When it comes to LOVE or MURDER...
There is no one as dangerous... as the

The screen's most chilling probe into the darkest recesses of a twisted mind... where violent emotions and sadistic impulses rage beyond control!

STARRING JANETTE SCOTT • OLIVER REED
SHEILA BURRELL • ALEXANDER DAVION • CD-STARRING LILIANE BROUSSE

SCREENPLAY by JIMMY SANGSTER • DIRECTED by FREDDIE FRANCIS • PRODUCED by ANTHONY HINDS

A Hammer Film Production
A Universal Release

THEATRE

Ad Mat No. 402—4 Col. x 9½"—520 Lines

MAT No. 402

All advertising material in this press book, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.
The story
It is exactly ten years ago that John arrives and makes him as the elder brother Turner (Alexander Darrow) who was thought to have committed suicide three years after his parent's death.

At the time, the Baker family is on a trip to Paris, and they visit a small town in the countryside.

Back at High Tor, Eleanor is put to bed by Francoise. It soon becomes clear that Eleanor and Francoise are lovers and that Simon wants to make his sister appear insane so he can inherit the family's fortune.

Later that night, Eleanor sees a woman from her bedroom window and then rushes off toward her brother's house.

The next morning, the family doctor, Mr. Rushmore, examines Eleanor and concludes that she is in a state of temporary insanity.

Eleanor is taken to Paris, where she is placed in a mental institution.

The story continues with the development of Eleanor's condition and her eventual release from the institution.
If You Think You Act Like A “Paranoiac”...You’re Not! A psychiatrist comments on a motion picture

Some of those who see the motion picture “Paranoiac” at the Theatre...may, quite possibly, compare certain characteristics of “Simon Ashby,” the paranoia on the screen, with their own secret desires and fears. They may wonder “Am I just a little bit like him?” Such comparisons are quite normal. There is a scientific fact that all who see this unusual film should know. A paranoid never knows he is a paranoid. As a matter of fact, he believes he is quite normal, and, perhaps, just a little bit nicer than anybody else. So, if you’re the sensitive type and they’ve offended you, be comfortable. You’re not. You’re just being introspective.

People have an interesting way of remembering things and times and wonders. Half the population at some time in their lives ask themselves “Am I a little bit crazy?” The question is a common reflex of normal people in a noisy, competitive society. So long as you are suspicious of your own motives, you’re normal. It’s the guy who thinks he’s perfect, who might be off.

“People in a theatre,” states the psychiatrist, “are going to project ‘Paranoiac’ to tend any drama they’re watching with their own personal lives. Like old folk love, people in the theatre sixtieth century are impressed with the make-believe they see on screen scenes. Simon “Paranoiac” shows how a man can be madly}else, nice and hide his madness, wonder no wonder it makes people compare certain traits of the paranoia with themselves and perhaps, their next-door neighbor who has a few idiosyncrasies himself. However, cheer up. You’re probably a humble, citizen surrounded by routine. But the humodrum you say, is driving you crazy? Could be. Make this test. Ask yourself (secretly) if you think you’re really superior to all the world around you and that the only reason you don’t have a million dollars is because someone is out to get you. Convince yourself that your next door neighbor is in love with your wife and she with him and that they both plan to murder you. If, on top of this you hear voices and occasionally see little green men, better go see a psychiatrist. Or better still, see “Paranoiac.” This earns the ‘insanity out of you and makes you happy you’re just a humodrum guy.”

Actor Likes Those “Paranoiac” Roles

It can be said with credence that the majority of movie stars refuse to undertake roles of insanity. They just don’t like the way people react to them in the theatre. They believe in that certain “screen image” with which the public associates them. “A psychopath,” says one of Holly-wood’s top actors, “is too damn messy.”

Handsome British star Oliver Reed who heads an international cast in the film “Paranoiac” on the screen at the Theatre, doesn’t think it’s messy. Matter of fact he is of the opinion that the psycho, properly played (and it must be under- played), is the ultimate test of a good actor. “The star who refuses such roles,” he claims, “is looking too much in a mirror. It all comes down to a test of sheer vanity. Either you’re an actor or a matinee idol.”

Reed undertakes the starring role of Simon Ashby, the progressively insane killer in “Paranoiac.” The part called for subtle nuances of character. “Many so-called normal people are never aware of various degree of paranoia,” commented Reed. “Like the man who is always suspected of others motives or the woman who thinks she was born to be a social queen and is miserable because she is forced to do house work. These are mild maladjustments but they’re the most dangerous. From here on the real paranoia broods and finally ‘gets back at the world by becoming violent. We try to make such splits and changes in the character of Simon Ashby. The trick is in facial expressions and not so much as in his face.”

Analytically, Reed, twenty-four-year-old Reed’s first horror film was “Curse of the Werewolf” which he refers to as a debut in corn. “The greatest horror character of all,” states he, “is the ‘human brain’ in a swarped brain is the star of ‘Paranoiac.’”

Do-It-Yourself Kit For Armchair Psychiatrists

When Grampa got his hankies up, he was simply sounding off. Now he’s neurotic. When Grandma complained of the dirty cigar butts and smoke, she was feeling liverish. Now she’s maladjusted. When father was back in school he was likely to be considered subdued. Now he’s suffering from maladjustment in employment. The word of the vaporization concept is that the elasticity of the normal people who are not adjusted is minimal. The most interesting factors, the vocabulary of the man in the street includes stress, conflict, pressure, sexuality, trauma and phobias. High school kids talk about suppression, rejection and completion.

This behavior pattern, as Freud might have put it, may have started with the days of the movies. Very early movies like “The Snake Pit,” “The Ghost and Missy,” “Psycho,” “Long Day’s Journey Into Night,” “Don’t Be Afraid” and “There Is Universal’s “Frenz,” and now you’re in the trend there is “Paranoiac” in which a warped brain is the star of the piece.

One thing appears to be clear. The psycho is frightening, probably because it concerns intimates everyone’s own self. Thrill movies that deal with the criminal subconsciously are very much in demand.

The knowledge of self, as Oliver Reed explains the film, puts it is no pacing sad. “It has been going on for some time,” he adds. “And it is a healthy sign. Because when you come to know what makes you tick you’re a wiser man. The armchair psychiatrist, if he is well read on the subject, can tell you exactly what makes you tick.”

As a layman, psychiatry has always fascinated him. He is perhaps a bit above the average man. “It’s a frightening subject to the subject than any film star who under- takes a “psycho” role. The part he plays in “Paranoiac” is a spine-tingler.

PARANOIA (1-1)

[Image 0x0 to 848x1224]
“PARANOIC” (2-B)

The brooding visage of total insanity is delineated by star Oliver Reed in this night shot from “Paranoiac.” Twenty-four-year-old Reed who believes that “an actor sits with his face” proves the point in the new horror film scheduled for the—

Theatre.

(1959 No. 6091-50)

“PARANOIC” (2-E)

Sheila Burrell as “Aunt Harriet” whose unnatural attachment for her nephew “Simon” (Oliver Reed) is part of the twist pattern of suspense in “Paranoiac.” Horror film deals with the impersonation of a dead man as the means of acquiring a three million dollar estate.

(1959 No. 6091-77)

OWNER OF 52 BIKINIS IS PAINTER, MODEL AND STAR

(Advance)

French actress Liliane Brouisse, born in Paris, 1938, has starred in German, French, English, Spanish pictures and now will be introduced to American audiences in “Paranoiac,” soon to be seen at the—

Brought up in the city of Cannes, she grew in an atmosphere of visiting film celebrities, popping flashbulbs and all the fanfare of the annual film festival. It is not strange that she decided to be an actress.

Miss Brouisse has an impressive dossier. She is the star with measurements as enchanting as Brigitte Bardot, she was one of the continent’s most glamorous models. She is a recognized painter and she actually possesses 52 bikinis. She likes them.

The little girl who grew up in the long shadows cast by movie greats in Cannes, has been type-cast for glamour roles, and no wonder. The phrase “sex-pot” accuses her. “I intend to become one of these pots in America,” she says. And to document the point she calls attention to her slimming role as the gorgeous

French girl who is Oliver Reed’s mistress as well as nurse to his sister, in “Paranoiac.” She doesn’t wear any kind of bikinis in this film but those in the audience will get the general idea.

And one other thing: “In Paranoiac” she introduces the “La Cuffia Puff” (The Cushion Hair-Style) which is said to be somewhat like those Martian domes the ladies are wearing.

It is described by Miss Brouisse as “long hair on either side of the face, a semi-bouffant on top and a short definite fringe at the front.” It was designed by Desanges of Paris for introduction to America by way of this particular motion picture. Liliane’s favorite bikini is made of mink. It has a diamond clasp. Already she’s an American publicity man’s dream.

STATISTICS OUT OF THE DEEP FREEZE!

(Curled)

Coolest killer of the month is the character in “Paranoiac” who (1) cold-bloodedly murders French actress Liliane Brouisse by drowning her in a lake; (2) attempts to kill a man and woman by fixing the breakers of their car; (3) murderously attacks an innocent bystander in a bar with a fistful of darts; (4) beats up a man with a chain-leg; (5) makes believe he’s going mad and doesn’t know he is; (6) terrorizes the old family butter and smashes up a house;

(7) easily disinterred the crumbling body of his brother whom he had murdered ten years before, when he was an innocent schoolboy.

He’s Oliver Reed, the heavy in “Paranoiac,” opening at the—

Theatre.

Who, according to press release “hangs like a pointed icicle over the heads of the audience, in a chamber of horrors.” O.K. kiddies, eat your spinach and we’ll take you to see Oliver!
SUDDENLY,
SHE KNEW THE LIPS
BURNING ON HERS
DID NOT BELONG TO
ANY NORMAL MAN...

PARANOIAC!

An excursion into chilling terror... that takes you into a twisted mind!

Starring JANETTE SCOTT
OLIVER REED • SHEILA BURRELL • ALEXANDER DAVISON • "starred" LILIANE BROUSSE

Screenplay by JIMMY SANGSTER • Directed by FREDDIE FRANCIS • Produced by ANTHONY HINDS • A Hammer Film Production • A Universal Release

PARANOIAC!

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PARANOIAC!

The screen's most chilling probe into the darkest recesses of a twisted mind... where violent emotions and sadistic impulses rage beyond control!

STARRING JANETTE SCOTT • OLIVER REED
SHEILA BURRELL • ALEXANDER DAVION • LILIANE BROUSSE

T H E A T R E

Ad Mat. No. 382—3 Col. x 7"—285 Lines

An excursion into chilling terror that takes you into a twisted mind...

PARANOIAC!

An excursion into chilling terror... that takes you into a twisted mind!

JANETTE SCOTT • OLIVER REED • SHEILA BURRELL
ALEXANDER DAVION • LILIANE BROUSSE • JIMMY SANGSTER

Directed by FREDIE FRANCIS • Produced by ANTHONY HINDS

A Hammer Film Production • A Universal Release

MAT No. 201

Ad Mat. No. 201—2 Col. x 2¼"—60 Lines

MAT No. 203

Ad Mat. No. 203—2 Col. x 3½"—100 Lines
Paranoiac!

An excursion into chilling terror... that takes YOU into a twisted mind!

An excursion into chilling terror... that takes you into a twisted mind

SUDDENLY,
SHE KNEW THE UPS BURNING ON HERS
DID NOT BELONG TO ANY NORMAL MAN...

When it comes to LOVE or MURDER... There is no one as dangerous as the

When it comes to LOVE or MURDER... There is no one as dangerous as the

Paranoiac!

Starred JANETTE SCOTT
OLIVER REED, SHEILA BURRELL, ALEXANDER DAVION, LILIANE BROUSSE

Starred JANETTE SCOTT, OLIVER REED, SHEILA BURRELL, ALEXANDER DAVION, LILIANE BROUSSE

THEATRE

THEATRE

MAT No. 202
Ad Mat No. 202—2 Col. x 2 3/4"—80 Lines

MAT No. 205
Ad Mat No. 205—2 Col. x 7 1/4"—200 Lines
An excursion into chilling terror that takes you into a twisted mind...

When it comes to LOVE or MURDER... There is no one as dangerous as the PARANOIAC.

Screens most chilling probe into a twisted mind!

An excursion into chilling terror... that takes YOU into a twisted mind!
RADIO TRANSCRIPTION
for Spot Announcements...FREE!

For practical showmanship and maximum results here is audio coverage to
reach those (particularly daytime listeners) not reached by your video
spots. Good radio spots return their investment with profit and these spots
have sales impact! They are cleverly conceived to INTRIGUE the BIG
audience of radio listeners...and as usual, they are FREE...as an incentive
to the kind of campaign that "Paranoiac" deserves. The spots are all
on a single transcription in 60, 30 and 15 seconds in length. Order from
RADIO DEPARTMENT, UNIVERSAL STUDIO, UNIVERSAL CITY, CALI-
FORNIA. Do it now!

TV SPOTS...FREE!

A powerful package of 16 mm TV SPOTS is available as part of a strong
advance calculated to INTRIGUE, MYSTIFY and sell the HORROR. These
spots have been built to catch the eye and implant in the mind the most
saleable facets of "Paranoiac." Much care has gone into their creation to
give you maximum returns for your video investment. You should use them
for pre-sell and current build-up. Spots consist of 60, 20 and 10 second
lengths with sufficient end footage to allow for your theatre signature and
playdates. Order early...from HERMAN KASS, NATIONAL EXPLO-
ITATION DEPT., UNIVERSAL PICTURES CO., 445 PARK AVE., NEW
YORK 22, N.Y.

SCIENCE-NEWS-TYPE MAT...FREE

The layout shown has been rendered in the familiar style of
syndicated series dealing with unbelievable facts of science.
Try it for a one-shot plant in your newspaper. Use it as an ad.
Reproduce it on a throwaway in any merchandise tieup. AND
BLOW IT UP FOR A SPECIAL ADVANCE LOBBY DISPLAY. MAT
IS AVAILABLE in 2 COL. ORDER "PARANOIAC" SCIENCE-MAT
from EXPLOITATION DEPT., UNIVERSAL PICTURES CO., 445
PARK AVE., NEW YORK 22, N.Y.

SHADOW TITLE

Build a long shadow box, the front covered with thin cloth (linen or cotton)
or any opaque transparency. Behind the transparency, place a cut-out of
the title. Behind the title place two or three bulbs which throw the title
shadow on the transparency. Properly lit, the effect is good. As part of this
display, make a blow-up of STILL NO. 6591-50 (illustrated in the pub-
licity section). This weird face of Oliver Reed plus your "shadow title" is
an eye-stopper. STILL IS PART OF YOUR EXCHANGE SET.

LIBRARIES...BOOK STORES

For libraries, book marks which you furnish, with a reference list of related
subject matter on one side and a long one column ad cut on the other.
Your list includes books from Freud, Jung and Adler to Kraft-Ebing...a
chosen list of basic writing in psychology, psychiatry and analysis. Go
also for window displays in book stores.

"DICTIONARY" STANDEE
FOR

LOBBY

For a special standee, have the sign shop make a cut-out repre-
sentation of a dictionary as shown in the accompany ing illus-
tration. Above the dic-
tionary is a card bear-
ing the definition of
"Paranoiac" together
with cut-out blowup of
STILL NO. 7 AD show-
hing horror-stricken
girl. THIS STILL WILL
BE FOUND IN YOUR
EXCHANGE SET.

TEASER TRAILER...FREE

"Paranoiac" is the kind of picture that adapts itself to shock and suspense
...the inherent qualities of a good mystery trailer. Spark the advance on
your own screen and pave the way for your regular trailer with this acces-
sory. BY SHOWING IT, YOU DOUBLE THE STRENGTH OF YOUR
BIG NATIONAL SCREEN TRAILER! If you can use it for cross-plugs at
other theatres, so much the better! This trailer is short enough to take
very little time on any schedule. And it is big enough for TOP SELL!
ORDER DIRECT FROM YOUR LOCAL NATIONAL SCREEN SERVICE
EXCHANGE.

TV TELOP or SLIDE

For a short, eye-catching sell, you can't beat this Telop or Slide.
Designed like a punchy poster for maximum impact in the shortest
space of time...Both Telop and Slide are available at $6.00 with
theatre playdate and station identification (to accompany order)...$5.00
without theatre playdate or station identification...$2.50 for
each duplicate copy of either Telop or Slide (don't forget to men-
tion which)...ORDER DIRECT FROM QQ TITLE CARD CO.,
247 WEST 46th ST., NEW YORK 36, N.Y.
MAKE UP YOUR SHOWMAN'S HERALD!

For situations where it is desirable, a four page single-fold herald can be made at little cost by using ads and scenes from the press book. With offset reproduction you can clip material and paste-up your entire herald. Use a three [or four] column ad for the front cover. For the inside spread make a layout of scenes and portraits. Fill in with additional catch lines and copy from ads. Typeset expense involved is minimum, such as schedule of starting times for shows on back cover [THRILL-TIME SCHEDULE for "PARANOIAC"]. Try selling the back cover to a confectioner. Tie up line: "THE BEST CHILL IN TOWN IS A [NAME] FROSTIE SUNDAE! HAVE ONE AFTER THE SHOW!!"

TITLE IN THE DARK and other ideas!

Make two shadow boxes to be placed inside at the back and on either side of your house. Copy reading "PARANOIAC IS COMING!!" is cut out and backed with blue or green transparency with bulbs behind. Patrons can't help but get the message in the dark as they enter or leave... The old gimmick of freezing a still and line of copy in a cake of ice has possibilities. Copy reads "PARANOIAC IS THE BIG CHILL!!"... A lobby clock is made with a dial of silver painted compo and wood hands. Adjust it regularly to time of next feature performance. CATCHLINE: "NEXT SHOCKTIME for PARANOIAC!!"

BANNER ACCESSORIES

DELUXE FLUORESCENT SECTIONAL VALANCE
Made of glowing fluorescent satin with shimmering letter and flowing fringes ORDER ANY LENGTH NEEDED AT $1.65 PER FOOT
[Minimum Size 10 Ft.]

3-PIECE STREAMER
An attractive 17" long banner, priced at $1.50 each

A CHILLING PROBE INTO TERROR!
PARANOIAC!
JOURNEY TO EVIL!

GATEWAY TO MURDER!
PARANOIAC!
A JOURNEY UNSEEN!

9" x 12" FLAG OR
WALL BANNER

SINGLE-FACED
$60.00

DOUBLE-FACED
$110.00

In U.S.A. order from your nearest
NATIONAL SCREEN OFFICE
Manufactured by NATIONAL FLAG & DISPLAY COMPANY
43 W. 21st St., New York 10, N. Y. (Tel. OR 5-5250)

In Canada, National Flag Company represented by
THEATRE POSTER SERVICE, LTD., 227 Victoria Street, Toronto, Ontario, Canada

COPY FOR LIVE RADIO SPOTS

(1 MINUTE)
ANNOUNCER: "There are those who are outwardly sane enough to live among us... yet twisty enough for any crime!... THESE are the paranoiacs... those who live in a twilight world... half mad... half sane!... Out of the Halls of Horror comes a motion picture that takes you into the frightening realm of psycho love and psycho murder... PARANOIAC... the shocker that deals with a mad brain... PARANOIAC... the story of a man long dead who walks again... loves again... and dies again... It's the screen's big thrill with an ice-cold chill... starring an International Cast... with brilliant young actor Oliver Reed as the man who plots vengeance on the world around him... Janette Scott... victim of a madman's plot to drive a lovely girl to insanity... fascinating French star Liliane Brousse whose illicit romance ends in violence... Sheila Burrell... the woman whose love turns into nightmare... THIS is PARANOIAC... as scene by scene the mystery mounts... as shock by shock the all-out terror rocks the screen!!"

(30 SECONDS)
ANNOUNCER: "Out of the Halls of Horror comes a motion picture that takes you into the frightening realm of psycho love and psycho crime... THIS is PARANOIAC... the shocker that deals with a mad brain... the thriller of a man long dead who walks again... loves again... and dies again... the screen's big thrill with an ice-cold chill that brings you mystery turned into mania... romance turned into nightmare... THIS is PARANOIAC... a story of a Twilight World of hidden love and secret violence... as scene by scene... the all-out terror rocks the screen!!"

(15 SECONDS)
ANNOUNCER: "The screen's big thrill with an ice-cold chill... PARANOIAC... the shocker that deals with a half mad brain... the thriller of a man long dead who walks again... loves again... and dies again... PARANOIAC... a story out of a twilight world of psycho love and psycho crime... PARANOIAC!!"
SPECIAL COMPOSITE MAT

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

When it comes to LOVE or MURDER... There is no one as dangerous as the

PARANOIA!

Starring JANETTE SCOTT - OLIVER REED SHEILA BURRELL - ALEXANDER DAVION - LILIANE BROUSSE

THERE'S A MURDEROUS TWIST TO IT ALL. 

An excursion into chilling terror... that takes YOU into a twisted mind!

A Hammer Film Production • A Universal Release

Ad Mat No. 202—2 col x 2 1/2"—70 Lines

"PARANOIA" (2-A)

THERE'S A MURDEROUS TWIST TO IT ALL. 

An excursion into chilling terror... that takes you into a twisted mind!

A Hammer Film Production • A Universal Release

Ad Mat No. 201—2 col x 2"—56 Lines

"PARANOIA" (1-B)

THEATRE

MAT No. 205

Ad Mat No. 205—2 col x 7"—200 Lines

MAT No. 103

Ad Mat No. 101 1 col x 1"—14 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!
ACCESSORIES

SIX SHEET

14 x 36

THREE SHEET

ONE SHEET

22 x 28

THEATRE IMPRINT

A HARRIOWING EXCURSION INTO TERROR THAT TAKES YOU DEEP INTO THE TWISTED MIND OF A...

ORDER TRAILER, SLIDE, AD AND SCENE MATS, STILLS AND OTHER ACCESSORIES FROM YOUR LOCAL NATIONAL SCREEN SERVICE EXCHANGE

ALSO . . . SET OF EIGHT 11x14's WITH TITLE CARD

WINDOW CARD