$1000.00

in case of

DEATH by FRIGHT

The greatest showmanship attraction in a decade... backed by a sensational ticket-selling campaign... from ALLIED ARTISTS

"MACABRE"
PUBLICITY

MACABRE’ HITS HIGH POINT IN NEW FILM ENTERTAINMENT

A new high in suspension entertainment is found in Allied Artists’ “Macabre,” a masterpiece in screen thrill and horror, which opened yesterday at the theatre.

This is the film linked to the ghoulish producers of the picture, who have undertaken to pay $100,000 in the event that any member of the audience durante the showing of the film.

The picture’s superb cast is headed by William Prince and Jim Baskett, while the story and screenplay were written by Robert White, the producer. The thrilling tale was directed by William Castle, the film was cast and produced by William Prince and Jim Baskett.

The story of the picture is an unusual life insurance policy that was written by a doctor who signed the policy knowing that he would die. The policy was saved by a woman who was his patient and who, in turn, sold it to another man who had just been diagnosed with a terminal illness. The story follows the life of the man who receives the policy and his attempts to collect the money.

FRIGHTENING

POURING

For only 7 cents, from 7 p.m. until nearly 5 a.m., cast and crew of “Macabre” were poured in a rain-strengthened cemetary near Los Angeles to film one of the most spine-tingling chilling sequences. The screen shooter stars William Prince, Jim Baskett, and was produced and directed by William Castle. The film is at the Theatre.

CHILLED

NO. 2

MACABRE

Bloody and weak from wounds, a small town doctor, William Prince, is sentenced by Judge Jacqueline Scott, as he reflects the scene of his life in the following scene from this story of Allied Artists’ “Macabre.”

The Cast

William Prince
Jim Baskett
Philip Tonge
Eileen Cobey
Sylvia Stevenson
Susan Morrow
Christine White
Hilda Guederman
Ed Quigley
Jonathan Kidd
Alice Dobrotzki Morris
Herma Marlow
Howard Hoffman

Credits


UNUSUAL POLICY GIVEN PATRONS

Patrons of the Fine Arts Ar- tistic, Allied Artists’ semi- secular horror film, “Macabre” now in playing, receive a $1,000 life insurance policy, written and issued by the American Artists Life Insurance Co., which will pay $1,000 in the event of death by fright of any member of the audience during the perfor- mances.

The policy is valid in all except those places known to have a heart or nervous condition, the theatre management reserves the right to refuse admission to any patron under the age of 14.

The film, regarded by screen critics as unexcelled in its field of melodrama, was produced and directed by Castle.

The brilliant cast is headed by William Prince and Jim Baskett. Leading players include Jacqueline Scott, Ellen Cobey, Sylvia Stevenson, Christine White, Dorothy Morris and Philip Tonge.

A Hollywood phenomenon is the sight of the audience, with all manner of physical afflictions, entering the theatre daily to watch the film. The bodies of the audience are seen through the holes in the walls, and the screen, where the horror of the film is shown. The film is produced by Allied Artists, and was produced and directed by Allied Artists’ William Castle from a Rob White screenplay based on a Thoro Durrell novel.

The cast is top-lined by William Prince and Jim Baskett and was produced and directed by Allied Artists’ William Castle from a Rob White screenplay based on a Thoro Durrell novel.

Miss Scotto portrays a nurse in love with her patient, a doctor portrayed by Prince. Miss Scotto is cast as the nurse, who has a romantic attraction for the patient, and Miss Scotto is cast as the nurse, who has a romantic attraction for the patient, and her performance has been described as "terrific" in the New York Times.

One of Hollywood’s most outstanding screen thrillers, “Macabre” opens Thursday. The story is about a doctor who is killed by his patients. The doctor, who is a medical student, is killed by his patients, who are all suffering from mental illness. The doctor’s death is witnessed by a nurse, who is also a medical student, and she reports the incident to the police.

The fright-filled, spectacular finale of this exciting film is brought to you in October, with a new story by William Prince and Jim Baskett. The cast includes a young man and woman, who are involved in a crime. The young man is killed by the woman, who then commits suicide.

The story centers around the strange death of a doctor’s wife and her sister-in-law, who were shot to death in a small town. The couple’s body is found in the woods, and the investigation leads to the discovery of the murder weapon, a gun, which was hidden in the woods.

Cemetery Used In New Picture

For three nights, film stars William Prince and Jim Baskett, as directed by William Prince, will be shown in a large, brightly lit cemetery high upon a cliff overlooking the Pacific Ocean 10 miles from Hollywood.

"Never," said Prince, referring to the cemetery, "have I seen such a beautiful, well-lit, well-landscaped cemetery. The lighting is perfect, and the scenery is magnificent. The cemetery is just the right size for our purposes."...

A New Horror Film Due Here Soon

Hollywood’s most unusual horror film, “Macabre,” is now in production, and will be released by Allied Artists’ William Castle and Jim Baskett.

The film is the first in a series of horror films to be released by Allied Artists, and is directed by William Castle. The film is based on a screenplay by Robert White, and is produced by William Castle.

The cast includes a young couple, who is haunted by the ghost of a murdered woman. The couple becomes convinced that the ghost is trying to tell them something, and they begin to investigate the mystery surrounding the woman’s death.

The two main characters, played by Prince and Baskett, are a young man and woman who are suspected of being involved in the murder of the woman. The couple becomes determined to clear their names, and they begin to investigate the case further.

The story, which was written by Prince and Baskett, was based on a true story, and is set in Hollywood. The film was produced by Allied Artists, and was directed by William Castle. The film is expected to be released in the near future.
$1000 in case of DEATH BY FRIGHT during the showing of "MACABRE" - SO TERRIFYING WE HAVE TO INSURE YOUR LIFE!

You'll SCREAM with terror at this shocking story by 12 world-famous mystery authors!

Starring WILLIAM PRINCE JIM BACKUS CHRISTINE WHITE JACQUELINE SCOTT SUSAN MORROW

Produced and Directed by WILLIAM CASTLE • Screenplay by ROBB WHITE • An ALLIED ARTISTS Picture

Ad Mat No. 301 3 cols. x 10½" [441 Lines]

$1000 in case of DEATH BY FRIGHT The motion picture "Macabre" is so terrifying that we have to insure your life during its showing. This policy, however, is not valid for people with known heart or nervous condition or cases of suicide.

AS BLOOD-CHILLING AS BEING BURIED ALIVE!

Produced and Directed by WILLIAM CASTLE • Screenplay by ROBB WHITE

Ad Mat No. 303 2 cols. x 3" [84 Lines]
MACABRE

$1000 IN CASE OF DEATH BY FRIGHT
DURING THE SHOWING OF MACABRE

*NOT VALID FOR PEOPLE WITH KNOWN HEART OR NERVOUS CONDITIONS.

NOTHING EVER SO Horrific!

MACABRE MEANS HORROR!

Starring WILLIAM PRINCE • JIM BACKUS

An ALLIED ARTISTS Picture

Produced and Directed by WILLIAM CASTLE • Screenplay by ROBB WHITE

Ad Mat No. 207 2 cols. x 10" (280 Lines)

MACABRE

$1000 IN CASE OF DEATH BY FRIGHT
DURING THE SHOWING OF MACABRE

*NOT VALID FOR PEOPLE WITH KNOWN HEART OR NERVOUS CONDITIONS.

Written by 12 famous authors of mystery and terror!

MACABRE MEANS HORROR!

Starring WILLIAM PRINCE • JIM BACKUS

An ALLIED ARTISTS Picture

Produced and Directed by WILLIAM CASTLE
Screenplay by ROBB WHITE

Ad Mat No. 107 1 col. x 10" (140 Lines)

MACABRE

AS BLOOD-CHILLING AS BEING BURIED ALIVE!

MACABRE MEANS HORROR!

SO TERRIFYING WE INSURE YOU FOR $1000 AGAINST DEATH BY FRIGHT!

An ALLIED ARTISTS Picture

Starring WILLIAM PRINCE • JIM BACKUS • CHRISTINE WHITE

Ad Mat No. 205 2 cols. x 4" (112 Lines)
A UNIQUE CAMPAIGN FOR A UNIQUE MOVIE!

Leading showmen have hailed these ads as one of the most unusual campaigns ever devised for this type of picture. WE STRONGLY URGE THAT YOU SET UP A TEASER CAMPAIGN WELL IN ADVANCE OF YOUR PLAYDATE. PLEASE GIVE STRONG CONSIDERATION ALSO TO USING THEM "RUN OF PAPER" AS WELL AS ON THE DRAMA PAGES. It is our recommendation that the ads on this page be used up to and including day before opening rather than using conventional advance ads. On opening day, use one of the other ads featuring the insurance policy.

IF IT FRIGHTENS YOU TO DEATH - YOU'LL BE BURIED FREE OF CHARGE*

"MACABRE"
The HEIGHT of HORROR is coming!

Any member of the audience is insured for $1000.00 against DEATH BY FRIGHT during the performance of this terrifying picture!

*Except people with a known heart or nervous condition.

WE HUNG THE CAMERAMAN TO KEEP HIM FROM DISCLOSING THE TERRIFYING SURPRISES!

"MACABRE"
The HEIGHT of HORROR is coming.

THERE WILL BE A SHARP PENALTY FOR ANYONE WHO REVEALS THE ENDING

"MACABRE"
The HEIGHT of HORROR is coming.

THERE WILL BE A SHARP PENALTY FOR ANYONE WHO REVEALS THE ENDING

"MACABRE"
The HEIGHT of HORROR is coming.

SEE IT WITH SOMEONE WHO CAN CARRY YOU HOME!

"MACABRE"
The HEIGHT of HORROR is coming.

SEE IT WITH SOMEONE WHO CAN CARRY YOU HOME!

"MACABRE"
The HEIGHT of HORROR is coming.
COMPLETE CAMPAIGN MAT

ALL THE AD AND SCENE CUTS BELOW AVAILABLE ON ONE BIG BARGAIN MAT!
ORDER "MACABRE" SPECIAL MAT NO. 1 FROM NATIONAL SCREEN

NOTE: Any of These Mats May Be Ordered Singly at the Regular Price. Order by Number Under the Cut.

$1000 IN CASE OF DEATH BY FRIGHT*
WE HAVE TO INSURE YOUR LIFE!

STARRING
WILLIAM PRINCE - JIM BACKUS

MEANS HORROR!

Ad Mat No. 204
2 cols. x 4" (112 Lines)

AS HORRIFYING AS BEING BURIED ALIVE!

SO TERRIFYING WE INSURE YOU FOR $1000 AGAINST DEATH BY FRIGHT!

Ad Mat No. 105
1 col. x 5" (70 Lines)

MACABRE NO. 2

MEANS HORROR!

Ad Mat No. 101
1 col. x 1" (14 Lines)

MACABRE NO. 21

MEANS HORROR!

Ad Mat No. 202
2 cols. x 2" (56 Lines)

MEANS HORROR!

Ad Mat No. 102
1 col. x 2" (28 Lines)
AS BLOOD-CHILLING AS BEING BURIED ALIVE!

"MACABRE"
MEANS HORROR!

SO TERRIFYING WE INSURE YOU FOR $1000 AGAINST DEATH BY FRIGHT!

An ALLIED ARTISTS Picture
Starring
WILLIAM PRINCE • JIM BACKUS • CHRISTINE WHITE

302
Ad Mat No. 302 3 cols. x 6" (252 Lines)

IT WILL FREEZE THE BLOOD IN YOUR VEINS!

"MACABRE"
MEANS HORROR!

YOU ARE INSURED FOR $1000 AGAINST DEATH BY FRIGHT!

An ALLIED ARTISTS Picture

104
Ad Mat No. 104 1 col. x 3 1/2" (49 Lines)

"MACABRE"
MEANS HORROR!

An ALLIED ARTISTS Picture

301
Ad Mat No. 301 2 cols. x 1" (28 Lines)
$1000 FOR 'DEATH BY FRIGHT' IS BONA FIDE OFFER!
Here's The Deal That Will Be The Talk Of Your Town!

MACABRE

The Producers of the film MACABRE, undertake to pay the sum of one thousand dollars in the event of the death by fright of any member of the audience during the performance.

BENEFICIARY AGREEMENT

In the event of my death by fright during the performance of the motion picture "MACABRE", I hereby instruct the producers to pay one thousand dollars ($1000) Life Benefit to my beneficiary named below.

BENEFICIARY'S NAME ______________
RELATIONSHIP ______________

I understand that if I have a known heart or nervous condition the One Thousand Dollars ($1000) is not payable.

NAME ______________

The above agreement is insured by Lloyd's of London.

A GENUINE AGREEMENT BACKED BY THE WORLD'S MOST FAMOUS INSURANCE COMPANY!

$1000.00
for DEATH BY FRIGHT!

Only Those Having Known Heart or Nervous Condition Are Not Insurable Under This Agreement

So—If You Think You Can Take It... SEE "MACABRE"

It's the McCoy — not just a publicity gimmick. The producers of "Macabre" have arranged for a blanket $1000 coverage for patrons in case of "death by fright" while watching the picture. Not eligible are those patrons "having a known heart or nervous condition."

Make this stunt the backbone of your campaign. Shoot the works in the newspapers, lobby and over the air. Illustrated on the left is a suggestion for a special 40" x 60" for theatre front and lobby. Blow up the Beneficiary Agreement, shown above, and use as shown. Display well in advance!

Get a friendly life insurance agent, (with whom you do business) to issue a statement to the effect that after seeing a preview of "Macabre" he would not dare make the same offer. Use his quotes in newspapers and on lobby cards.

Have each eligible patron sign the agreement, filling in the name of the beneficiary and other information required.

EVEN ALLIED ARTIST BRANCH HAS A SUPPLY OF THESE "INSURANCE POLICIES." Do not circulate them promiscuously, however use them in a manner best suited for your situation. Suggest, however, that you hand a copy to each patron who sees the advance "Macabre" trailer. It's something they'll take home.

Theatre name, address and phone number should be imprinted on the reverse side of the beneficiary agreement, in addition to other information you consider necessary for your situation.

Insurance policies are available at $1.50 per thousand and are to be ordered ONLY FROM THE ALLIED ARTISTS EXCHANGE WHICH SERVICES YOUR THEATRE.

USE RADIO AND TELEVISION TO HYPO YOUR CAMPAIGN!

Radio Transcriptions

The "Macabre" radio transcription, containing one one-minute and one half-minute spots, can be a mighty important factor in luring potential customers into your theatre. Great care has been taken to create a feeling of horror in these announcements and when you hear them you will agree that they will do more than their share in lining them up at your box office.

Radio is the only media available by which you can reach the millions of auto sets constantly in use by motorists, and housewives. Both spots have 10-second open ends for the announcer to come in with local tie-in copy.

Television Trailers

An unusual set of television trailers is available for television coverage in your area. These spots have been prepared with a variety of selling angles that highlight the horror and suspense motif of the picture, plus the offer of the $1000 insurance agreement of "death by fright." The copy is strong and the scenes from the picture have been selected with only one thought in mind — to sell tickets!

The trailers, printed on 16 millimeter film, will be sent to you at no cost, provided the order specifies the TV station on which they will be used. When ordering, please give the station call letters and channel number with the station's address.

Order TV Trailers and/or Radio Spots from Allied Artists Exploitation Dept., 4376 Sunset Dr., Hollywood 26, Calif., or 1560 Broadway, New York 3, N. Y.

Television Slide

For that 10-second station break spot, nothing is more practical than the television slide accompanied by live announcement. This slide, available with or without station ID, is just what is needed for that station break spot. When ordering, if you wish the station ID, please be sure to include the station call letters and channel number, in addition to theatre name and playdate. The slide is $4.00 and this price includes all imprinting and postage. All orders must be accompanied by money order or check. Order directly from:

CHATIS ART DISPLAYS,
4453 SUNSET BLVD.,
HOLLYWOOD, CALIF.
CREATE "HORROR" ATMOSPHERE WITH SENSATIONAL THEATRE FRONT!

If ever a picture screamed out for a sensational type theatre front "Macabre" is it! Transform your front into a chamber of horrors by utilizing all available accessories. The posters contain the skeleton and graveyard art, guaranteed to give your front that feeling of horror. Additionally, spot the 40" x 60" with the $1000 "death by fright" offer, and be liberal with your use of stills.

The special three-color background paper, illustrated below, is suggested for use as a background for the entire front. This eerie-looking paper in dark and light green and magenta, picturing skeleton-hand signs coming out of the ground, comes in flat sheets 27" x 41" and costs 58¢ per sheet. They are designed to match on all sides and is very simple to mount. Minimum order is six sheets. Order direct from EVANS PRINTING & POSTER COMPANY, 2308 LIVE OAK ST., DALLAS 1, TEXAS. All orders must be accompanied by check or money order.

GET 'EM IN THE MOOD!

For a most unusual lobby shocker and in keeping with the horror motif of "Macabre," obtain the use of a department store mankin, male or female, and a real coffin! Place the "body" in the coffin and illuminate the display with an eerie green spotlight. To add to its effectiveness, buy or borrow a horror type mask (not a caricature), but a mask with hideous features, similar to the ones used on Halloween by the youngsters, and place it over the mankin's face.

HORSE DRAWN HEARSE

A modern auto hearse, a common sight on our streets, would not attract undue attention, but a real old-time horse drawn hearse will. Somewhere in your town or in its vicinity you may be able to resurrect one of the sombre-looking vehicles to use as a street hall. Have a funereal-looking character as the driver, garbed in the traditional motorian's outfit, top hat and all. The advertising banners should not be so big as to hide the coffin within. A small strip on each side of the hearse will suffice. A black "mournful" border on the sign will heighten its effectiveness. Copy should be similar to this: HERE LIES THE VICTIM OF ONE OF THE MOST "MACABRE" CRIMES OF OUR TIME. SEE "MACABRE" AT THE STRAND THEATRE.

GRAVEYARD SCARE STUNT

For a stunt that should have no trouble in making the newspapers, offer a pair of tickets to all young ladies who will walk through a cemetery after midnight ALONE! The idea will prove that their nerves and hearts are strong enough to withstand the shocks they will get when they see "Macabre." Plan in advance to give your newspaper the opportunity to cover the stunt and get pictures and stories that should stress the fact that graveyards hold no terror for the modern teenager.

In the event you find it a little difficult to loan a coffin, have one made up of plywood or compo board. Paint it a dark gray or black with the silver handles painted on it. When completed, it should look like the above illustration. In addition to the copy shown on the casket, spot a neat card in front of the drapes with copy along these lines:

"MACABRE" MEANS HORROR! FILMED FROM THE HORRIFYING NOVEL BY 12 WORLD-FAMOUS MYSTERY AND TERROR AUTHORS!

Open Run With Midnite Show

Live-wire showmen can give their "Macabre" engagement a flying start by opening it at a special midnite show! This is a natural for such an opening, but you must sell it and SELL IT BIG! Start of least two weeks in advance, utilizing your screen and lobby. Sell it along the lines you would sell a Midnite Spook show... it's that kind of a picture. One thing is certain — if you can fill your theatre at this midnite performance, you will start the ball-rolling for the enormous word-of-mouth campaign that is bound to result.

PROVEN "HORROR" ANGLES

AMBULANCE: If you can make the proper arrangements, have ambulance parked at the curb in front of your theatre. Banner both sides with appropriate copy.

LOYB FIRST AID: Have uniformed "nurse" in attendance with a medicine cabinet containing a supply of "stimulants." Have her distribute envelopes containing ordinary candy drops which look like nerve-steadying pills.

LONE WOMAN VIEWER: Offer a cash prize of $5.00 to any woman who will watch the picture at a midnite preview showing at her home in a completely darkened theatre. Classified ads to get a candidate for this stunt will result in further publicity.

LIGHTS OUT: "Macabre" is everything that the title implies. Make it even scarier! There are three particular sequences in a graveyard that are guaranteed to give the one's blood run cold. Never, especially if your theatre is in complete darkness. One scene shows a hand reaching out from behind a tombstone; another shows a dead man propped up in the corner of a burial vault with the screams bound to come as he falls towards the camera; and in another we see the opening of a coffin, revealing its eerie contents.

Doctor In The House

Have your sign artist make up a sign with the following copy: ATTENTION DOCTORS! Please let a theatre attendant know where you are located. You may be needed during the showing of MACABRE. Spot sign near your boxoffice for passersby to see. Special trailer clip with the same copy can be run immediately preceding picture title.

GRAVEYARD SCARE STUNT

For a stunt that should have no trouble in making the newspapers, offer a pair of tickets to all young ladies who will walk through a cemetery after midnight ALONE! The idea will prove that their nerves and hearts are strong enough to withstand the shocks they will get when they see "Macabre." Plan in advance to give your newspaper the opportunity to cover the stunt and get pictures and stories that should stress the fact that graveyards hold no terror for the modern teenager.

Obtain additional publicity by spotting a number of ads in the classified sections with copy something like this:

Girls! Are you-Chicken? The management of the Blank Theatre dares you to walk slowly through a cemetery after Midnight... ALONE! Maybe you'll dig up a date!... It's a MACABRE idea but you'll win a prize if you are brave enough to try it. Contact manager of the Blank Theatre.

If the local authorities attempt to stop you, don't worry about it. Such a move may result in more publicity than you ever anticipated. Naturally, select young ladies who are "flour" to ensure a good scare.

Teenage Appeal

Surveys show that teenagers are steady motion picture theatre-goers. Go after them! Make up several thousand inexpensive cards for distribution around the high schools. It's a gimmick card to hand out to the girls. Copy on cards should read along these lines:

GIRLS! WHEN YOU GO TO SEE "MACABRE" AT THE BLANK THEATRE AT AN EVENING PERFORMANCE, PLEASE BRING ALONG A BOY FRIEND. WE DON'T WANT YOU TO WALK HOME ALONE! FIRST MAKE SURE THAT YOUR DATE CAN TAKE IT! YOU MAY BE STRONGER THAN HIM!
POSTERS & LOBBIES

SIX SHEET

ONE SHEET

22 x 28 LOBBY CARD

THREE SHEET

Set of
EIGHT
FULL COLOR
11 x 14
LOBBY PHOTOS
Also
AVAILABLE

ALLIED ARTISTS PICTURES CORP.
4378 Sunset Drive, Hollywood 27, California
and
1560 Broadway, New York 36, N. Y.

INSERT CARD