GEORGE ZUCCO
MARY CARLISLE

IN

DEAD MEN WALK

Produced by
SIGMUND NEUFELD

Directed by
SAM NEWFIELD
FIND BRAVEST MAN IN TOWN FOR SOCK PUBLICITY STUNT

One of the smart advance stunts that you can build up for “Dead Men Walk,” 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 policeman, fire chief, professional hero or pugilist. 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 dead or alive. Must have iron nerve, stoicism of an Indian, and the blind courage of a bulldog. Candidates selected must be willing to submit to the harrowing experience of viewing P.R.C.’s “Dead Men Walk,” all by himself, without fear or trembling.

Apply 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 reaction 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!”

BRAVEST GIRL STUNT

This is the stunt that’s grabbed newspaper and crowd attention before; it can do it again. It’s the gag of staging an after-midnight screening of this film shocker in a darkened theatre for a volunteer female.

Stage it with a pretty girl as the audience and build up the stunt by getting out advance notices to the newspapers; having a medico on hand when she attends the screening; starting the projector exactly on the stroke of midnight, and having a news photographer on hand to snap the girl after her harrowing experience. Start the stunt with a tickler in the classifieds.

WANTED: A girl with the fearlessness of a parachute trooper and the iron nerve of a racing pilot. Must be able to withstand an avalanche of shock and face a blitzkrieg of terror without flinching to see “Dead Men Walk.” (Apply Theatre.)

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GHOST SCARER

Check your main street for an empty store that you can promote for passes. Deep within store null a ghost display ... ghost made similar to street holly described in this press book ... cut out head of the monster and sheet draped below. Fix this to trolley wire running across the building from well to wall about six feet above floor, and by motor with trip have ghost fly back and forth. Light with one green spot which hits center of run only, so that the ghost shoots through, giving weird effect. In one corner of empty window up front place still or poster display with theatre copy that will stop passersby. Say nothing about the ghost ... let them see it by surprise ... thus getting a stunt that will have them talking about your show.

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TOMBSTONE CONTEST

Here’s one that will get plenty of laughs and excite comment meanwhile getting you plenty of space in the local gazettes:

With cooperation of your local editor, story of “Dead Men Walk” is briefly given, highlighting the fact that a graveyard plays an important part in the proceedings. Lead up to contest, having readers send in humorous epitaphs, real or imaginary, with prizes of passes being offered. Naturally, the best are run each day of the contest, with added gossip about the picture. Meanwhile, a large bulletin board in front of your theatre can also carry some of the answering jingles.

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TRAILERS

Just before running the trailer, a scream comes over the p.a. system. Then the trailer hits the screen. The operator inserts light green gelatin in light beam, giving eerie effect on screen.

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LOBBY DISPLAY

In corner of lobby, under ghostly lighting, construct grave with undertaker’s grass mats and a compo board headstone on which is a green spotlight. Scatter near are a spade, pick, and white ghost garments. If possible, rig up cloth backdrop on which artist has painted a pale moon, bats flying around, and ghostly trees bare of leaves.
"Dead Men Walk" Is A Title To Warm The Heart Of Every Live-Wire Showman. Here Is A Natural For A Variety Of Street and Lobby Stunts That Should Start The Ticket Machine Humming

Where local laws permit, the old street stencil stunt can be used with much success. Unique lobby contest invites fans to step barefooted, into an odd-sized pair of shoes, which are spotted in eerie green light. Placards reads: Can you fit the dead man's shoes? Free passes to all those who can.

Local hooteries can tie-in with still displays in windows. Copy reads: "We Don't Sell Dead Man's Shoes." Get Them at the Theatre. For Latest Styles at Reasonable Prices, Come In and Let Us Fit You.

Teaser tack cards, featuring ad lines can be spotted about town, such as; "Can Dead Men Walk?" See It At The Theatre with George Zucco, Mary Carlisle and Nedric Young.

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FIRST AID

The old gag of having a nurse (in full white regalia) in attendance at your theatre during the showing of this thriller to administer to the chicken-hearted who can't take it, can be used effectively if you have never employed this sort of stunt.

SMELLING SALTS

Small bottles of smelling salts can be made up, securing a quantity of small vials from a wholesale druggist, placing a few grains of coarse ice cream salt in each bottle, then adding a few drops of ordinary amonia.

Small stickers are attached, carrying imprinted copy: Smelling Salts, just in case you can't stand the thrills in "Dead Men Walk."

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Street Bally

A Ghost walks the streets carrying suitable banner plugging the shivery qualities of the show. Play up in the wording the various angles:

- Vampire Lust!
- Out Of The Tomb!
- Devil's Sorcery!
- Back From The Grave For Revenge!
- Ghost - Vampire!
- His Victim A Beautiful Girl!
- A Human Monster From The Tomb!

The above catchlines would make good snippets, printed up with a ghostly white hand outstretched.

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Walking Bally

Blow up two heads of the monster to life-size, or cut out two from posters, mount them back to back, and nail on cross-arm. Drape sheet from head over head as high as above him as possible to enlarge the size of the monster. Sheet should cover man to below knees. Feet should be shot in enormous boots. Man can peer through two holes made inconspicuously in the sign which hangs over the monster's chest (duplicate sign on back) which reads: "New Thrills ... New Terror ... See 'Dead Men Walk' at the Theatre ... playdate.

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GET THE KIDS

The kids love creepy shoes. Use heralds and posters generously around the school yards. Give the art classes a fee stills from "Dead Men Walk" to copy, with a prize for the best, and passes for all used in lobby or on bulletin boards of the school.

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GUM GIVEAWAY

Tie up with a local distributor of popular brand of chewing gum to be given away as samples on the downtown streets. With each piece of gum give a circular reading as follows:

THIS PICTURE IS A SHOCKER CAN YOU TAKE IT?

Suggestions for Nervous Patrons Who See...

"DEAD MEN WALK"
(Theatre & Playdates)

If you're chilled by horror, Bring a hot water bottle for your feet.
If you're subject to shock, Bring someone you like, and hold hands.
If you're nervous, Bring this piece of Blank Gum and chew it. Keep warm feet, a cool head, Hold Hands and Chew ... remember, it's only a movie.

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Sleep In Graveyard

A stunt often used by spook acts, mind readers, etc. ... offering a specified small sum (through newspaper) to first person to apply who is brave enough to sleep all night in a graveyard. Person to give their reactions in comming with the spirits the next day on opening day of "Dead Men Walk." With no takers it's still a good story. Or a "stooge" might be arranged who takes the job. Would be adapted to spook or shock picture, or morbid melodrama, with person to compare the experience with the thrills of watching the picture.

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WORK WITH CHINA RELIEF

United China Relief, Inc., 1790 Broadway, New York City, is the official agency throughout the country for organizing aid to the beleaguered population of China which has suffered tremendously as a result of five years of Japanese cruelty and oppression in occupied portions of China. Your cooperation with this organization will not only provide one of the most effective means of publicizing your picture, but will at the same time accomplish a needed service to the courageous people of one of the world's greatest democracies.

If there is a local bureau of United China Relief in your city, contact them immediately and offer your cooperation in staging a benefit party or screening, promoting cooperative newspaper and display space, etc. If they have no local representation, write to the New York address given above. Any promotional move you undertake with this organization will almost certainly meet with a good reception from newspapers, radio stations and other publicity outlets.

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TEASER FOLDER

Bright colored paper Teaser Folder—open size 5x10 inches. When directions at top are followed and paper folded twice, title of picture becomes visible. Oriental lettering will arouse interest; art and copy will help to sell the picture.

Prices include theatre imprint and playdates.
1,000—$4.00
5,000—$3.50 per M.
10,000—$3.00 per M.
Order Direct From:
ECONOMY NOVELTY & PRINTING CO.
225 West 39th Street
New York City

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WAR STAMP CONTEST

It's patriotic to award United States War Savings Bonds and Stamps as contest prizes whenever possible. The sale of War Bonds and stamps helps your Government to Stamp Out The Japs. We should all put our shoulders to the wheels of War.
ADVERTISING

VAMPIRE IN HUMAN FORM!
... AND HIS VICTIM A BEAUTIFUL GIRL!

A SHOCKER! Can you take it ... when a dead man returns to kill the living?

George ZUCCO
Mary CARLISLE
DEAD MEN WALK

Produced by
SIGNIUS KNEFELD
Directed by
JABE KNEFELD

1 Col. Ad Cut or Mat No. 3

DEMON'S SORCERY!
... as a dead man returns for vengeance!
The Season's Thrill-Shocker!

George ZUCCO
Mary CARLISLE
DEAD MEN WALK

Get Your Prevue Trailers from
NATIONAL SCREEN SERVICE

Order from nearest Branch

BLACK MAGIC!
A prowler from the grave strikes down his victim!
A Spine-Tingler That Will Keep You Gasping!

George ZUCCO
Mary CARLISLE
DEAD MEN WALK

1 Col. Ad Cut or Mat No. 4
ADVERTISING

1 Col. Ad Cut or Mat No. 1

21

1 Col. Ad Cut or Mat No. 2

2 Column Ad Cut or Mat No. 21

EXCHANGES

ATLANTA, GA. ... 163 Walton St
BOSTON, MASS. ... 12 Piedmont St
BUFFALO, N. Y. ... 505 Pearl St
CHARLOTTE, N. C. ... 224 West Second St
CHICAGO, ILL. ... 1241 So. Wabash Ave
CINCINNATI, OHIO ... 2005 Central Parkway
CLEVELAND, OHIO ... Film Exchange Bldg, 2112 Payne Ave
DALLAS, TEXAS ... Film Exchange Bldg
DENVER, COLO. ... 2075 Broadway
DETROIT, MICH. ... 2310 Cass Ave
HOLLYWOOD, CALIF. ... 4516 Sunset Boulevard
INDIANAPOLIS, IND. ... 406 N. Illinois Ave
KANSAS CITY, MO. ... 1620 Wyandotte St
LITTLE ROCK, ARK. ... 106-8 S. Cross St
LOS ANGELES, CALIF. ... 1928 So. Vermont Ave
MINNEAPOLIS, MINN. ... 1100 Currie Ave
NEW HAVEN, CONN. ... 126 Meadow St
NEW ORLEANS, LA. ... 221 S. Liberty St
NEW YORK, N. Y. ... 650 Ninth Ave
OKLAHOMA CITY, OKLA. ... 9 1/2 North Lee St
OMAHA, NEBRASKA ... Film Exchange Bldg
PHILADELPHIA, PA. ... 1921 Vine St
PITTSBURGH, PA. ... 415 Van Brumm St
PORTLAND, OREGON ... 1929 W. Lovejoy St
SALT LAKE CITY, UTAH ... 332 E. First South St
ST. LOUIS, MO. ... 3206 Olive St
SAN FRANCISCO, CALIF. ... 247 Golden Gate Ave
SEATTLE, WASH. ... 2221 Second Ave
WASHINGTON, D.C. ... 203 Eye St, N. W.

CANADIAN EXCHANGES

ST. JOHN, N.B. ... 87 Union St
N. D. G., MONTREAL, QUE. ... 5971 Monkland Ave
TORONTO, ONT. ... 277 Victoria St
WINNIPEG, MAN. ... Cinema Center
CALGARY, ALTA. ... 405 Eighth Ave
VANCOUVER, B. C. ... 1208 Burrard St

—ALSO—
PATHE PICTURES, LTD. ... Film House, Wardour St., London, Eng.
A Cat That Clowns Is
The Pride Of Fern Emmett

Fern Emmett, the well-known comedian character actress of the screen, has no less than four cats, which he has trained to do tricks since they were kittens. Miss Emmett plays the part of an eccentric backwoods woman in the P.R.C. horror picture, "Dead Men Walk," that opens next week at the Mound Avenue Theatre.

All Miss Emmett's cats are strays that she picked up. One, named Gulu, is a very smart clown. It loves to do funny tricks and show off in front of company. It is just an ordinary gray cat.

Few cats, says Miss Emmett, an authority on the felines, can be induced to do tricks in front of strangers. But Gulu just loves it. She will jump on people's shoulders, retrieve a ball and purposely tumble it, as if she were stupid. The cat is really something unusual in the way of a trick animal.

Some Hopper

Between pictures, Mary Carlisle, currently appearing in the P.R.C. melodrama, "Dead Men Walk," at the Theatre, comes from the film capital to Miami, in Florida.

The reason for her frequent air jaunts is the fact that she is married to James Flakerly, who is now in the Navy air service, stationed in Miami. Of course pertinacity on air travel have put quite a cramp in Miss Carlisle's hopping, but nevertheless, she knows all the planes on the Miami-L.A. flight.

"Dead Men Walk" continues at the Theatre until . . .

Ladies This Film Actress Has Perfect Housekeeper

This news item will make every woman envious who happens to read it. For it is the story of a perfect combination of maid-housekeeper.

The treasure is in the employ of Fern Emmett, the well-known comedy character actress of the screen, who plays one of her death-dealing roles in the P.R.C. horror picture, "Dead Men Walk," now playing at the Mound Avenue Theatre.

Her dependable is Rose Louise, a beautiful Chinese girl of 20, highly intelligent and loyal. Rose Louise majored in household economics at the Los Angeles high school and the city college. This little Chinese girl was born right in Los Angeles.

A tense moment in the P.R.C. Production "DEAD MEN WALK" Starring GEORGE ZUCCO and MARY CARLISLE.

2 Columns Scene Cut or Mat No. 25

George Zucco Does Stint As Night Air Raid Spotter

Along with other film actors in his district, George Zucco, starring in the P.R.C. drama, "Dead Men Walk," at the Theatre, has regular weekly assignments to spot Jap air raids right on the Pacific Coast. His home is at Pacific Palisades, one of the beautiful film colonies near Hollywood.

It's rather inauspicious work, but it must be done, according to the sound detection equipment, radio, telephone, to take and deliver messages.

The members alternate in shifts, from 3 to 12 midnight, to midnight to 4 a.m. It's rather spooky sitting up there when the fog swirls down and those night vigil, says Zucco. One you are all alone with the night sounds that are very eerie and creepy.

It reminds the star of the atmosphere in his current film, "Dead Men Walk," while working at the studio he is put in the proper mood for his part. The story involves a lot of spooky stuff going on.
THE STORY

The funeral of Elwyn Clayton is taking place. Elwyn’s twin sister, Sandy, is visiting the house, and the twins are both present. Dr. Bentley, the twins’ old friend, is also there. The twins are both present. Dr. Bentley, the twins’ old friend, is also there. The funeral of Elwyn Clayton is taking place.

Then mysterious murders start occurring. Two tiny marks on the necks of the victims are the only clues. Dr. Clayton realizes that the crimes are the work of his dead brother, returning from the grave as he said he would, through his black magic, to practice a vampire’s lust. Elwyn visits the doctor one night, and tells him that he is practicing his vampirism on Gayle, and after he has caused her death he will cause the death of his brother. Gayle fears for his own life at the point where the bullets only lodge in the wall of the library. His black magic enables the dead man to walk from his tomb at night and practice his murderous lust.

Gayle has become ill. On her neck are two tiny punctures—Dr. Bentley suspects Dr. Clayton.

Old Kate gives Gayle a gold cross to wear as a charm against the vampire. The old woman tells Dr. Clayton that the only way the vampire can be destroyed is by fire. That night the evil Elwyn visits Gayle’s room, but the sacred symbol fails him.

Then Elwyn appears to the horrified Dr. Bentley, Kate discovers the hiding place of Elwyn’s body, hidden in an old crypt by his servant. The latter kills Kate. The townspeople are enraged. They go to Dr. Clayton’s house to get him.

But the doctor is at the home of his brother, having tricked his servant into the house. He tries to stop the vampire, but to no avail, as the sun sets and the vampire is a vampire.

George Zucco In one of the thrilling scenes in P.R.C.’s new super spine-chiller, “DEAD MEN WALK.”

2 Column Scene Cut or Mat No. 26

FERN EMMETT IS VERSATILE

Many years after Fern Emmett started her brilliant career as a character actress on the stage in Los Angeles, she is seen at the Theatre in P.R.C.’s melodrama, “DEAD MEN WALK,” in which she plays a slightly piqued backwoods country character. She is famous for her “dead-past” impersonations. She played all over the United States for several years in stage shows. For years she had her own comedy company. Her entire family are Californians. She was born in Oakland.

Talks were just coming in when she broke into pictures. She started with a silent picture, and then worked in the then new-fangled and experimental talking pictures.

This is her first horror picture, the current “DEAD Men WALK,” in which she plays a character comedy villain, a cuddly moll, goons, put secretaries, school teachers, rail-road agents, and small town characters. She is always in demand. But she still has time to enjoy her home in Beverly Hills with her house, Henry Rosson, also a film player. She loves gardening, and dealing in raising dahlias from seed.

This Film Player Finds P.R.C. Is His ‘Lucky’ Studio

For a long time the Hollywood breaks were slow in coming for Nedrick Young, who has a leading role in the P.R.C. drama, “DEAD Men WALK.”

He worked in “Bombs Over Burma,” another P.R.C. picture, but nothing happened. Then right after he started on his current assignment, his agent started receiving letters from Young’s services. In a few days he

THE CAST

Dr. Lloyd Clayton Dr. Elwyn Clayton Gayle Mary Carlisle Gayle—Mary Carlisle Dr. Bentley Nedrick Young Tabor—Dwight Frye Kate—Fern Emmett Harper Robert Strange Sheriff Hal Price Minister Sam Flint A PRODUCERS RELEASING CORP. PICTURE

“DEAD Men WALK” Is Tense First-Rate Thriller Drama

New Horror Film Starring George Zucco Has Enthusiastic Audience At Screen

For that creepy feeling that goes down your spine, the thrill film, “DEAD Men WALK,” the P.R.C. thriller at the W. Theatre, is highly recommended. It features a kindly country physician, and the villagers believe his twin brother is a life-long student of black magic.

It revives itself on his brother who had tried to prevent the practicing of the arts of black sorcery during his life. The evil one when he returns from the grave starts to work his vampire magic on the new ward of his brother, played by Mary Carlisle.

PROWLS AT NIGHT

In his nocturnal prowls, the vampire commits a couple of murders, and the town is frightened. They suspect the good doctor is the murderer. So does Nedrick Young, who plays the part of the young assistant to the doctor.

Finally Dr. Clayton convinces his assistant that there is a type of vampire that happen each night. They lay plans to meet up with the mortal body.

BATTLE TO DEATH

By a clever ruse, the doctor tricks the vampire into his library, locks the door, and engages him in mortal combat. An overturned lamp dyes the rest, and the two brothers perish together in the flames.

Here is a screen shocker that you will enjoy, if you can take strong movie medicine, whereas a dead man may turn to kill the living. It has been expertly directed by Sam Flint, who keeps the skills and thrills coming right through to the terrific climax.

One of Many thrilling scenes in “Dead Men Walk.”

A P.R.C. Production. 1 Col. Scene Cut or Mat No. 8

STUDIO FLAME DIDN’T GET FAR

During the filming of the P.R.C. horror picture, “DEAD Men WALK,” starring George Zucco in a dual role, the climax shows a fire in a library which results in the death of the dual personalities that the gents play.

The fire was the real thing, cunningly contrived by the technical men still troops up and down as suddenly subside as the action had been shot by the camera. But the fire started up through a fuse in back of the set, and the air currents soon mushroomed it out and up thirty feet to the studio roof.

But all precautions had been taken for such an eventuality. The fire hose was ready, and plenty of chemicals, fire extinguishers, etc. Crop, had been placed at strategic spots to anticipate such an untoward. And in no time the fire was under control, although for about a half a minute it had charred scenery and burnt up to notes.

In addition to George Zucco and Mary Carlisle the cast includes Ira Paine, Nedrick Young, Dwight Frye, Fern Emmett, Robert Strange and Sam Flint. Sam Newfield directed for P.R.C. and Sigmund Neufeld produced.

George Zucco In Film Of Chills and Thrills

Here is a real chillier-diller for those who like their film fare seasoned with Poeque touches to bangs and shivers down the spine. It stars that fine character actor George Zucco in a dual role involving a kindly country doctor and his evil twin brothers. The picture from the P.R.C. studios, “DEAD Men WALK,” comes to the

FILM PLAYER ALWAYS DIES

Dwight Frye, another fine character artist, plays the hunch-buck servant of the master who practices black magic in the P.R.C. horror picture. When the latter is coming on the scene, Frye, always dies in the picture. He has yet to play a role where he doesn’t die.

Frye has been shot, burned, stabbed, strangled out of his grave, cut to pieces, plunged into a whirling motor, and has been a suicide. Also banged and drowned.

“DEAD Men WALK” stars George Zucco in a dual role of a kindly doctor at odds with his evil brother, who comes back from the grave to practice his black sorcery and vampire lust. Like you’ll believe—love it!

GEORGE ZUCCO NOW AMERICAN

(Advance)
Having just taken his oath of allegiance to the American flag, George Zucco, the well known character actor who is 40 years old, born in London, England, and made his American debut as "Ded Men Walk," in which he plays a dual role, looks forward to the new opportunities that await him in the American film industry.

About six years ago he went to Hollywood for himself and child to join him, along with his partner. The latter is late and heavy at eighty-two, and getting younger every day, he claims.
This is the first time the actor has appeared on the Pacific Palisades, near Hollywood. His daughter, now 11 years old, is an accomplished equestrian, member of the Western Equestrian Club.

Please ORDER ALL SCENE and AD CUTS AND MATS BY NUMBER.
POSTERS and LOBBIES

George ZUCCO  Mary CARLISLE in DEAD MEN WALK
Produced by Sigmund Neufeld
Directed by Sam Newfield

SIX SHEET

Also Sets of 11 x 14's and Colored Slides

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TALISMAN STUDIO
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P.R.C. OF CANADA
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