Coronet Pictures, Ltd. presents

HOURS OF HORROR!

Ruth Roland

"From Nine to Nine"

with Roland Drew
Mirriam Battista · Kenneth Duncan
Dorice Covert · Arthur Stenning and Eugene Sigaloff

Directed by Edgar George Ulmer
The Liberal Use of Posters Always Has Its Effect on the Box Office Gross. Plaster Your Town with These Eye-Filling Business Getters.

Picture Fans Will Race Down the Road to Your Theatre After Seeing the Posters as Reproduced on This Page. Post for Profit.

Smartly Designed and Executed by Master Craftsmen, These Advertising Items Will Do Their Share in Building Business for Your Theatre. Make a Liberal Allowance in Your Advertising Budget for Posters, Always.
CATCHLINES

"From Nine To Nine"—the season's most sensational melodramatic hit, starring Ruth Roland! A stifled shriek of agony chokes in darkling shadows as a spectral, unseen killer prowls through a desolate house of Horror! * * *

Hair-raising suspense in a murder-mystery that defies solution! You'll never guess what really happened until the final big moment in "From Nine To Nine"! * * *

Stealthy figures tread crime’s cross-roads through a vivid drama of loyal love, blackmail, stolen diamonds and grisly bloodshed under the silent gloom of night, in "From Nine To Nine," starring Ruth Roland! * * *

A woman's keen brain and supreme audacity wins over the craft and plotting of homicidal fiends whose methods baffled the police in "From Nine To Nine"! A ripping murder-mystery thriller, alive with electrifying, creepy rasciaion, loaded with breathless suspense! * * *

The predatory human beasts of the City Jumbles thought she was just a care-free, excitable atmosphere ass when they struck their trail. But feminine beauty and subtly disclosed the real, steel-nerved personality of a girlish witch of crime-deception "From Nine To Nine," starring Ruth Roland! * * *

Tragedy haunts a crime-stained mansion, where loyal love still flowers in a dark, dread atmosphere of sinister, linking shadows! Spine-tingling shock-situation, chills, thrills, an avalanche of melodramatic fury! Romance glows amid surges of smashing action as "From Nine To Nine," surprise-film of the year, races to a thunderous climax! * * *

A gaunt figure stealing through the darkness—a clutching hand clamping a yielding throat with strangling strength—the body hurling through a window into eternity, crashing on the street below! A hurricane of hate, love, slavery, plunder! Thrills that set the blood coursing through your veins like liquid fire in—"From Nine To Nine"! * * *

"From Nine To Nine!" Love flaming under murky clouds of suspicion, despite the implacable menace of death lowering through a mist of strange, terrific adventure! Freezing terror, intense, treacherous, black murder! Searing elemental emotions—creeping shadows, human lives snuffed out like candles! A heart-wrenching gruesome, murder-mystery melodrama you'll never forget! * * *

Blood-clothed treasures, priceless gems bought with the sacrifice of human lives! The Royal crown jewels of Russia, brought from across the sea, rich loot carried along winding paths of cruelty, treachery and murder! Wolves of the underworld in full cry on the track of plunder—"From Nine To Nine"! * * *

RUTH ROLAND in "FROM NINE TO NINE"

ONE OF THE MAIN ACTS IN THE CAST OF "FROM NINE TO NINE"

RUTH ROLAND C. CORNELIA DUPLAY
Rowland Drew Inspector Vernon
Arthur Steenng Detective Williams
Eugene Signalfog Schobin
Miirn Batista Toineette
Dorice Coreet Yvonne Balsak
Kenneth Duneen John Somerset
K. R. Bayatt Pierre Balsak
Alex Fraser Burton
Doris Malhis Grushchenka Schubin
George Temple
F. D. Slade Doorman

Directed by EDGAR GEORGE ULMER
Continuity & Camer, Kenneth Duncan
Screenplay Sheleil Castle & Edgar G. Ulmer
Sound Western Electro
Produced by CORONET PICTURES, Ltd.

SYNOPTICAL VIEW

PIERRE BALSAK, Montreal jeweler, is conversing with his daughter, Yvonne, and her fiancé, John Somerset, Secretary to the Governor of Canada, in his residence, where he is interrupted by a messenger hailed to him by his butler, Louis Mentone. In response, Balsak steps outside to a waiting taxi, enters it, is driven off, and shot to death en route. A police officer finds a note beside the taxi deserted. It implores the recovery of the body inside, and Inspector Vernon takes charge of the case. Vernon visits Balsak’s house, investigates, and suspects that John Somerset should remain there to look after Yvonne for the time being. John consents. Late that night the valet, Mentone, is slain by an unknown hand and his body tossed out of a window, falling at the feet of detective Williams.

VERNON and CORNELIA TOINETTE, maid at Balsak’s place and her Russian lover, Iwanow, but turns them loose. The inspector visits the Balsak jewelry establishments and ascertains that the Balsak shop had recently purchased Russian ruby jewels of immense value. No trace can be found either of the jewels taken by Balsak to his home, or the covering cloth. The Balsak jewelry shop is located on the ground floor of the Carleton Hotel, and Vernon and Williams are overheard talking by Cornelia DuPloy, a handsome, extremely chic woman in the early thirties. Cornelia confesses to the manager of the Balsak establishment, who knows her as the representative of a great New York jewelry house, and shows her the residue of the Russian gems. On putting back the stones, one is missing. Cornelia insists on being searched, but the stone is not found. A reporter gets hold of the incident and the story is printed in a morning paper.

JOHN SOMERSET receives a blackmail letter threatening to reveal that Yvonne is not legitimate, unless the sum of $10,000 is paid over. Vernon suspects that the blackmail is bound up with the murder cases and persuades John to leave the matter in his hands. Meanwhile Cornelia has located Mr. and Mrs. Schubin, Russians, who have a suite in the Carleton on the same floor as herself. She visits them. Schubin has read the newspaper article regarding Cornelia and the missing diamond, and remembers her as a top-notch thief. It is Schubin who has murdered Balsak and secured the bulk of the stolen jewels with the aid of Toineette, maid to Yvonne, and Toineette’s lover, Iwanow. Toineette, believing Schubin intends to double-cross her, comes to their room, quarrels with them and is shot and killed by Grushchenka Schubin. The Schubins secretly deposit the body on Cornelia DuPloy’s bed during the latter’s temporary absence from her bedroom.

BUT CORNELIA retains her calmness, makes a deal with Schubin to purchase the stolen jewels, andSENSIBLE that the town is on Schubin’s trail. She profits by them at all points. Schubin leaves the apartment to meet John Somerset downstairs and receive the blackmail money. Vernon’s men close in on Schubin and pursue him up fireescapes, through windows to the roof, where he is shot down and dies. Other officers invade the bedroom, capture Grushchenka and handcuff Iwanow. Vernon is also arrested. Vernon’s detectives are astounded when he orders Cornelia released, and still more so when the Inspector introduces her as the cleverest operative employed by the National Jewellers Association to guard their interests. John Somerset and his sweetheart, Yvonne, face a happy future together.

ADVERTISE
PUBLICIZE
EXPLOIT
AND CASH IN
WITH "FROM NINE TO NINE"

ACTION SCENE

SMART SHOWMEN WILL
BALL-OUT THIS PICTURE TO THE LIMIT

A TIP TO THE EXHIBITOR

LET’S GO, Mr. Showman! Here’s one of the top-notch murder-mystery melodramas of the year! It is packed with thrills, smacking action, eerie atmosphere and intense excitement EVERYTHING that the lovers of adventure and nerve-shock situations crave in a picture of this type!

You have another angle to play up in the person of the star, Ruth Roland. Always a favorite of the movie fans, she’ll go over bigger than ever in her last presenting of the fascinating, dashing feminine operative of the Jewels Protective Association, who outsuits and brings to justice the deadly, murderous criminals who plot and kill to gain possession of an invaluable diamond treasure!

GIVE this film the CRASH-PUBLICITY it deserves, and YOU CAN’T LOSE!
RUTH ROLAND WAS TROOPER FROM HER CHILDHOOD DAYS

Both Stage And Screen Claim Star Of "From Nine To Nine"

Ruth Roland, star of the biographical melodrama, "From Nine To Nine," now delighting theater audiences at the Coronet Theatre, fills the role of a girl-operatic sensation, and is also a member of the Juvenile Protective Association to watch and warn. The drama is a story of gun thieves who prey upon women and girls in the streets of the night city, when juvenile Pierry Balsec is discovered. The screen portrayal of a large and valuable selection of gun thieves, and their capture by the police is the report of the late Czar, and purchased by two from Russia, is stolen. The murder of Balsac is part of a series of myriad attempts at blackmail in connection with the illegal buying of a pretty daughter, Yvezna. The latter is engaged in the pursuit of the Governor of Canada, and with her seductive looks and manners brings pressure to bear upon Balsac, demanding his freedom. In order to get this freedom, Ruth enters the stage in the guise of a dazzlingly attractive给予 deal, she wins the confidence of the Russian thieves, and with a series of swift-moving, emotional events, has them into the trap set by Inspector Vermont and his assistant. The conclusion is long and end, and Miss Roland, irresistibly drawn by the screen exaltation, plays her character with consummate skill. It makes for a fine performance. Her film career began in 1912 and the specifically becomes a great favorite in the role of the Russian Roland girl. She was subsequently featured in many big box office successes by major companies, made a dramatic appearance at the box office, and realized her success by the newspaper critics.

RUSSIAN CROWN JEWELS FEARED AS THIEVES' LOOT IN FILM

Royal Gens Cause Three Murders During Thrilling Plot Of "From Nine To Nine"

(Alvarez)

Because Balsac, a monumental jeweler, and his assistant, Jilka, had been given permission to take the Russian crown jewels to America for the Paris Exposition, they dazedly dug him until he yielded overboard to the sharks. Meredith resolved a huge sum for the diamond in England, and three nights later his body was found floating in the Thames. The vessel was bought by the insurance company, and the treasure was later recovered, among which was the diamond, which is in the Louvre in Paris.

A DIAMOND DEATH TRAIL

A young American girl is taken from the Russian crown jewels, which are being sent to America by the company. There she is the victim of murder and attempted murder. The body is found floating in the Thames, and the ship is bought by the insurance company. The treasure is later recovered, among which is the diamond, which is in the Louvre in Paris.

From Nine To Nine Ends Run Tonight

"From Nine to Nine," sensational melodrama starring Ruth Roland, Edward Arnold, and other well-known players, was purchased by P.T. English prime minister, who afterwards sold it to the Prime Minister of France for $100,000. Many similar instances could be related with regard to the lives lost by violence where the sale and theft of valuable diamonds were concerned, as that there seem no reason to quarrel with the realism of the plot of "From Nine to Nine" in that respect.

From Nine To Nine

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Theatrical Network, ice, and the last known, have been turned into the play by a cleverly written script. The French army is on the march, and the country is ready for anything.
ACTION SCENE

Cast Choosing Is Serious Problem

Selecting the cast for "From Nine To Nine" the big-budget melodrama now packing "em in at the... Thematic, was a task that occupied several weeks of anxious rehearsal and search before a final decision was made as to the players suitable for such roles. Each actor selected is a "natural" for the star part, but finding the others, proved to be, as it generally is, a more difficult job. An average film contains from eleven to twenty-five speaking roles. These cover a wide variety of characters, each of considerable importance. Even the biggest stars are lost unless they have adequate support, backing the supporting players rank on the shoulders of the starring director. After reading the script he confers with the director regarding group design. Then he has a list of the actor's rights on the studio's contract list, or he is borrowed from another studio. Many players are brought in from the free lance ranks. Holly and Edward in about 1,000 names. Holly's sufficiently important to receive careful study. Edward has the list of Edward's in "From Nine To Nine"... include Rowland Drew, Arthur Storming, Eugene Sigaloff, Sigaloff Says Fear Is First Emotion

Eugene Sigaloff appears as the master-criminal in "From Nine To Nine," the thrilling melodrama starring Ruth Roland, now heating at the... Theatres. He fills the role of a Russian crook named Schabak, who plots and kills with cold-bloodedness in order to obtain possession of a collection of priceless jewels, formerly the propery of the one-time crime boss. Sigaloff achieves the distinction every... parameter of a villainous role, and Sigaloff tells the story of the life of a crook named Schabak, who plots and kills with cold-bloodedness in order to obtain possession of a collection of priceless jewels, formerly the property of the one-time crime boss. Sigaloff achieves the distinction every parameter of a villainous role, and Sigaloff tells the story of the life of a crook named Schabak, who plots and kills with cold-bloodedness in order to obtain possession of a collection of priceless jewels, formerly the property of the one-time crime boss. Sigaloff achieves the distinction every parameter of a villainous role, and Sigaloff tells the story of the life of a crook named Schabak, who plots and kills with cold-bloodedness in order to obtain possession of a collection of priceless jewels, formerly the property of the one-time crime boss. Sigaloff achieves the distinction every parameter of a villainous role, and Sigaloff tells the story of the life of a crook named Schabak, who plots and kills with cold-bloodedness in order to obtain possession of a collection of priceless jewels, formerly the property of the one-time crime boss. Sigaloff achieves the distinction every parameter of a villainous role, and Sigaloff tells the story of the life of a crook named Schabak, who plots and kills with cold-bloodedness in order to obtain possession of a collection of priceless jewels, formerly the property of the one-time crime boss. Sigaloff achieves the distinction every parameter of a villainous role, and Sigaloff tells the story of the life of a crook named Schabak, who plots and kills with cold-bloodedness in order to obtain possession of a collection of priceless jewels, formerly the property of the one-time crime boss. Sigaloff achieves the distinction every parameter of a villainous role, and Sigaloff tells the story of the life of a crook named Schabak, who plots and kills with cold-bloodedness in order to obtain possession of a collection of priceless jewels, formerly the property of the one-time crime boss. Sigaloff achieves the distinction every parameter of a villainous role, and Sigaloff tells the story of the life of a crook named Schabak, who plots and kills with cold-bloodedness in order to obtain possession of a collection of priceless jewels, formerly the property of the one-time crime boss. Sigaloff achieves the distinction every parameter of a II
EXPLOITATION THAT BOOSTS THE PICTURE AND BRINGS THE BOX OFFICE BOODLE

RADIO CONTACTS

"From Nine To Nine" presents ideal radio possibilities. Its whirlwind action, its popular star, its shock-thrills and romance constitute exceptional material for local radio broadcasting. Select some of the stories in the publicity section of this press book. Make necessary changes to render them acceptable to your local radio station, and then submit them as sustaining features. A ten to fifteen minutes talk regarding the picture plot will interest the listeners and make them anxious to see the complete story in film form. This is one of your most important sales angles and one that should not be neglected. It gives you a chance to get your sales message into every home in your community. If you have never tried a tie-up with out local radio people, do so now. The result will agreeably surprise you!

LOBBY DISPLAYS

Remember that your lobby is THE BIG display spot, where patrons stop to look around and see what attractions you have to offer them. Use your posters, lobby cards and stills generously, they are advertising aids which always make good. Take the cover of this press book. Mount the cover on a combo board based on the "Coming Attraction" display board. Surround this with stills from the picture, or with lobby cards. Strip your date line across the top, and insert notices of other attractions in suitable places.

LUCKY COIN ENTREE

A stunt that has been utilized before with unvarying success is the "lucky coin" entree. Advertise in your newspapers that a special lucky coin performance will be held at your theatre. Children presenting genuine bearing 1913 dates will be admitted free of charge. You can rest assured that all the kids in town will be hunting for 1913 pennies to see "From Nine To Nine", and won't be satisfied until they see the picture.

BINDING ADVANCE STILLS

Bind together a full set of stills of "From Nine To Nine". Have them held together by a wire attachment, but leave loose enough to permit some of the stills being turned over and examined. Place the set on a little table in a corner of the lobby, with a card above, stating that these are advance scenes of the picture. This is plain, but very effective measure to stimulate public curiosity.

STORE WINDOW STUNT

Place a large glass filled with pennies in the window of one of your town's centrally located stores. Offer prizes of theatre tickets to anyone who can guess within ten pennies of the number of coins contained in the jar. Decorate the remainder of the window with stills from the picture and window cards that announce your theatre and playdate.

ACCESSORIES

FOR YOUR SCREEN

Talking trailer
One colored slide

FOR YOUR LOBBY

Set of 11x14's (in full color)
Set of 22x28's (in full color)

FOR YOUR BILLING

One six sheet
One three sheet
One one sheet

FOR GENERAL EXPLOITATION

Heralds
Window Cards
8x10 stills (20 to a set)

FOR YOUR NEWSPAPERS

Scene ad. cuts and mats

WINDOW CARDS

The cover of this press sheet is a reproduction of your window card.

There is a real smash in this card — a pulling power that will help fill those empty seats. Order a liberal supply and plaster your town with them. You can't go wrong if you use the limit of these cards. Order from your exchange.

HERALDS

We have prepared especially attractive two-colored heralds on this picture.

Heralds mean extra exploitation for your picture. They help fill empty seats.
Enlarge the Box Office Gross by using them.
Heralds on "From Nine To Nine" may be secured from your exchange.
They are made to bring business to the box office if you USE THEM.

EXCHANGES

PLEASE NOTE

Order the Following Accessories

STILLs-MATS-PRESS BOOKS SLIDES-WINDOW CARDS

LOBBY CARDS — POSTERS

FROM

HAROLD J. FLAVIN, Inc.
250 WEST 54TH STREET
New York, N. Y.

EXCHANGES

STORY VALUES

You have a rippling melodramatic plot to play up in your advertising. Don't fail to do so! "From Nine To Nine" is first-class entertainment. It is packed with thrill-action, dramatic climax, tender romance and uproarious comedy relief. All of these are proved box office qualities. Make them stand out in your billing! We KNOW that the picture will deliver for you, if you do your share by expediting it as it should be exploited. On this page you will find sound ideas for an exploitation campaign which you can employ with a minimum of cost and effort! Utilize them! They will repay your efforts by bringing added revenue to your box office!

POST CARDS

This medium costs very little and when you have "live" mailing lists your message is bound to receive a family-reading with each card. One method is to send out actual play-date notification incorporating more selling copy in upper suggestion — while the other is to pretend that you are contemplating a revival, and are soliciting the opinions of your customers. Consulting the public will flatter each person's ego, and consequently cause your enquiry to receive more than casual consideration.

JUVENILE PATRONAGE

Although "FROM NINE TO NINE" is strong, exciting melodrama, it does offer a scene or suggestion that could offend the strictest moralist. It is quite suitable for juvenile trade, as the youngsters love thrill's and adventure. Try admitting kids under ten years of age, free, if accompanied by their paying parents, or two other adult paid admissions. The young ones are encouraged in this way to sell the idea of going to the older folks, and it is a slant well worth trying.

SPECIAL MATINEE

Reserve a special matinee performance in aid of some worthy local charity, to which a certain percentage of receipts may be donated. You are in the best position to judge what charity should benefit, with the help of the municipal authorities of your community. This will earn you the co-operation of educational, charity and social leaders as well as getting you good notices in the daily press.

STAR AND CAST

It is hardly necessary to tell you to play up Ruth Roland for all you're worth. She has always had a big following among all classes of movie patrons, and you can dilute to the limit in your ads on the tensely exciting adventures she participates in as heroine of "From Nine To Nine." The supporting cast has several good names. Look 'em over and see that the ace ones get appropriate space in your billing.
Smart Showmen Will Cash In with the Greatest Murder Mystery Sensation Production Ever Offered to States Rights Exchanges

THRILLS — HORROR — ROMANCE — ACTION
Are the Four Box Office Ingredients Offered in This FEATURE ATTRACTION
STARRING

RUTH ROLAND  ARTHUR STENNING
ROWLAND DREW  MIRIAM BATISTA

in

FROM NINE TO NINE

Produced By
CORONET PICTURES, LTD.
New York City

Domestic Distribution
CORONET PICTURES, CORPORATION
1501 Broadway
New York, N. Y.

Latin-American Distribution
TRANSOCEANIC FILM EXPORT COMPANY
723 Seventh Avenue
New York, N. Y.

Do Not Fail To Book This Outstanding MURDER MYSTERY SENSATION
Lobbies Made to Sell the Picture

LOBBY CARDS

IN FULL
COLOR
THESE DISPLAY
CARDS ADD
TO YOUR
SCHEME OF
HOUSE FRONT
DECORATION
USE THEM
LIBERALLY

TITLE CARD