is one of the movie season's greatest puzzles.

When Paramount's spine-tingling picturization of "The Cat and the Canary" opened last night at the--- --- --- Theatre, it was evident right from the outset that all present reacted just about the way Bob Hope does in a classic scene. Bob gags, "Even my Goose pimples have goose pimples," and that is a remark that is perfect in-tip off the nature of this mystery-comedy which co-stars charming Paulette Goddard with Bob Hope and adroitly tempts terror with titillation at just the right moment and in just the right proportions.

Speaking of titillation, and of the heartiest kind of laughter, too, the natural assumption is that Bob Hope evokes them. The assumption is certainly correct. His role in this picture, that of a radio comedian, is undoubtedly his best, and the material with which he has been supplied -- the gags, in particular -- is the sort of thing which in recent years has typified his radio and film career. There are moments of tension for Bob neglected, and this redeemer, along with every other motive, endeared him more than a little the moments of tenderness with Miss Goddard.

The story, based on the famous stage play by John Willard, creates an atmosphere of suspense for the viewer right from the very first scene. It opens with Bob, Miss Goddard and two other potential heirs of one Cyrus Norman proceeding through Louisiana bayous to a deserted, lonely mansion. There they are to be left in the midst of reading Norman's will. The only other person present is thedezerted's housekeeper who has lived alone in the house for twenty years, and the lawyer who is to read the will.

As the will is being read, the lights dim, and there is a knock at the door. The housekeeper predicts that of the eight present only seven will be alive in the morning. When things have quieted down, Miss Goddard is named as the heir. But there's a provision in the will. She will remain the heir only if she is not dead or insane within a month!

With everyone present scared practically out of his skin, matters become even scarier with the appearance of akeeper from an insane asylum who says that "The Cat," a murderous, hairy, supernaturally strong creature is esconced in the asylum and is loose in the bayous. "The Cat," strikes almost immediately, chilling the lawyer -- the only person who has the name of the second heir -- by grabbing him from behind a panel in the library while he is reading Miss Goddard.

From that point on, the feeling of terror increases. Miss Goddard is frightened to the brink of insanity by "The Cat." Bob Hope, reasoning that the name of the second heir is the name of "The Cat," dares to mingle with the creature, and the picture progresses to a climax which will please movieturgers. As for "The Cat" -- it would hardly be fair to reveal its identity, but this viewer will hazardly guess that anyone who has been exposed to the suspense inherent in the plot.

Supplementing the work of the stars are grand performances by such players as fo John Beal, Gale Sondergaard, Elizabeth Patterson and George Zucco. Elliot Nugent directed with a fine feeling for mystery and for comedy.

THE CAT AND THE CANARY

FUNNYMAN HOPE, AND LA GODDARD SHINE IN NEW HIT

PREPARED REVIEW

A spook-and-spoof picture which provides that gagging screen and radio comedian, Bob Hope, with the kind of material that suits his taste was being shown at the Paramount Theatre, John Beal, Douglas Montgomery, Gale Sondergaard and Elizabeth Patterson are featured in the mystery-thriller, peppered with gags and gags. Identity of "The Cat" is one of the movie season's greatest puzzles.

When Paramount's spine-tingling picturization of "The Cat and the Canary" opened last night at the--- --- --- Theatre, it was evident right from the outset that all present reacted just about the way Bob Hope does in a classic scene. Bob gags, "Even my Goose pimples have goose pimples," and that is a remark that is perfect in-tip off the nature of this mystery-comedy which co-stars charming Paulette Goddard with Bob Hope and adroitly tempts terror with titillation at just the right moment and in just the right proportions.

Speaking of titillation, and of the heartiest kind of laughter, too, the natural assumption is that Bob Hope evokes them. The assumption is certainly correct. His role in this picture, that of a radio comedian, is undoubtedly his best, and the material with which he has been supplied -- the gags, in particular -- is the sort of thing which in recent years has typified his radio and film career. There are moments of tension for Bob neglected, and this redeemer, along with every other motive, endeared him more than a little the moments of tenderness with Miss Goddard.

The story, based on the famous stage play by John Willard, creates an atmosphere of suspense for the viewer right from the very first scene. It opens with Bob, Miss Goddard and two other potential heirs of one Cyrus Norman proceeding through Louisiana bayous to a deserted, lonely mansion. There they are to be left in the midst of reading Norman's will. The only other person present is thedezerted's housekeeper who has lived alone in the house for twenty years, and the lawyer who is to read the will.

As the will is being read, the lights dim, and there is a knock at the door. The housekeeper predicts that of the eight present only seven will be alive in the morning. When things have quieted down, Miss Goddard is named as the heir. But there's a provision in the will. She will remain the heir only if she is not dead or insane within a month!

With everyone present scared practically out of his skin, matters become even scarier with the appearance of akeeper from an insane asylum who says that "The Cat," a murderous, hairy, supernaturally strong creature is esconced in the asylum and is loose in the bayous. "The Cat," strikes almost immediately, chilling the lawyer -- the only person who has the name of the second heir -- by grabbing him from behind a panel in the library while he is reading Miss Goddard.

From that point on, the feeling of terror increases. Miss Goddard is frightened to the brink of insanity by "The Cat." Bob Hope, reasoning that the name of the second heir is the name of "The Cat," dares to mingle with the creature, and the picture progresses to a climax which will please movieturgers. As for "The Cat" -- it would hardly be fair to reveal its identity, but this viewer will hazardly guess that anyone who has been exposed to the suspense inherent in the plot.

Supplementing the work of the stars are grand performances by such players as fo John Beal, Gale Sondergaard, Elizabeth Patterson and George Zucco. Elliot Nugent directed with a fine feeling for mystery and for comedy.
SEVEN STARTLED HEARTS

SUMMONED TO A DREAMY OLD HOME ON A FOGGY LOUISIANA BAYOU TO HEAR THE NEWS OF HIS WIFE'S DEATH, AN UNHAPPY MAN STUMBLES ON INTO A WORLD OF TERROR AS HIS MIND IS TAKEN OVER BY THE SPIRIT OF HIS LOST LOVER... A REVENGE OF THE DEAD.

STILLS AVAILABLE
Stills of the following mats illustrated in the publicity section are available and may be ordered from your Paramount Exchange. Order stills by number, specifying quantity and name, specifying "Photography Mat" - 45.

MAT 1PA Soll 1799-97
MAT 1PB Soll 1799-55
MAT 1PC Soll 1799-72
MAT 1PD Soll 1799-81
MAT 1PE Soll 1799-140
MAT 2PA Soll P2574-91
MAT 2PB Soll P2574-92
MAT 2PC Soll P2574-152
MAT 2PD Soll 1799-155

Paulette Goddard Rings the Bell Of Fashion

Featurette

Honorel: "Why, you actually look beautiful.
Hope: "Worse than Ikin Taimurid!
Bob Hope: "The Cat" fingered its false ear with menace. "Affectionately dyed of yore, that is!"
"The Cat," acknowledged, parting its lips over long, dark, fang-like teeth.

LIVE YOUR ROLE AND 'LIKE IT,' DIRECTOR OF 'THE CAT'

One of the youngest directors in Hollywood, and undoubtedly one of the most intense and thorough, Elliott Nugent has a unique method of handling his stars and players, of projecting them into the mood of the picture at hand and making them forget their identities. And, when Paramount's new mystery-comedy, "The Cat and the Canary," opens on the 12th at the Theatre, moviegoers will see exactly just how much good his work will do.

When a player walks out to Nugent's set, he is no longer called Bob Hope or Douglas Montgomery. He assumes the name of the character he is playing in the picture. Thus, during the shooting of "The Cat and the Canary," Bob was immediately identified by the everybody on the set. Miss Goddard, for instance, answered to "Joey," and Douglas Montgomery, to "Carson." Should I want to believe my characters, and I want my actors to believe the same. I think it helps everyone if we play that the action and situations are really the people in the script. It's a sort of game, a fun, serious one, being played on the set while the picture was being filmed. The actor has to live his role and like it.

Before Nugent starts a picture, he

'THE CAT' Baffles Spies

Monster of "Cat and Canary" Talks to Visitors, But Won’t Reveal Identity

It was almost a foregone conclusion that many newspapermen, studio visitors, and assorted pawns of the invertebrate variety would attempt to discover the identities of the levee-bottom creatures which shrank seven terrified people in the course of "The Cat and the Canary," Paramount's filming of the great mystery comedy which will open on the 12th at the Theatre.

However, producer Arthur Hornblow and Director Elliott Nugent clamped down effectively on any thought of revealing the identities of the "Cat," and members of the cast, headed by co-stars Bob Hope and Paulette Goddard, were cautioned not to reveal "The Cat's" identity.

One newspaperman, who swore of course was admitted to the set while the cast was working. He found "The Cat," a perfectly ruthless-looking specimen and out of consideration for "The Cat's" family, didn't feel inclined to reveal his identity, anyone. In real life, naturally, "The Cat" is a certain well-known performer, but what the makeup department had done to "The Cat" amazed everybody, including the cast.

Miss Goddard, viewing the creature for the first time on the occasion of the newspaperman's visit, remarked, "Isn't it horrible!"
"Horridously," agreed Bob Hope in response.
"The Cat," shifted in embarrassment.
"Oh, I don't know--" it said.
"Yes, you are!" bellowed Paulette.
"Afraid?" repeated Bob.
"Well?--shuddled the "Cat." Oh, come, you're just modest," said Hornblow.

SOCK STORY

Hopes Hose Holed Out in "Cat and Canary"

Featurette

Bob Hope, screen, radio and stage comedian who has more than one occasion demonstrated his ability to appear in any situation, was on the set of "The Cat and the Canary" early in the week, during shooting, and in his presence, a sock was placed in Miss Goddard's hand. Miss Goddard, who has a reputation for being in the last of the bees, was momentarily startled, and the notice to keep her eyes open, in case another one is dropped into her lap, was a warning to her. Miss Goddard was not the only one to experience the sock surprise. Even Bob Hope was thrown off-balance.

A lovely slip of a girl rings the doorbell of a grim, cheerless house in the Louisiana swamp-land. From that moment on, things happen fast--dark, foreboding things...horrific, hysterical things! The girl who walks in trouble with her eyes wide open is befuddled Paulette Goddard, and the scenes of the crimes occur in her new Paramount picture, "The Cat and the Canary," opening at the Theatre.

To look at Miss Goddard as she appears when the door is opened for her, is to see the personification of grace and unobtrusiveness...a nonchalance which we might add, disappears with the first victim. However, contributing not a little to the general impression that all is as Miss Goddard thinks it should be, is the smartly simple just-right ensemble shown below. The boldfaced coat, which is so smart for early Fall wear, is of navy wool with a white pin-stripe. Designed by Edith Head, the coat features a three-button, single-breasted treatment with subtle collars in the skirt. White piping around the collarless neckline adds an ingenuous touch to the costume, and a crushed white felt hat does much to enhance the lady's wide-eyed innocence of that which is about to befall her.

All of which proves, we hope, that even — or especially — in the face of danger it's important to know exactly what is the right thing to wear.
Gag as Good as Gun

Bob Hope Shoots Mouth Off to Outwit Fearsome Monster in "Cat and Canary"

FEATURETTE

Even though Paramount’s "Cat and the Canary," places emphasis on giving the picture does not overlook moments of tenderness. What with Bob Hope paired with Paulette Goddard for the first time, it was inevitable that there should be a quota of couples. And when the picture opens on . . . at the . . . Theatre, moviegoers will discover that Bob is no sluggard as a lover.

Of course, Bob has won the girl in the last scene, and a little starlet, and an audience may naturally ask, "How will they be going to end the picture?" The answer is that Miss Goddard has to go on a three-day honeymoon, and when she returns the story begins. And in the meantime, the picture opens on . . . at the . . . Theatre.

Miss Goddard has to go on a three-day honeymoon, and when she returns the story begins. And in the meantime, the picture opens on . . . at the . . . Theatre.

Three Dimensional Music Sets Mood For New Thriller

CURRENT FEATURE

Strange as it may sound — and in this case it is intended to sound strange and create a mood of eeriness — "three dimensional music" was provided for "The Cat and the Canary," Paramoun't's new mystery-comedy starring Bob Hope and Paulette Goddard.

At least that's what Louis R. Lipstone, head of Paramount's three dimensional department, says. Mr. Lipstone, according to the layman, claims the symphonic score of the picture, supplemented by the music displayed on three-dimensional glasses, is designed to give the experienced musician to discover how the picture moves.

"I call the score "three dimensional" because it does not follow the physical action of the picture, but the emotional reactions of the characters," Lipstone explains. "It sets the mood during filming of the picture, and at the same time it makes our pictures more vividly." His point was well taken. It made even the most experienced moviegoers feel that they were getting in there and kicking up a fuss we don’t mean to do. When we try to scare ourselves into screaming, we inevitably hold ourselves in suspense.

All that of course is a very logical, and it seems to me that since most screen players don’t do their own screaming, or try to do it with the result that studios devote their time to the art of screamng, the right in the cast of the picture. The scream, Paulette Goddard.

"I had told her to scream, of course," Nugent related, "but I thought what I would get by paying her to scream to her lip movements. Later, she tried to do it with the result that the studio has found itself bogged down in the act of screamng, the right in the cast of the picture. The scream, Paulette Goddard.

"I had told her to scream, of course," Nugent related, "but I thought what I would get by paying her to scream to her lip movements. Later, she tried to do it with the result that the studio has found itself bogged down in the act of screamng, the right in the cast of the picture. The scream, Paulette Goddard.

New Screen Ailment

A new kind of movie ailment had Paulette Goddard under the doctor’s care during the filming of "Cat and the Canary." The ailment, Paramount’s new mystery-comedy, which will open locally on at the Theatre, with Bob Hope co-starred with Miss Goddard.

"It seems that she suffered from "filming fatigue." After doing a scene representing a sublime passage, the cloud of smogging mist was supposed to be filtering through the scene, and to achieve the atmospheric effect, the prop man blew the audience through a heavy oil in the air. The resulting irritation was severe. When asked if Miss Goddard is fine in "Cat and the Canary," based on the famous play, tells how filming the picture caused a disturbance of terror in a lonely mansion in the Catskills by Bob Hope and Paulette Goddard. "The Cat," a monstrous creature reportedly emerged from a nearby inanimate object.

Paulette’s a ‘Glamour Girl’ Take Bob’s Word for It

If one can take Bob Hope’s word for it, Paulette Goddard is the first honest-to-goodness ‘glamour girl’ he has ever met. And Bob, it must be admitted, has been around for quite a while, appearing on the screen, the stage and on the radio, meeting what is generally described as the “top of the crop.”

While the two were enacting their co-starring roles in the thrilling new Paramount mystery-comedy, "The Cat and the Canary," which opens in the Theatre, Bob Hope opined: "She is a very attractive young lady, but I don’t mean to say that she is a starlet. She is more than that. She is a charming young lady, who has a way of making people feel at ease."
**ABOUT THE PLAYERS**

**THE CO-STARS:**

BOB HOPE, who is cast very appropriately as a radio comedian in Paramount's thrilling mystery-comedy, "The Cat and the Canary," opening at the Theatre, might be a lawyer if he had not for the fact that a theatre manages, in a tight spot, asked Bob to make an announcement. Bob regretted his audience with his latest collection of Scotch jokes, and before he retired backstage, he had them rolling in the aisles. Born in London, Bob was brought to the U.S. by his parents at an early age, the family settling down in Cleveland. After high-schooling, he went to work as an automobile salesman and tried hand- 

**THE FEATURED PLAYERS:**

Fortunately for JOHN REAL, his love for grease paint has been stronger than his love for oil paint, and the young actor, who plays a featured role in the exciting mystery-thriller, "The Cat and the Canary," opened at the Theatre, by sticking to the stage and screen, has made quite a place for himself on the theatrical and film scene. Throughout his school career, he was interested in theatricals, and while at the University of Pennsylvania, he appeared prominently in the activities of the Mask and Wig Club. After graduation, he was engaged in stage and film work, appearing in many Hollywood and Broadway hits.

DOUGLAS MONTGOMERY, who plays an important featured role in Paramount's new mystery-comedy, "The Cat and the Canary," which opens next at the Theatre, has demonstrated that the shortest route to film fame is via Broadway. Born and reared in Pennsylvania, he had to journey to the East and make a name for himself on the stage, before he could hope to play his featured role in the motion picture version. Since that time, he has divided his time between stage and screen, establishing himself in many Hollywood and Broadway hits.

**GALE SONDERRGAARD, cast as the mysterious housekeeper in Paramount's "The Cat and the Canary," which opens at the Theatre, has been a favorite of the film capital. Born in Philadelphia, she received her early training at the University of Minnesota, where she majored in English and French. She left school to enter into a stock company in New York City, and her performances, eventually secured her a place on the Broadway stage. Her most important roles in Broadway productions include "Babes in Arms," "Saint Joan," and "The Man Who Married a Woman." She is a member of the Actors' Equity Association and has appeared in many successful productions on the stage.

**MORE PHOTOS SUBMITTED AFTER HER INITIAL APPEARANCE IN "MODERN TIMES," GLAMOROUS PAULETTA GORDARD has come to Paramount with big roles in important pictures. She now has the most important role of her career, that of "the Canary," the title role in Paramount's thrilling mystery-comedy, "The Cat and the Canary," which will open at the Theatre.

When Bob Hope, starred appropriately enough as a winking-crack radio comedian, becomes involved in the mysterious under-the-counter creature called "The Cat," the result is a motion picture that yields pleasantries for all, whether, spine-tingling thrills and gags, or wisecracks and clever dialogue. The gung-ho picture is "The Cat" and the thrilling mystery-comedy, with its wavy-haired, enigmatic, and eccentric cast of characters, is going into the making of a comedy hit of the season. When the picture opens at the Theatre, the压 down dancing artfully Paulette Gordan co-starred with Bob. The chills and fun get under way as they in the picture is based on the popular stage hit "The Malefactor's Tree," and its star is the aptly named "The Cat." When the picture opens at the Theatre, with charmingly artful Paulette Gordan co-starring with Bob, the chills and fun get under way as they in the picture is based on the popular stage hit "The Malefactor's Tree," and its star is the aptly named "The Cat." When the picture opens at the Theatre, with charmingly artful Paulette Gordan co-starring with Bob, the chills and fun get under way as they in the picture is based on the popular stage hit "The Malefactor's Tree," and its star is the aptly named "The Cat." When the picture opens at the Theatre, with charmingly artful Paulette Gordan co-starring with Bob, the chills and fun get under way as they in the picture is based on the popular stage hit "The Malefactor's Tree," and its star is the aptly named "The Cat." When the picture opens at the Theatre, with charmingly artful Paulette Gordan co-starring with Bob, the chills and fun get under way as they in the picture is based on the popular stage hit "The Malefactor's Tree," and its star is the aptly named "The Cat." When the picture opens at the Theatre, with charmingly artful Paulette Gordan co-starring with Bob, the chills and fun get under way as they in the picture is based on the popular stage hit "The Malefactor's Tree," and its star is the aptly named "The Cat." When the picture opens at the Theatre, with charmingly artful Paulette Gordan co-starring with Bob, the chills and fun get under way as they in the picture is based on the popular stage hit "The Malefactor's Tree," and its star is the aptly named "The Cat."
POSTERS...

The CAT and the CANARY
A PARAMOUNT PICTURE

Starring BOB HOPE · PAULETTE GODDARD
with JOHN BEAL · DOUGLAS MONTGOMERY · GALE SONDERGAARD · ELIZABETH PATTERSON · GEORGE ZUCCO
DIRECTED BY ELLIOTT HUGENT · Screen Play by Walter Wanger
Produced by Stage Pay by John William

TWENTY-FOUR SHEET

HERE'S YOUR HERALD!

9 x 12 . . .
one color.
Order in quantity from your Paramount Exchange!
$3.00 per M

ONE-SHEET
Front of herald — for inside spread, description and price, see foregoing page.

TINTING TERROR IN THE YEAR'S BIG THRILL HIT!

NATIONAL SCREEN SPECIAL DISPLAYS

in brilliant silk-screen process

Illustrated on the right are two of the deluxe lobby displays prepared by National Screen for your campaign on "The Cat and the Canary." The one on extreme right is a 40 x 60 and the other is 30 x 40. Both of these displays are produced by the silk-screen process in brilliant poster colors.

... Ask your nearest NATIONAL SCREEN SERVICE BRANCH for particulars regarding these displays.
USE THESE SMASH DISPLAYS

MIDGET WINDOW CARD
Attractive frames for these accessories are available at your Paramount Exchange!

REGULAR WINDOW CARD

14 x 36 INSERT CARD

DRESS UP YOUR LOBBY WITH THIS 40 x 60 COLORED BLOWUP
This is an actual size reproduction of a teaser tack card, which you can print up locally from mats available at your Paramount Exchange. See page six of the press book for detailed description and prices of these two-color mats.

**WARNING!**

it's **SPook Nite**

GHOSTS, GOBLINS, SPIRITS, WRAITHS and

"The Cat and the Canary"

**The Cat**

**WARNING!**

This is a reproduction of the same art as a teaser sticker in actual color and size. On page six of the press book you will find full description and prices of mats.