THE STRANGEST STORY YOU EVER TRIED TO GET OUT OF YOUR DREAMS!

CAT PEOPLE

Pretty Girl—Black Beast—They're ONE!

with SIMONE SIMON KENT SMITH TOM CONWAY JANE RANDOLPH JACK HOLT

PRODUCED BY VAL LEWTON
DIRECTED BY JACQUES TOURNEUR
Written by DeWitt Bodeen

RKO RADIO PICTURES
MYSTERY  ROMANCE  EMOTION  LOVE
SHOCK  TERROR  THRILLS  DREAD

See the super-strange, super-thrilling case of the girl whom love changed into a snarling, clawing, killing black beast! ...

IT'S SUPER-SENSATIONAL!

Love and Superstition, weaving a devious course in four human lives, send a beautiful woman, soul-tortured by a dire obsession, hurtling to a stupendous emotional disaster.

Enacted by a Stellar Cast

Simone Simon
Electrifying French-American actress as the mysterious, pantherish heroine, a role greater than her eerie "girl from over the mountain" role in "All That Money Can Buy." Her own exotic appeal has never been more compelling than in this role.

Kent Smith
As the husband who is torn between two loves, who turns from a wife not quite human to find sympathy and consolation in a new love. He is the virile Broadway star formerly playing opposite Jane Cowl and on tour with Katharine Cornell.

Tom Conway
As the philandering psychiatrist who tempts an unholy fate when he rubs the cat girl's fur the wrong way. He also stars in RKO Radio's "The Falcon" series.

Jane Randolph
The normal "other woman" who wins the love of the man who is held aloof by the feline bride. Miss Randolph recently scored in "Highways by Night" and "The Falcon's Brother."

Jack Holt
Famous star of countless pictures, is cast as The Commodore, sponsor of the strangest romance of fiction. But his toast to the bridal pair does not ward off ill-luck.
HERE YOU HAVE A UNIQUE ATTRACTION WITH A GLORIOUS OPPORTUNITY FOR ALL-OUT EXPLOITATION

Give It All You Have!

Dynamic Events Swift Round the Woman Who Believes That She Is a Feline in Human Form With All the Temperament and Deadly Spite of a Feline

基本上这部电影涉及一个令人毛骨悚然的古老超自然现象，它遵循着她的英雄在现代纽约市的避难所。它被当作一部高能量的爱情故事，带有悬念，一直持续到最后一幕。时间是今天。地点，纽约市。

Synopsis

Irena Dubrovna, from a village in Yugoslavia, is in New York as a sketch artist. Feeling in herself the seeds of tragedy and evil, she keeps apart until she meets Oliver Reed, a young naval architect who is fascinated by the kitten charm of her personality. He induces her to marry him... At the wedding supper a woman, beautiful but feline, haunts her in Serbin as "Sister." Irena tells Oliver she is afraid to love, since she has a feeling that she might harm him. He persuades her to consult Dr. Judd, a psychiatrist. Under hypnosis, Irena reveals that she believes herself descended from the cat people of her village, women who have the power to turn into great black cats. Dr. Judd scolds at Irena's fears; at the same time she is attracted by her. Aware that he desires her, Irena abandons him. Meanwhile, Oliver has confided to his pretty friend, Alice Moore, the unhappiness of his marriage. Stirred by sympathy, Alice confesses that she loves him. Now fearful of losing Oliver to Alice, Irena is stirred to ferocity. Twice Alice is followed in the darkness by something that is not human, hears the soft tread of a great cat, hears its snorts. Finally Oliver leaves Irena, feeling that she is no woman but some cat being. However, Dr. Judd undertakes to prove with a kiss that Irena's superstition is just that. They find his body, claw torn. In her apartment, Irena, hunted, half mad, finds desperate means to prove the truth of her belief and meets her death. Oliver and Alice are free to marry.

Cast

Irena Dubrovna
SIMONE SIMON

Oliver Reed
KENT SMITH

Dr. Judd
TOM CONWY

Alice Moore
JANE RANDOLPH

The Commodore
JACK HOLT

Garver
Alon Napier

Miss Plunkett
Elizabeth Dunne

The Cat Woman
Elizabeth Russell

Music by Roy Webb... Musical Director,
C. Beaulieu... Director of Photography,
Nicholas Musuraca. A.B.C. Art Director,
Albert S. D'Agostino. Walter E. Klier... Set
Decorations. Darrell Silvera. Al Field... Graves
by Rodolfo... Recorded by John L. Cox

Edited by Mark Robson... Assistant Director,
Doran Cox.
"MY KISS MEANS DEATH OR WORSE!"

A woman soft and lovely... cursed with the awful dread of changing into a fang- and-claw killer who might rip to shreds the man she loved! ... What strange Fate marked her as one of the "Cat People"?... What midnight menace stalked every dream of her eerie romance? ... YOU'LL BE AMAZED!

CAT PEOPLE

WITH

SIMONE SIMON
KENT SMITH
TOM CONWAY
JANE RANDOLPH
JACK HOLT

DON'T BE SURPRISED AT ANYTHING YOU SEE !!!!!

PRODUCED BY VAL LEWTON
DIRECTED BY JACQUES TOURNEUR
Written by DeWitt Bodeen
Open your campaign with these thrilling teasers devised and created for the smart showman. Each one distinct—each one packed and crammed with interest-arousing sales copy. Use them, one a day, and use pictorial theme copy in mounting sizes until you run the smash ad above as your opening day’s broadside.

**FLASH!!**

More clues point to presence in town of attractive young woman who changes into a fang-and-claw killer. Run for your life! She’s one of the CAT PEOPLE

THEATRE

201 (2 col. x 3 1/2 in.) 100 lines

**BULLETIN!**

All persons are warned to protect themselves against the attractive young woman, now at large, who turns into a leopard. She’s one of the CAT PEOPLE

THEATRE

202 (2 col. x 3 1/2 in.) 100 lines

**ATTENTION!**

Be on the lookout for attractive young woman wearing black cloak over night gown... She’s prowling to KILL!... She’s one of the CAT PEOPLE

THEATRE

203 (2 col. x 3 1/2 in.) 100 lines

**DANGER!!**

Beware on dark streets at night! ... Leopard tracks and prints of woman’s shoe warn that there is at large in town one of the dreaded CAT PEOPLE

THEATRE

204 (2 col. x 3 1/2 in.) 100 lines

**BEWARE!!**

of kissing strange young women! One now at large changes into a killer-leopard and may tear her lover to shreds! ... She’s one of the CAT PEOPLE

THEATRE

205 (2 col. x 3 1/2 in.) 100 lines

**WARNING!**

Anyone encountering attractive young woman prowling, slinking, snarling in dark streets... call the authorities! ... She’s one of the CAT PEOPLE

THEATRE

206 (2 col. x 3 1/2 in.) 100 lines
Beware!

GIRL Turner INTO KILLER LEOPARD!

One kiss makes her a snarling, stalking beast, who claws a man to shreds! See it! Gasp at the girl marked with the terrible curse of the...

A KISS changed her from a lovely woman into a KILLER LEOPARD!

The strangest story you ever tried to get out of your dreams!

Produced by VAL LEWTON, Written by DeWitt Bodeen, Directed by JACQUES TOURNEUR.

THIS THEATRE IS READY TO SERVE YOU WITH WAR BONDS AND STAMPS

211 (2 col. x 7 3/8 in.) 206 lines
SHE KNEW STRANGE, FIERCE PLEASURES THAT NO OTHER WOMAN COULD EVER FEEL!

She was one of the dreaded "Cat People"—doomed to slink and prowl and court by night...fearing always that a lover's kiss might change her into a snarling, clawing KILLER!

CAT

PEOPLE

with

SIMONE SIMON
KEN'T SMITH
TOM CONWAY
JANE RANDOLPH
JACK HOLT

PRODUCED BY VAL LEWTON
DIRECTED BY JACQUES TOURNEUR
Written by DeWitt Bodeen

IT'S SENSATIONAL!
"I am a fugitive from EVIL THINGS"

—from savage, sombre, dreadsome THINGS that you could never understand. I must keep myself from loving you—lest I turn and claw you to shreds! For I am marked with the curse of those who slink and strike at night. My kisses may turn to snarls, my embraces to grips that may hold you in a terrible world worse than death! ... I AM ONE OF THE "CAT PEOPLE!"

DON'T BE SURPRISED AT ANYTHING YOU SEE

WITH
SIMONE SIMON
KENT SMITH
TOM CONWAY
JANE RANDOLPH
JACK HOLT

PRODUCED BY VAL LEWTON
DIRECTED BY JACQUES TOURNEUR
Written by DeWitt Bodeen

401 (4 col. x 10½ in.) 596 lines
She knew strange, fierce pleasures that no other woman could ever feel...knowing always that a lover's kiss could change her into a snarling, clawing, KILLER!

This theatre is ready to serve you with war bonds and stamps.

208 (2 col. x 5 3/4 in.) 162 lines

A KISS CHANGED HER INTO A KILLER LEOPARD!

Produced by VAL LEWTON. Directed by JACQUES TOURNER. Written by D.W. BORDEN.

This theatre sells war bonds and stamps.

102 (1 col. x 2 1/2 in.) 35 lines

STARTLING! Woman changes into giant killer-leopard! In——

Produced by VAL LEWTON. Directed by JACQUES TOURNER. Written by D.W. BORDEN.

Buy war bonds and stamps at this theatre.

103 (1 col. x 3 3/8 in.) 48 lines
STRAIGHT! STARTLING! SENSATIONAL!
The amazing case of the girl who dared not love lest she change into
a killer leopard — for she was one of the —

CAT
PEOPLE
WITH
SIMONE SIMON
KENT SMITH
TOM CONWAY
JANE RANDOLPH
JACK HOLT

Produced by VAL LEWTON. Directed by
JACQUES TOURNEUR. Written by DeWitt
Bodeen.

THIS THEATRE SELLS WAR BONDS AND STAMPS

105 (1 col. x 5½ in.)
79 lines

"KISS ME...
AND I'LL CLAW
YOU TO DEATH!"

"The curse of evil things is on me...
I dare not love, lest I change
to a leopard and kill, kill, KILL!"

"I AM ONE OF THE

CAT
PEOPLE
With
SIMONE SIMON
KENT SMITH
TOM CONWAY
JANE RANDOLPH
JACK HOLT

Produced by VAL LEWTON. Directed by
JACQUES TOURNEUR. Written by DeWitt
Bodeen.

THIS THEATRE SELLS WAR BONDS AND STAMPS

106 (1 col x 7¼ in.)
102 lines

WHAT FEARFUL CURSE LURKED IN HER KISS?

See the super-strange,
super-thrilling case of the girl whom love
changed into a snarling, clawing, killing black
beast! . . . IT'S SUPER-SENSATIONAL!

CAT
PEOPLE
with
SIMONE SIMON
KENT SMITH
TOM CONWAY
JANE RANDOLPH
JACK HOLT

Produced by VAL LEWTON. Written by DeWitt Bodeen. Directed by JACQUES TOURNEUR.

THIS THEATRE IS READY TO SERVE YOU WITH WAR BONDS AND STAMPS

209 (2 col. x 7½ in.)
206 lines
"I AM A FUGITIVE FROM EVIL THINGS!
... I must keep myself from love—lest I turn and claw my lover to shreds!... For I am marked with the curse of those who slink and snarl and strike by night."

"I am one of the CAT PEOPLE"

With SIMONE SIMON KENT SMITH TOM CONWAY JANE RANDOLPH JACK HOLT

Produced by VAL LEWTON. Written by DeWitt Bodeen. Directed by JACQUES TOURNEUR.

Blast the Airways with This Spine-Tingling Teaser Material that Sells the Chills And Thrills in "Cat People"

ATTENTION, POLICE!
Four sheep found slain last night near park zoo. Leopard tracks and prints of woman's shoe found at scene. Assailant suspected of being one of the CAT PEOPLE.

DELIRIUM—OR TRUTH?
Her strange confession puzzled the psychiatrist; "I feel their little strength in me—the tread of their feet is in my brain—I have no peace—Was it madness—or was she the victim of the powers of darkness? See "CAT PEOPLE" featuring Simone Simon, Kent Smith, Tom Conway, Jane Randolph, Jack Holt.

SCIENTISTS BAFFLED!
They cannot explain phenomenon of leopard tracks changing to woman's shoe prints, both found at scenes of two recent crimes. Suspect may be one of the CAT PEOPLE.

Did jealousy change her into a snarling beast? Did her kisses mean violent death? What fearful fate lurks in her carose? These and many more baffling questions are asked and answered in the supernatural, superscare sensation "Cat People" featuring Simone Simon, Kent Smith, Tom Conway, Jane Randolph and Jack Holt now showing on the screen at the Palace Theatre. Her lips warm and alluring, a modern girl yearns for the embrace of the man she loves. But what paralyzing fear makes her cringe from him? Why does she lock the door against her husband on their wedding night?

She keeps a hideous secret from the past, until her husband confessed his love for another woman... then her husband confessed his love for another woman... then an ancient legendary curse transforms her into a thing of evil! You will hear the pat, pat, pat of a snarling cat in the darkness, following, claws extended, ready to strike! You will be held breathless as the panther woman stalks her prey! "Cat People" presents the most unusual story ever to appear on the screen. Here you will find sinister action that will keep you glued to your chairs, romance of self-sacrifice that will hold you spellbound, and unbelievable happenings that will make you tingle. Don't miss "Cat People" at the Palace Theatre.
Cast for “Cat People” Had To Learn All About Cats

IS JANE AN AELUROPHONE? ******

Definitely, no! An Aelurophone is a human being afraid of cats. Jane Randolph definitely proves that she has no fear of the purring kitten in this scene from RKO Radio's eerie screen romance "Cat People" while Kent Smith (left) and Jack Holt (right) look on with interest. Simone Simon is featured in the role of cat woman in this production.

DISTRUST! ******

Tom Conway, as the psychiatrist in RKO's “Cat People,” shows more than just professional interest in the charming subject featured in this tense moment from the screen's most frightening film. Kent Smith, Jane Randolph and Jack Holt are also featured. Simone Simon and Tom Conway in this drama based on an inherited superstitions belief.

BROADWAY PLAYER IN SCREEN ROLE

A talented stage actor with a record of appearing opposite such celebrities as Katharine Cornell and Jane Cowl, young Kent Smith has his first screen lead opposite Simone Simon and Jane Randolph in "Cat People." RKO Radio's new romantic thriller.

Jane Randolph

"Lucky" Jane Randolph, shows top honors with Simone Simon and Kent Smith in RKO Radio's new thrill picture, "Cat People." Her "lucky" began when another actress withdrew at the last moment from the feminine lead in RKO's "Highways by Night." Miss Randolph, already set with a small part in the picture, was promoted to the lead because no other girl was available—and scored heavily with her performance.

In "Cat People," she has her most dramatic part to date. Jacques Tourneur directed this unusual story of witchcraft in modern New York City.
Old Superstition
Motivates New Film
Thrills and romance comprise the story of "Cat People," RKO's latest screen offering, which presents Simone Simon in a most
 admirable role—that of a girl from the Balkans who lives under the shadow
of a terrible heritage.
Glorified is a race of Serbian women who are 
 fated to turn into giant cats and 
 slay those who love them, the girl 
 avoids marriage, yet finds herself un-
 able to resist the pleadings of a young 
 ship designer, and marries him.
Her strange obsession, however, remains as a barrier to the 
 consummation of their marriage, and 
 neither her husband’s arguments nor 
 the efforts of a noted psychiatrist 
 serve to overcome it. But all her 
 latent jealousies are aroused when 
 her husband decides he has made 
 mistakes and prepares to annul the 
 marriage and wed another in-
 stead.
This precipitates the tense drama of the picture’s conclusion when an 
 unseen monster makes two murder-
 ous attacks on the rival girl and 
 the psychiatrist, after a secret visit to 
 the wife’s apartment, is found 
 cladded to death.

Legend of Women Who Become Panthers
Whenever Emotions Are Aroused Forms
Fascinating Plot of “Cat People” Drama
Gloramid Simone Simon Plays
Most Unusual Role of Her
Career as Modern Girl Under
The Spell of the Belief in An
Old Balkan Superstition
Giving Simone Simon the most unusual role of her career, "Cat People" brings the noted French star to the screen along with Kent Smith in a modern romantic story against a background of ancient Balkan folklore and superstition.

In New York, the picture goes far back into Serbian legend with the development of a race of women who are supposedly turned into panthers and slay their lovers. Irene Dubrovna, a Ser-
bian girl who makes fashion sketches for a New York magazine, firmly 
believes she herself is one of these "cat people," and has therefore 
avoided romance.

But when she encounters young 
Oliver Reed, a naval architect, and 
falling in love she now begins to 
content to an immediate marriage. After 
the ceremony, however, it seems 
that she has no eyes for her husband, who has 
been made a scapegoat of her 
problem. Oliverforsakes his 
con 

istica 

psychiatrist, Dr. Judd, who 
endeavors to persuade her that she is the 

victim of a superstition.

Realizing that the marriage is a 

mistake and that she really loves 

Alice Moore, Oliver plans to divorce 

Irene and marry Alice. To make 

sure of his divorce, Irene makes two 

savage attempts on Alice’s life, and 

Dr. Judd, spurred by a strong personal 

interest in Irene, Veinacs, and 

apartment. There

her lifeless body is 

found, cladded by a huge cat.

The surprising conclusion to the 

DANGEROUS ADVENTURE

AFRAID TO LOVE

Unusual Film Theme
Romance and terror and thrills are 
Blended in "Cat People," RKO’s latest 
Screen offering, which presents 
Serbian legend concerning women 
who can turn into giant pan-

A Serbian girl who believes that if her passions are aroused she will 

turn into a giant panther and 

slay her lover, is the principal character of "Cat People," Simone Simon’s 

latest RKO role, which is 

expected to be a novelty of the season.

A

THE CAT WALKS!

The pot, put of padded feet informs 
Kent Smith and Jane Randolph 
that they are in the presence of an 
unseen evil in this chilly moment 
from RKO Radio’s "Cat People." One 

of the eeriest romantic triangles 

has been this scene from "Cat People" in which Kent Smith and 

Jane Randolph are featured with Kent Smith and 

Jane Randolph in this production.

HOMESTOWN LIST

Simone Simon, Marcelle, France
Kent Smith.......New York City
Jane Randolph...Youngstown, O.
Tom Conway.....Pittsburgh, Pa.
St. Petersburg, Russia
Jack Holt...Winchester, Virginia
Elizabeth Russell, Watertown, Ca.

REVIEWS

A powerful triangular romance in "Cat People," based on a 

serbian ectrical legend as its basis, provides the plot for the new piction 

herein "Cat People," with Simone Simon, Kent Smith and Jane Randolph 

in the leading roles.

Irene Dubrovna, a fashion artist who 

for a New York magazine, has been 

courted by Kent Smith and 

Jane Randolph.

SEPARATED BY FEAR! * * * *

Obese with the belief that she is a descendant of the Cat women who 

bring tragic death to those they love, Irene, played by Simone Simon, 

separates herself from her husband Kent Smith on their wedding day. 

in this dramatic scene from RKO Radio’s ectrical "Cat People."

Simone Simon, Kent Taylor, Tom Conway, Jane Randolph and Jack Holt are 

featured in the production.

Author of "Cat People" Finds Many 
Believe In Ancient Superstition
Do you believe in "werewolves"?
Many persons do, even today, and 

through the Middle Ages there was a 

universal belief in the idea that 

some human beings could change 

into animals.

Called "Icantry," the 

scientific, the superstition has two 

main forms. In one, the person actually 

is transformed into a beast of some 

kind—a wolf, bear, or leopard. In 

the other version, he remains in a 

trance while his soul passes into 

that of the animal in question.

Both types trace back to Greek 

and Roman days, and are 

firmly accepted among many 

and African peoples. Even 

in parts of Europe the present 

belief is that some women possess this superhuman 

power, and in the Balkans a form of 

this belief, is current today.

This latter type is used as the story 

bait of RKO Radio’s new thriller 

"Cat People." It represents 

Serbian legend as a basis for the 

story of an old Balkan woman who comes to New York City but 

avoids romance because of the belief that she is one of the "cat 

women," who, when their passions are aroused, turn into huge panthers 

and slay their lovers.

In the production, Simone Simon, Kent Smith and Jack Holt are 

featured in the novel film entertainment.

Pays Fourteen
Serbian Legend Provides Basis of "Cat People,"
Romantic Mystery Thriller
Drama Based on Belief That People Are Able to Transform Themselves Into Animals Gives Simone Simon the Strangest Role of Her Career.
Kent Smith and Jane Randolph Are Also Featured

FEAR AND ROMANCE BLEND IN PICTURE

A strange love affair that blooms under the shadow of a deadly hereditary illness, an unwholesome theme for a romance novel—these are the elements of "Cat People," the latest thriller-pictur, "Cat People," with Simone Simon, Kent Smith and Jane Randolph in the principal roles.

Based on an ancient Serbian legend that a certain race of women have the power of changing into huge cats and killing their lovers, the film's plot revolves around a young Serbian girl and the man she loves, both of whom are doomed by an ancient superstitious romance because of her conviction that she is one of those mysterious persons.

When she falls in love with a young naval officer and yields to his entreaties to marry him, her fate seems to come to the surface and she dies on being a wife in name only. Nothing can change her, nothing can change her, nothing can change her, whatever are the psychological efforts of a Doctor, she must fall.

Finally deciding to annul the hopeless marriage and take another

wife, the architect finds he has uncontrolled, and a strange happening comes to pass to the climax is reached.

Smith, a newcomer from the Broadway stage, where he has recently appeared opposite such stars as Katherine Cornell and Jane Cowl, plays the role of the husband to Simone Simon's cat-woman, and the role of the lover to the other woman, with Tom Conway portraying the doctor.

Medieval writers told many tales of werewolves and persons who could change into animals and here the power of transforming themselves into huge cats, in which guise they are apt to slay their lovers.

Irena Delbarre, a fashion sketch artist, believes herself to be one of those "cat people," and for that reason has consistently avoided romance. But the pleadings of young Oliver Reed, a young ship designer, soften her resistance and she marries him. Immediately after the ceremony her fears return and she insists on being a wife in name only.

The result is a wild chase and even the persuasions of a noted psychiatrist fail to save her life, and finally, after a tragic ending, and the man,chner girl, Irena's jealous heritage gets out of control, and a series of swift dramatic happenings ensue, leading up to the thrill-packed climax, which is said to be one of the most exciting offerings of the year.

SHE FEAR ROMANCE! ! ! !

An old Balkan superstition stems in the way of true love in this tender scene from "Cat People" which shows Simone Simon and Kent Smith. In addition to Simone Simon, Kent Randolph and Jack Holt are also featured in this eerie RK0 Radio romance.

Girl Fears Romance

A girl's fear of romance which she firmly believes will cause her to turn into a huge cat and slay anyone who loves her, is the unusual basis of "Cat People," RK0's new thriller-pictur.

Simone Simon has the leading role of the little Yugoslav girl in New York City, and Kent Smith, new Broadway actor, the masculine lead, with Jane Randolph, Tom Conway and Jack Holt also featured.

Star in Eerie Role

Simone Simon, noted screen favorite, portrays the leading role in "Cat People," RK0's Radio's thrilling re-creation of an ancient legend of the Balkans but with its setting in modern Manhattan.

Her role is that of an attractive girl who inherits romance because she believes she is descended from a tribe of cats. Her fatal obsession leads to her transformation into a huge cat and slay their lovers. Kent Smith, Broadway actor has the male lead with Jane Randolph, Tom Conway and Jack Holt also featured.

STRANGE LOVE TRIANGLE! ! ! !

A psychiatrist, Tom Conway (Left), is the "other man" in the screen's eerie romance based on an old Balkan superstition belief. Simone Simon and Kent Smith are shown. Jane Randolph and Jack Holt are also featured in RK0 Radio's thrilling melodrama "Cat People."

ALLURING! ! ! !

Simone Simon, plays the mysterious role of Irena, a Serbian girl living in New York City who believes that the belief that her ancestors come from a tribe of panther-women in RK0 Radio's eerie love story "Cat People."

In addition to Simone Simon, Kent Smith, Tom Conway, Jane Randolph and Jack Holt are also featured.

Car People New Kind of Thriller

A strange romance interwoven with a frightening Balkan legend forms the unusual theme of "Cat People," RK0's Radio's new thriller pictur featuring Simone Simon, Kent Smith, Jane Randolph and Val Lewton.

The romance is a triangle in modern New York City; the legend is one going back many centuries into Serbian origins, dealing with women who have the power of transforming themselves into panthers and slaying any man who dares to marry them. How these contrasting ideas are blended makes the many breath-taking moments of the picture, with Simone playing the part of a mysterious Balkan girl who is afraid to let herself love any man.

She does marry a young architect, however, and it is over her inscrutable fear of marital relations that the drama of the plot develops. A noted psychiatrist endeavors, unsuccessfully, to convince her that she is merely superstitious, and Simone replies that she is, and that it is all a mistake, that he should divorce her and marry another girl.

This awakens the wife's latent savagery, and in a series of terrifying dramatic events the picture reaches its stirring climax. Tom Conway, Jack Holt and other well-known players are in the supporting cast which was directed by Jacques Tourneur and produced by Val Lewton.

Thrills aplenty are presented in "Cat People," RK0's Radio's never- seen offering, which deals with ancient black magic in modern New York City. Simone Simon heads the cast, which includes Kent Smith, Jane Randolph, Tom Conway and Jack Holt.

Simone Simon, noted for her unusual types of roles, has the most remarkable one of her career in "Cat People" as a Serbian girl descended from a race of women who turn into giant cats and since their passions are rooted. Kent Smith, Jane Randolph, Tom Conway and Jack Holt have the other leads in the film.
**Two Pages of Easy-To-Work Exploitation on 'Cat People'**

**Humen Cats in Your Lobby!**

Place a bench in your lobby. Seat a woman with a masquerade cat head and dressed in evening clothes on one end of the bench and a man with a similar head at the other end of the bench. Place a card in the middle with the copy as suggested in the illustration. Spot light this display so that it stands out.

**Novel Lobby Display**

Here is a stunt that plays up a number of the better known superstitious beliefs and illustrates them in your lobby. Place an umbrella on a table with a card reading: “Are you superstitious? We dare you to open this umbrella and hold it over you”—Place a ladder on a slant with card reading: “Are you superstitious? We dare you to walk under this ladder and as many more as you may have space for, ending up with a brood of black kittens in a wire cage with card reading, “Are you superstitious? We dare you to adopt one of these black cats.”

**Thrilling Cat Stories**

Many people have had unusual and thrilling experiences with cats. Run a contest in your newspaper for the best letter describing such an experience. Offer prizes and guest tickets. Run this contest a week before opening with a daily winning letter printed in the newspaper, the final selection to be made on the last day.

**Soap Modelling**

Offer prices for the best job of modelling a cat’s head out of a cake of soap. A display of these modelled cat heads should be placed in one or more store windows, together with stills and advertising for the picture. Prizes donated by the manufacturers should be displayed also, and competent judges appointed to select the winners. The contest winners should be announced from your stage on the opening night.

**Picket Your Theatre**

Have a number of men dressed in cat costumes to form a picket line in front of your theatre. Have them carry banners with lettered slogans: “Cat People unfair to all cats—we protest!” “We are members of Cat Local M.B.O.W.” “We cats resent interference by Cat People in our normal lives!” etc. Here is a stunt that will surely start them talking.

**Clock Display**

For your lobby, build a grandfather’s clock about eight feet high. On the face of the clock have the hands turned to 12 o’clock midnight. At the bottom build a door that will open and close automatically every time the clock chimes. Behind this door make up a cut-out of the black cat shown in the posters, using transparent eyes. Use an electric light bulb with a flasher button so that the eyes will blink off and on. Time it so that the clock will chime and the door will fly open every few minutes. Across the top of the clock run a card with the copy: “At midnight the ‘Cat People’ stalk their prey!” Along each side of the clock run stills and advertising for the picture.

**CAT DISPLAY**

Any novelty store carries various sizes of black cat paste-board cutouts similar to those used during Halloween. Get as many of these that you need and hang them under the marquee and in your lobby.

**Newspaper Contest**

Most everyone has some kind of pet superstition. Run a contest through your newspaper offering prizes and guest tickets to the one sending in the best letter about a favorite superstition.

**24-Sheet Cut-Out**

The 24-sheet on “Cat People” is built for showmanship. It will make a swell cut-out for a marquee or lobby display. Simone Simon is shown lying on a bed with a huge black panther poised over her. Cut out the figure of the girl and the back of the panther. Rig up the head of the cat on a piece of round cardboard to your animator so that the cat’s head will nod back and forth. Light up the display with green lights.

**COFFEE RATIONING CONTEST**

Here is a suggestion for a newspaper contest that has a widespread appeal. Offer prizes and guest tickets for the best letter containing suggestions on: “How I Meet Coffee Rationing.” The above illustration showing Kent Smith and Simone Simon talking over a cup of coffee is available for your use in mat form. Order it by number 24-4.

---

**Page Sixteen**
ATMOSPHERE

Here is a suggestion to get your patrons into the mood of the show. Change your lobby and marquees lighting to green and red bulbs. Make up a cat head stencil, and paint cutout heads all over the side-walk running from the edge of your marquee to the box office. Place cat heads with transparent eyes behind the glass of your ticket booth facing outside, one on each side of the window and use bulbs with blinker buttons behind each head. On the side of the lobby where patrons walk toward the doorway place a series of cut cat heads extended out from the wall attached to paneled boards. Place a larger head with blinking eyes on the bottom of your ticket chopper.

ANIMATED LOBBY STUNT

The face changing display always makes a good lobby attraction and “Cat People” lends itself perfectly to this idea. Make a life size cut-out of Simone Simon from the posters, leaving only a circle where the face would ordinarily come. In the back of this opened circle build a circular piece of wood. On one side paste a cut-out head of a black panther or large black cat, and on the other side the portrait head of Simone Simon. Build this circular piece on an axis behind the prepared cut out face. It may electrically so that, as it revolves, the figure first shows the head of Simone and next the head of a cat. At the top of the display run the copy, “Do you believe cat people really exist? See Simone Simon in ‘Cat People’!”

FENCE DISPLAY

Build a board fence along the side of your lobby about five feet high, resembling a typical backyard fence. Tack cut-out black cats along the top. At various spots on the side of the fence cut peep holes and behind erect a display of photos, posters, cut-outs, stills and other advertising for the picture. Scribble warning signs on the fence together with drawings of witches, cats, panthers, etc. Tack placards at various spots on the fence carrying teaser copy, such as, “What goes on behind the fence?” “What secret are the black cats protecting?” “Peep through the fence for the greatest thrill in your life,” etc.

Pet Shop Windows

Arrange with a pet store for a window display featuring all types and breeds of cats. Also have bird cages with canaries, hanging above the cats. Bank this display with stills and posters.

Interview Zoo Keepers

Try in with your show, have your own interview with the curator of the local zoo and also the handler of the panther or black panther. Have the handler “break in” and then answer questions regarding the cats, panthers, etc. Base the interviews on the nature and habits of the animals and how the public may see them.

Novel Street Stunt

Put a large bird cage on a toy express wagon. In the bird cage place a number of black kittens. Hang a piece of white cloth around the bottom of the wagon with this copy, “What’s in the cage? Come see!”

Novel Street Stunt

Put a small cat head about six inches in diameter. Put a small ball with a button behind the transparent eyes and pin this head on the breast of your doorman, using small dry cell batteries for lighting. The eyes will blink off and attract the attention of your street and they are handling in their tickets.

SUPERSTITIONS ABOUT CATS

One of the most common of cat superstitions is that it is bad luck to have a black cat cross one’s path. If advisable, sprinkle a little red paint on the robe to give the suggestion of blood. Show the robe hung a card on the clothes tree with the copy, “What did this happen? You will find the answer in ‘Cat People’,” etc.

The science of phrenology was used by RKO Radio in selecting the cast for “Cat People,” weird thriller based on ancient witchcraft. No seven tests were made. Principals were selected solely by what their eyes could tell, except in the case of Simone Simon, who needed make-up to make her menacing.

(1) SIMONE SIMON as one of the “cat people,” has memories of her childhood in the Ballins, where her mother was supposed to change into a black panther at night and do djealous things, so that the memories motivate Simone’s thoughts and actions. Her eyebrows are well divided, denoting cleverness. Green-yellow eyes denote cunning. Small and alert eyes denote perseverance.

(2) TOM CONWAY. An eminent psychologist who more than meets his match in the “cat woman.” Well-arched eyebrows denote good nature and kindness. Yellow-brown eyes denote talent and superiority. Eyes set at sharp angle toward nose indicate Judicidal wisdom.

(3) JANE RANDOLPH. Typical American girl who loves love and then finds it again, despite the treacherous “cat woman.” Slightly arched eyebrows denote simplicity and kind- ness. Brown eyes denote a lively mind. Large, expansive eyes indicate abundant energy.
CIRCUS HERALD!
FLASHY!
SEAT-SELLING!
SENSATIONAL!

SNAPPY THROWAWAY ON TINTED STOCK
6 INCHES BY 18 INCHES INCLUDING
THREE INCHES OF SPACE FOR YOUR
THEATRE IMPRINT.

$3.00 Per Thousand
Imprinting free on order of 1000 or more. Ten
days required for imprint order.

Order from
National Screen Service Corporation

DRAMATIC SIX SHEET

MOY KISS MEANS death OR WORSE!

DON'T BE SURPRISED AT ANYTHING YOU SEE !!!!!

Copyright 1943 RKO Radio Pictures Inc. County of Kings N.Y.
THRILLING THREE SHEET

A KISS COULD CHANGE HER INTO A MONSTROUS FANG-AND-CLAW KILLER!

COLORFUL WINDOW CARD

ACTION-FILLED ONE SHEET

SIMONE SIMON KENT SMITH TOM CONWAY JANE RANDOLPH JACK HOLT

Produced by VALLEWTON Directed by JACQUES TURMEN

LOBBY CARDS (11 x 14's) SET OF EIGHT