SHOWMAN'S MANUAL

She loved
ONE MAN FOR KICKS... ONE MAN FOR LUXURY... ONE MAN FOR MURDER...

You'll get your wildest shocks from the MAN IN THE DARK.

AD MAT No. 201 — 3 COL. x 7 1/2" — 300 LINES

AD MAT No. 205 — 2 COL. x 3 1/2" — 100 LINES

AD MAT No. 202 — 2 COL. x 7 1/2" — 212 LINES

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"Man In The Dark" Rated Year's Top Suspense Drama By Critic

One of the most neatly constructed and expertly produced mystery suspense dramas of the year opened yesterday at the Astor Theatre. The picture is "Man In The Dark."

A Manucian Film Corporation presentation in association with Universal.

High level of suspense is sustained throughout this well-made film; from the first moment the audience is caught up in the tense and fast-moving story. "Man In The Dark" is a dramatic tale of a very rich, but blind composer whose unlawful wife plans to murder him. There is a thrilling finale that no one can anticipate, and which won't reveal it in order to preserve your enjoyment of the movie.

Top rated British stars William Sylvester and Barbara Shelley are at the head of the difficult roles of the blind composer and his scheming wife. Sylvester is excellent as Barbara's lover, her "sparrow whim," and Elizabeth Shepherd is marvelously cast as the private secretary, who is a very manoeuvring woman, and she is instrumental in saving his life. "Man In The Dark" is another Astounding guest star as themselves. Mark Eden, who has been here before in the role of Sylvester's manager.

Much credit for the sustained mastery of the film goes to director Lance Comfort, whose camera work has captured the proper mood and setting of the story.

We recommend that you put "Man In The Dark" on your "Must See" list for an adventure in outstandng cinematic entertainment.

Beautiful, Grace Kelly-Like Blonde Saves The Life Of "The Man In The Dark"

ADVANCE

Lovely British star Barbara Shelley, one of England's top stars, has a key role in Universal's new mystery suspense drama, "Man In The Dark." She plays the private secretary of a very rich, but blind composer [William Sylvester] whose wife is planning to murder him. Elizabeth [Shelley] is involved in the plot, but not the murder, and she uses her wits to outmaneuver her husband's wife.

(Suggested Reading: "Man In The Dark.""

Barbara Shelley is happy with this role? "I love it," says the lovely British star. "It's an accent role; I have some scenes where I can be sexy and other scenes where I can be loving and tender, and still others where I'm a scheming wife!"


Barbara's next film, "Man In The Dark," is the story of a man named Robert, who is planning to murder his wife. Robert is played by the talented Alexander Davion, who is one of England's top stars. Alexander Davion has been described as the most charming actor in twenty years!

The public certainly seems to agree.

Handsome French-British Star Portrays Lover In "Man In The Dark"

ADVANCE

Good-looking French-British star Alexander Davion is a French-British— and that's no mistake. He is a French-British star. He was born in Paris of French parents, and has lived in England since the age of three until he went to London and remained there for seven years. Alexander's current film is "Man In The Dark," a mystery suspense drama released by Universal.

In "Man In The Dark," Alex plays a handsome young artist who has just been left by his wife of a very rich, but blind composer who is planning to murder her. But then on the plot turns violent and fascinating. It's not the most savoy part in the world, but the character I portray is one who is very intriguing. I have much in love with a woman that he will do anything for, which is a most challenging role. A non-pathetic role is very difficult to play.

Alex Davion's first big appearance was in the 1952 production of "The Matchmaker," with Ruth Gordon. The strength of his performance, he was taken to America for the New York production of the play, which ran for a long time.

Top British Stars Head The Cast Of "Man In The Dark"

ADVANCE

Universal's "Man In The Dark," a suspense drama that tells the story of a very rich, but blind composer whose murder is plotted by his unfaithful wife, comes to the New York stage. The cattle is composed of all-star British cast.

The fast-paced story of a man named Robert, who is planning to murder his wife. Robert is played by the talented Alexander Davion, who is one of England's top stars. Alexander Davion has been described as the most charming actor in twenty years!

The public certainly seems to agree.
MAKE MAN IN THE DARK
LIGHT UP YOUR BOXOFFICE WITH PROFITS...

Utilize these exciting exploitation ideas!

MYSTERY BOOK WINDOWS
Promote Mystery Book Windows in your book stores. Even though this movie has no book, its stars are a fine kick-off for the mystery book promotions. Mystery books are the biggest best-sellers and stores will welcome this extra help.

THE TRAILER
The trailer sells a double measure of thrills and love. All the menace and action in "Man In The Dark" are packed in this exciting trailer. Be sure to book it today. Order from your local National Screen Service Exchange.

TITLE DISPLAYS
The title "Man In The Dark" is in itself very provocative, and should be utilized by exhibitors to its fullest advantage. Tease stickers, in the new "day-glo" process, would be an extra effective item for this film. Seldom has a motion picture had a more eye-catching title treatment than "Man In The Dark." Blown up it will make a crowd pulling display in your lobby, out front, in windows and stores all over town.

MUSIC TIE-UPS
Ronnie Carroll portrays himself in special musical sequences in "Man In The Dark." Ronnie is one of Britain's top singing stars, and rivals the Beatles in popularity! Contact local music stores and if they carry Ronnie Carroll's recordings, arrange for them to set up a display, furnishing them with stills from the film.

LOBBY DISPLAY OF FAMOUS SUSPENSE MOVIES
The list of famous suspense movies that have been boxoffice blockbusters is tremendous. "Marnie," "North By Northwest," "To Catch A Thief," "Charade"—and many, many more. "Man In The Dark" is the latest suspense blockbuster from Universal. Set up an eye-catching lobby board or perhaps make up a special newspaper layout utilizing stills from "Man In The Dark" and the other above-mentioned films, with copy proclaiming "Man In The Dark" as the "latest suspense thriller in the tradition of the Great Ones."

SUGGESTED COPY FOR LIVE RADIO SPOTS

(ONE MINUTE)
ANNOUNCER:
It's a dazzler! It's a shocker! It's "Man In The Dark;" the movie that's got 'em screaming with surprise — jumping with surprise — as in the dark a game is played with life and death. "Man In The Dark," starring William Sylvester, Barbara Shelley, and an all-star British cast making "Man In The Dark" the most important mystery suspense drama of the year . . . released by Universal, the studio that gave you such outstanding suspense films as "Charade" and "Marnie." "Man In The Dark" is already breaking boxoffice records all over the country. See "Man In The Dark" — the most suspenseful movie of the year — starring . . .

(THEATRE.)

(30 SECONDS)
ANNOUNCER:
It's drama tense and gripping beyond words . . . drama different and compelling as its title . . . "Man In The Dark" . . . coming . . . to the . . .

(Theatre.)

(15 SECONDS)
ANNOUNCER:
From coast to coast it's being hailed as a rare experience in motion picture suspense! Don't miss "Man In The Dark," coming . . . to the . . .
Order trailer, slide, ad and scene mats and other accessories from your local National Screen Service Exchange

SPECIAL COMPOSITE MAT
EVERYTHING YOU NEED FOR A COMPLETE CAMPAIGN, ALL ON ONE MAT

Ad Mat No. 205—2 Col. X 1½"—80 Lines

Ad Mat No. 204—2 Col. X 1½"—54 Lines

Ad Mat No. 102—1 Col. X 1½"—15 Lines

Ad Mat No. 203—3 Col. X 1⅞"—100 Lines

SPECIAL MAT NO. 1 ORDER BY NAME AND NUMBER FROM NATIONAL SCREEN SERVICE

INDIVIDUAL MATS PICTURED ABOVE MAY BE ORDERED SINGLY (By number indicated) AT THE REGULAR PRICE!