TWIN THRILLERS

THE GREATEST DOUBLE HORROR SHOW ON EARTH!

*The RETURN of the FROG
*The DEMON BARBER of FLEET STREET

*These are NEW first run productions—they are NOT re-issues/
NOTICE!

The ads on this DOUBLE HORROR show have been so designed that, if you play one of these sensational pictures as a single feature, you can cut the mats apart and have the necessary copy.
"The Return of the Frog" by Edgar Wallace

Directed by: MAURICE ELVEY

From the Edgar Wallace novel "The India Rubber Man"

Screenplay: Alan Hay

Photography: Harold Stretton

Art Director: Norman Arnold

Assistant Director: Frank Bundy

Music: John Borelli

Editing: Peggy Hennaysee and Alan Jaggs

Production Manager: Tom White

Recorded by: R.C.A. Sound System

"Gordon Hacker Rates With Screenland's Best Sleuths"

"The Demon Barber of Fleet Street" by Sweeney Todd

"Horror Thriller Terrifies Fans"

"The Demon Barber of Fleet Street" starring TOD Slaughter, the Horror Man of Europe

"New Horror Film Is Sensational"

"The Return Of The Frog" by Edgar Wallace

Mystery Shocker By Edgar Wallace

(Advance Sheet)

Although a Londoner born and bred, it was a long time before Gordon Hacker first heard of "The Return of the Frog," meant to play Englishmen roles. He appeared in Shakespearean repertoires, then played the part of an Irishman, an American, and finally, he was cast as an Englishman, and as an, and he won his greatest screen fame.

"The Return of the Frog," a detective melodrama based on one of Edgar Wallace's most famous stories, is directed by Maurice Elvey. In this compelling new vehicle, which is now playing at the... Theatre, Hacker plays the role of Scotland Yard Inspector Har... (Continued)

"The Demon Barber of Fleet Street" stars Sweeney Todd, in a role that has made him a sensation in London. Sweeney Todd is a barber who haunts the streets of Fleet Street, terrorizing the locals... (Continued)

"The Demon Barber of Fleet Street" is directed by George King. It is a film that captures the essence of the Victorian era, with its dark streets and shadowy figures.

Sweeney Todd has a barber shop establishment in Fleet Street and is a professional barber. He "polishes off" wealthy customers who have just arrived in town from the docks. His next door neighbor, Mrs. Lovett, who runs a pie shop, helps the demon barber to dispose of his victims and for her trouble, she shares in his ill-gotten gains.

"Sweeney's" is the power of the wealthy Stephen Oakey whose beautiful daughter Johanna, the villainous barber desires to marry. Johanna resents the advances of the demonic Sweeney but he constantly tells her that much more awaits her in the future. In this film, Sweeney is in love with Mrs. Lovett and Johanna is in love with Mark, a young sailor who returns from a long voyage after having made his fortune. Sweeney attempts to murder Mark, but fails, and in despair, having kidnapped Johanna, sets fire to the shop... (Continued)

"Sweeney Todd" is a film that explores the themes of greed, justice, and revenge. It is a dark and violent tale that keeps the audience on the edge of their seats.

"New Horror Film Is Sensational"

(Advance Sheet)

If you like your thrillers straight and you can "take it like you theatre that..." (Continued)

"The Demon Barber of Fleet Street" is a film that has its first local showing shortly at the... Theatre. It is a picture that is calculated to give the audience just what they desire... (Continued)

"The Demon Barber of Fleet Street" is a film that is being screened at local theaters. It is a dark and thrilling tale that keeps the audience on the edge of their seats.

"Gordon Hacker Rates With Screenland's Best Sleuths"

"The Demon Barber of Fleet Street" is a film that explores the themes of greed, justice, and revenge. It is a dark and violent tale that keeps the audience on the edge of their seats.

"Sweeney Todd" is a film that explores the themes of greed, justice, and revenge. It is a dark and violent tale that keeps the audience on the edge of their seats.
Play Them As A Double-Horror Show!

[Press Material for Your Twin-Thrillers]

**“It’s the ‘Frog,’ Inspector”**

(Advertise Short)

If you can’t catch ’em... The Theatre can dish it out! That’s proved by our program today, opening on眼皮，“The Return of the Frog” and “The Demon Barber of Fleet Street.”

**Horror Show Is Double-Thriller**

(Prepared Review)

The screams you heard coming from the theatre yesterday (and probably earlier today, too) were genuine enough and, take it from a hard-boiled critic that thought “he could take it,” were well deserved. For there is a double-horror show on the... and, when we say double-horror, we mean it. After all, why should you settle for a single HORROR—the doctor’s attention—when you can have two for the price of one! Or, as a saying goes, two is better than one, and so...

**She’s Scared**

(Advertise Short)

Just because you’ve already seen “The Return of the Frog” doesn’t mean you’ll miss a thing. The new sequel, “She’s Scared,” takes the action to a new level. This time, the Doctor is in. And, believe us, you don’t want to be there when he gets his hands on you!

**Blood-Curdling Scenes in Great Double-Horror Show**

(Feature)

The most breathtaking scenes from the horror-thriller show ever presented are scheduled to open at the Theatre on... for a... days run. And it’s not only for the macabre effects, but for what Select Attractions has chosen to call a pair of twin-thrillers or a double-horror show. These two fabulously gory proceedings are titled “The Horror of the Frog” and “The Demon Barber of Fleet Street.”

**Murder Maniac**

(Advertise Short)

You can’t miss “The Horror of the Frog” and “The Demon Barber of Fleet Street.”

**Program Notes**

(Advertise Short)

This great double-horror show on earth is coming to an end, the curtain falls on “The Return of the Frog” and “The Demon Barber of Fleet Street.”

**Audience Thrills To Horror Twins**

(Advertise Short)

It’s impossible not to be thrilled by the irresistible forces of a story by Edgar Wallace, one of the greatest, and no other, detective thrill writers of all times... and, from his master pen comes the story of “The Indian Rubber Man,” which has been adapted from the screen story of “The Return of the Frog,” the first half of which is currently being screened into a second scene at the Theatre.

**Twin-Thrillers**

(Advertise Short)

Ted Slaughter, the sinister horror companion who brings his sinister, demon-activating to the Select Attractions, “The Demon Barber of Fleet Street.”

**Double Horror! Double Thriller!**

Douglas Fowley, the new star of the horror films, is priced at a single ticket! That is the expectation we have for this double-horror show. The management of this theatre, the first in the world to offer this program, is offering... and from all advance reports, it will give its audiences all the thrills they have never experienced before. And, in these great double-horror shows, the audience has a chance to see... and upon her beauty that has been left untouched by the horrors of the past. Of course, Slaughter is generally too busy with his own activities to pay much attention to even such a lovely creature as Eve.

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**Terror Reigns In Big Horror Show**

(Advertise Short)

Just the thing, a double horror show... over two hours of sheer terror... that’s what’s more for filmgoers at the Theatre when "The Return of the Frog" and "The Demon Barber of Fleet Street," Select Attractions' twin-thrillers open there on... for a... days run.

Edgar Wallace, the creator of some of the best detective and mystery stories ever written, is responsible for one of the all-time-greats, "The Return of the Frog," translated to the screen by Ian Hay from the Wallace bestseller, "The Return of the Frog." The picture is directed by Gordon Slaughter, who has won a high place in his field. In addition, the story is written by Edgar Wallace, and the characters are made by the finest actors of the stage, including George Keene, Ray O'Connor, Slaughter, and Harry Power. The production was directed by Maurice Elvey, turning from detective stories in a kind, sad-frightening way. Here’s the story. The Demon Barber of Fleet Street, directed by Gordon Slaughter, is the story of a man, John Slaughter, who has come to London to find his long-lost son. In the course of his search, he discovers that his son is actually a detective, and that he is on the trail of a dangerous gang of criminals. As Slaughter pursues his investigation, he encounters a number of obstacles, including a plot to kidnap his son. The film builds to a thrilling climax as Slaughter discovers the identity of the criminals and brings them to justice. The Demon Barber of Fleet Street is a well-crafted thriller that keeps the audience on the edge of their seats. It features a strong performance by Slaughter and a good supporting cast, including Joseph Lanyon and George Keene. Overall, The Demon Barber of Fleet Street is a gripping detective story that will keep audiences spellbound from start to finish.

**Great Double-Horror Show Thrills Excitement-Seekers**

(Advertise Short)

The screams you heard coming from the theatre yesterday (and probably earlier today, too) were genuine enough and, take it from a hard-boiled critic that thought “he could take it,” were well deserved. For there is a double-horror show on the... and, when we say double-horror, we mean it. After all, why should you settle for a single HORROR—the doctor’s attention—when you can have two for the price of one! Or, as a saying goes, two is better than one, and so...
**THRILLS! CHILLS! HORROR!**

Here’s the key to your whole campaign on this show. Thrills, Thrills, and still more Thrills! Go the limit in every possible way to convey the idea that “The Return of the Frog” and “The Demon Barber of Fleet Street” combine to make the most terrifying show that has ever been flashed on any screen. Any stunt you ever used successfully to sell horror and mystery can be used again as an important part of your campaign on this double thrill-show.

**FROG HUNT**

Here’s a new gag that will make a direct appeal to the kids and cause sufficient talk to attract their elders. Release several frogs in various parts of your town and offer free admission (or other prizes) for all frogs returned to your theatre. It is not necessary to release frogs unless you wish to limit the number of prizes. If you do each frog released should be tagged with a metal band.

**WINDOW CARDS**

Dynamite! That’s the word for the smashing combination of horror and thrills incorporated in the colored window card on this sensational double horror-show. There are no cards are eye-catchers, and they tell the whole story of the stark terror in “The Return of the Frog” and “The Demon Barber of Fleet Street.”

**A SHOCKING HERALD**

The circus herald on this horror show is a real shocker. It carries a punch that makes this attraction an absolute MUST for your campaign. Release the herald like a smash show. And the herald is priced right for wide distribution: $3.00 per thousand; imprinting $1.25 per thousand extra. Get your herald order in today, and let the heralds start selling seats well in advance of your opening.

**EDGAR WALLACE FOR THRILLS**

Edgar Wallace is the greatest name in modern thriller literature. Plug Edgar Wallace to the limit, for his name is sure-fire with every lover of thrills and mystery. Of course, there is a ready-made Edgar Wallace tie-up for you with every book store and rental library in your town. “The Return of the Frog” is based upon one of Wallace’s greatest shockers, “The India Rubber Man.”

**THE DEMON BARBER**

No man that ever lived hasn’t felt the chills run up and down his spine some time or other when he was suddenly horrified with the idea of what might happen if a razor-armed barber ever lost his reason. That’s what happens in “The Demon Barber of Fleet Street.”

Sell it! Why not a DEMON BARBER in your lobby? A couple of dummy’s and a barber-chair will do the trick.

**TEST THEIR NERVES**

A shock-o-meter in the lobby to test the blood pressure or pulse of patrons who have just seen the show. A uniformed nurse should make the test. There’s another nurse angle, too, that’s a good one. Station a nurse in the lobby; let her sit at a table, bearing various bottles of sedatives, etc., and place a sign near her, announcing that she has been retained by the management to assist patrons who are overcome by the terrifying elements of the pictures.

**TERRIFYING TRAILERS**

National Screen Service has done a sensational job in turning out a really terrifying trailer on this unique double horror-show. The trailer is a thrill-show in itself, and it should play an important part in your campaign. By the way, how about a 16 mm. continuous trailer in front of your theatre? Here’s a program that certainly warrants this effective, economic showmanship.

**THAT HORRIBLE FROG**

The Frog is one of Edgar Wallace’s most horrifying creations. The Frog’s a good ballyhoo for you, too, for he provides an effective means of conveying the terrifying qualities of this double horror-show to the public. A hideous, greenish, eyelid-closed amphibian on a tinfoil-covered corner of your lobby—on top of your marquee—or in an empty shop window. Keep him in shadows, but have penetrating rays shooting out from his eyes.

**TERROR IN YOUR LOBBY**

Get out those green and purple lights, and put terror in your lobby. A few simple props will do the trick: the frog, which is suggested in the preceding paragraph; a skull, or, better yet, a skeleton; a spider web; faintly illuminated daggers, pistols, and razors. And, if you want to do a real job of it, you can top the whole thing off with a ghost that moves stealthily about through the whole scene. Sound effects will help, though patrons will probably provide them.

**TELEVISION**

Television is new, and it’s fascinating; and television plays an important part in this double horror-show. Tie up with a local television dealer for a display in your lobby. Any live-wire dealer will be glad to arrange such a display in return for a suitable card of credit; and you can depend upon a television demonstration, properly announced, to pack your lobby.

**SLIDES AND STILLS**

We have built sensation into all the accessories on this double horror-show. Among the prize chillers are the slides which are guaranteed to send shivers up and down the spine of the toughest horror fan who has ever walked into your theatre. The slides, too, have been especially selected to help you make your campaign a real sensation. Here are two items you must have.

**ANTIDOTE FOR CHILLS**

Here’s a novel gag (and a tie-up with a local drug store) with some such copy as the following: Steaming hot Blank’s Coffee is being served in our specially heated lounge for the shivering patrons who were overcome by the chills in this sensational double horror-show.

**STREET BALLYHOO**

Several street ballyhoo—anything of the tried-and-true ballyhoo—will be good for this show. But, if you want your ballyhoo to tie up closely with the pictures, you can use a street ballyhoo (with your costumer) with electric lights flashing in his eyes and a mysterious figure with a hooded cloak. They can distribute the heralds, or they can wear signs advertising your show. Either plan or a combination of both will get results.

**DARE THEM TO SEE IT**

That’s it! Actually, come out and challenge the prospective patrons. Tell them it’s nerve-wracking, terrifying! Tell them it will send their hearts pounding against their chests! Tell them it’s no show for weaklings! And Dare Them To See It! This angle is swell for your advertising, for block posters, and for copy in your lobby. Or you can incorporate it into a herald or mailing piece, issued in the form of a WARNING.

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**CATCH LINES**

**The greatest DOUBLE-HORROR show on earth!**

**"The Return of the Frog" will thrill you . . . the "Demon Barber of Fleet Street" will chill you . . . come prepared to shudder, shiver and shiver!**

**Visit the "Demon Barber of Fleet Street" . . . a racist artist who will make your hair stand on end! PLUS Edgar Wallace’s sensational detective thriller, "The Return of the Frog."**

**Can you take it? Prove it by seeing the most chillingly thrilling double horror show of the age!**

**DOUBLE-HORROR! DOUBLE-thrills! DOUBLE-Excitement! DOUBLE-sensations! DOUBLE your enjoyment at the price of a SINGLE ticket.**

**Test your courage! The show that has given Europe its worse case of jitters since the days of Bluebeard!**

**If "Frankenstein" scared you . . . if "Dracula" gave you cold chills . . . don’t miss this greatest of all horror shows . . . a DOUBLE-HORROR thriller . . . destined to give you the most blood-curdling sensation of your life!**

**We dare you to see it—we double dare you to miss it!**

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**DOUBLE-HORROR SHOW!**

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**Try the brand new DOUBLE-SHOCK HOLIDAY SHOW!**

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**The greatest DOUBLE-HORROR show on earth!**

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DISPLAYS Designed For HORROR

TITLE CARD

11 x 14

The Return of the Frog

The Demon Barber of Fleet Street

11 x 14

Accessory Order on Double Horror Show

"THE DEMON BARBER OF FLEET STREET" and "THE RETURN OF THE FROG"

1 Sheet
* 11 x 14 (Sets of Eight)
Press Books
Window Cards
Heralds
Stills
Slides
Ad Mats
Scene Mats

Theatre
City
State

* If you play these pictures as single features, indicate title you want—set of 4 11x14's available on each feature.