THE FALL OF THE HOUSE OF USHER

Adapted from the story by EDGAR ALLAN POE

A G.I.B. Production
Directed by IVAN BARNETT
Distributed by VIGILANT Film Distributors

EXHIBITORS' CAMPAIGN BOOK
G.I.B. Films

present

"The Fall of the House of Usher"
Adapted from the EDGAR ALLAN POE THRILLER

Starring Gwendoline Watford and Kay Tendeter
With IRVING STEEN . LUCY PAVEY . VERNON CHARLES

Directed by Ivan Barnett

Distributed by VIGILANT FILM DISTRIBUTORS

Cast

Lord Roderick Usher .... Kay Tendeter
Lady Madeline Usher .... Gwendoline Watford
Jonathan .... Irving Steen
The Hag .... Lucy Pavey
Dr. Cordwell .... Vernon Charles
The Butler .... Gavin Lee
Richard (the Gardener) .... Tony Powell-Bristow
Louise (the Maid) .... Connie Goodwin
Greville .... Robert Woollard
George .... Keith Lorraine

Synopsis

(Horror stories are the discussion of a group of gentlemen in the Gresham Club, when a late comer offers to tell his favourite horror yarn, "The Fall of the House of Usher.")

Jonathan, boyhood friend of Lord Roderick Usher, visits his friend, who is ill and suffering from an unusual nervous affliction with no apparent cause, except that he is worried about the illness and apparent wasting away of his twin sister, the Lady Madeline, who shares the gaunt House of Usher with him. As Dr. Cordwell overheard the conversation between Roderick and Jonathan, he decides to tell Roderick the secret of their illness. A curse was put on the House by a secret lover of their mother's many years before. The Doctor takes Roderick to a concealed temple followed by Lady Madeline, who has heard the Doctor's secret, and there, in the temple, a ghastly story is revealed.

If the old rag of the temple, who is in truth Roderick's and Madeline's mother, can be overcome and a human head, which she guards, can be burned, the curse will be lifted; otherwise, to save Roderick, the life of Lady Madeline must be sacrificed. They make an attempt to get the head, with the help of Richard, the gardener, but Richard is murdered and during the struggle which follows, Roderick is badly wounded.

Madeline's suspicions are aroused when Richard is missing and her brother injured, and she questions her maid, Louise, who confesses having seen the three men leave the house the previous night, but only two return. Madeline is determined to solve the mystery and plans to visit the temple alone that night. She is trapped by the bug, sees Richard dead, but manages to escape. In spite of the Doctor's precautions, the bug makes an entrance through underground tunnels and a secret panel in the library. She is foiled when Lady Madeline wakes and screams.

Some days later Roderick tells Jonathan that his sister is dead and wishes him to help entomb her body in one of the vaults. This grim ceremony is carried out by the three men and the body is nailed in its coffin.

During a freak electric storm, Roderick hears moans from the vault and the cracking open of the coffin. It sends him mad. He shoots the Doctor and confesses to Jonathan that they have buried Madeline alive. He opens the door and her apparition confronts him. Backwards up the stairs, followed by Madeline, he retreats to the rooftops, firing, which is useless. He stumbles backwards over the parapet, to his death — as he does so the apparition disappears.

The storm is now at its height and lightning strikes the house which soon bursts into flames. Jonathan flies from the raging inferno and crashing walls to watch the final "Fall of the House of Usher."

The story of a man tortured by his fears and driven to his death by his wildest imagination
Publicity

Lady Madeline and Lord Roderick, who both live in dread of a curse, which they cannot break, and finally perish under its influence. A living head, a family curse, a temple of terror, all combine to make "The Fall of the House of Usher," a film which will not be forgotten.

Stars of Tomorrow in new British Film

Edgar Allan Poe — American master writer of the macabre, surpassed himself when he wrote "The Fall of the House of Usher," the story upon which the film of the same title has been based and showing at ...... theatre. Newcomers to the screen include Gwendoline Watford and Kay Tendeter as the ill-fated Lady Madeline and Lord Roderick. The film concerns the last few days of a man being slowly driven mad by the fear that he has buried his sister alive, and the curse that was cast upon them and the house. The film works up to a thrilling climax when the house is destroyed by fire.

Thrills and Chills in "The Fall of the House of Usher"

For sheer unearthly horror, "The Fall of the House of Usher," a spine-chiller based on the novel by Edgar Allen Poe, American writer of mystery and macabre, cannot be beaten. You can share the terrible ordeals of Lord and Lady Usher and live through the nightmare scenes in the grim "House of Usher" and the horrors in the torture chamber beneath the temple of terror, when you see the film. Moans from the coffin in the vault and the belief that he has buried his sister alive finally send this ill-fated man to his death. A terrifying storm during which the house is struck by lightning causes the house to be burned to the ground.

PUBLICITY SHORTS

American Macabre in New British Film

"The Fall of The House of Usher," by the famous American author, Edgar Allan Poe, master of horror and the macabre, this film showing at ...... Theatre will hold its audience in mystery and suspense from beginning to end, and even then will send them away each with his own individual solution to the question which the seeing of the film will be bound to raise.

Mystery and Macabre brought to the Screen in "The Fall of the House of Usher"

As intended by the author, Edgar Allen Poe, master of mystery and the macabre, "The Fall of the House of Usher," based on his world famous novel, truly lives up to its reputation as being a masterpiece. Showing at the ...... Theatre with Gwendoline Watford as the mysterious Lady Madeline and Kay Tendeter as Lord Roderick Usher, a man tortured by his fears and driven to his death by his wildest imaginations, the film cannot help but hold its audience in suspense from its mysterious opening, through its terrifying experience leading up to the fire, which brings about the final "FALL."

"The Fall of the House of Usher" For Adults only - The "Fall of the House Usher," showing at ...... Theatre, based on the famous Edgar Allan Poe thriller of the same title, is truly a spine-chilling film for adult audiences only. Starring Gwendoline Watford and Kay Tendeter, as the mysterious and ill-fated

Jonathan (Irving Steen) and Lord Roderick Usher (Kay Tendeter) in a scene from "The Fall of the House of Usher" — a G.I.B. Production.
Exploitation

There is no end to the colossal scope this film will give you. Here are examples of what we have in stock for you to hire.

Prices quoted below do not include carriage, which is payable by Exhibitor.

Foyer or Shop Window Displays

These two Set Pieces are for hire at £2-10-0 per week each. Deposit of £6 each will be returned on receipt of Display in good condition.

Cut out of the Temple of Terror in Essex Boarding — strongly made and standing 9' high, with base measurement 7'. In attractive moonlight colouring.

Model of Vault with hand breaking coffin, in Essex Boarding — strongly made. Measurements 5' x 4' x 2½' deep. The interior bathed in green light, while an automatic flasher in white provides lightning. Adaptors, flex and flasher all built in and all packs flat.

What are the strange happenings behind these grim walls?

A living head?

A family curse!

A temple of terror!!

All combine to make

The fall of the House of Usher - a real spine chiller

These are a few examples of a number of different kinds of Hand-painted, Double Crown Posters in colour, mounted on self-stand boards, with attractive stills and catch phrases. They will make every reader a client. Get them in shop windows at key spots early.

Hire of any of these numerous boards 2/6 per week. Deposit (returnable) 7/6

Other attractive displays (with blow-ups from the film) to increase your business. Hire only 10/- per week. Deposit £2 (returnable), including three wing self-stand boards with 20" by 16" enlargement in colour of the "House of Usher," and six black and white stills from the film, with cast and credits. Overall measurements 4ft. 6ins.

Also others in white depicting E. A. Poe's famous quotation: "Dreaming dreams no mortal ever dared to dream before."

THE PRICES IN THIS CAMPAIGN BOOK DO NOT APPLY TO EIRE
"THE GRIM HOUSE OF USHER"

Why not run this picture in your local paper several weeks before your play date? Building up from the picture alone, to "Have you visited this house?" and finally your full advertisement.

H.O.U. 5 (100 Screen)  
H.O.U. 6 (65 Screen)  
Price 7/6

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**Tie-ups**

Contact local estate agent to display a photograph of the House of Usher "To Let" Apply... theatre for particulars.

Contact newsagent and book shop displaying the Edgar Allen Poe book of "Mystery and Imagination" stressing on "The Fall of the House of Usher" It will double their sales and treble your business.

Contact Gents Outfitters, 50/- Tailors etc. to display some period costumes particularly about 1840 to tie-up with the period of "The Fall of the House of Usher."

Contact builders and decorators for display using advert similar to - "The House of Usher collapsed, it was not built by us — Let us build you yours."

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**NOTICE**

Please return all stills, ad blocks and editorials. 50% of original cost will be allowed if in good condition.

Copyright Publicity Licence Fee

**Important Notice**

The Charge for publicity matter is a LICENCE FEE for the DISPLAY ONLY by you of COPYRIGHT PUBLICITY MATTER in connection with the exhibition of the film at the Theatre as per contract with us and for no other purpose. The Publicity Matter is our property and must not be sold sub-licensed or otherwise dealt with but at expiration of film hire period delivered to us on demand or satisfactory evidence of destruction furnished.

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**Arresting Catchlines**

What strange happenings behind these grim walls sent a man to his death?

Could you live through the night of terror that destroyed the House of Usher?

What is the hidden terror of the temple?

Dreaming dreams no mortal ever dared to dream before.

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**Throwaways**

As Enclosed

6/- per 1,000

Back cover blank for exhibitor to overprint
Posters and Advert Blocks

**G.I.B Films Present**

**THE FALL OF THE HOUSE OF USHER**
Adapted from the story by **EDGAR ALLAN POE**

*Featuring Gwendoline Watford Kay Tendeter Directed by Ivan Barnett*

**3½“ Single Column Advert**
Price **7/-**

**STILLS**
10“ x 8”
Black & White (One set of eight)
Price **7/-** 50% returnable

**TRAILERS**
Order your trailer early direct from
National Screen Services Ltd.,
Nasceno House,

**Vigilant Film Distributors**
87 RALPH COURT, QUEENSWAY,
BAYSWATER, LONDON, W.2
Telephone: BAYSWATER 5847

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**4½“ Double Column Advert, price 6/-**

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*Featuring Gwendoline Watford Kay Tendeter Directed by Ivan Barnett*

**2½“ Single Column Advert**
Price **5/-**

**3“ Double Column Advert, price 7/-**

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**THE FALL OF THE HOUSE OF USHER**
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*Featuring Gwendoline Watford Kay Tendeter Directed by Ivan Barnett*

**30“ x 40“ Quad Crown Poster, price 2/-**

**G.I.B Films Present**

**AN ADAPTATION OF EDGAR ALLAN POE’S THRILLER**
**DIRECTED BY IVAN BARNETT**

**Printed by Hastings Printing Co., Hastings**
FOR ADULTS ONLY
YOUR TOWN II

TERROORIZ

By order of the Film Censor.

NO CHILDREN under 16

It you think you can take it -

MYSTERY & TERROR

Adapted from the story by

EDGAR ALLAN POE

HOUSE OF USHER

A TERROR OF TERROR!

A FAMILY CURSE!

A LIVING HEAD.

THE FALL