Son of Dracula

With Louise ALLBRITTON, Robert PAIGE, Evelyn ANKERS, Frank CRAVEN, J. Edward BROMBERG, Samuel S. HINDS and LON CHANEY

Directed by ROBERT SIODMAK, Produced by FORD BEEBE
Screen Play by Eric Taylor, Original Story by Curtis Siodmak
A UNIVERSAL INTERNATIONAL PICTURE, Distribution by GENERAL FILM DISTRIBUTORS LTD.
LIKE FATHER
LIKE SON!

"SON OF DRACULA" brings to the screen all the power...all the thrill-after-thrill terror of its spectacular predecessor...plus the great selling value of the screen's master character creator...LON CHANEY...as Count Dracula...and in a roll that has no compare for sensationalism...a revelation in loveliness...LOUISE ALLBRITTON...as Dracula's vampire bride!

"SON OF DRACULA" was sired by a box-office champion...back it up with a CHAMPIONSHIP CAMPAIGN!

Credits
Universal International Pictures present
"SON OF DRACULA"
with
Louise Allbritton, Robert Paige, Evelyn Ankers,
Frank Craven, J. Edward Bromberg, Samuel S. Hinds
and the screen's master character creator
LON CHANEY
as Count Dracula

Screen Play - - - - Eric Taylor
Original Story - - - - Curtis Siodmak

Director of Photography, George Robinson, A.S.C.; Art Direction, John B. Goodman, Martin Obzina; Director of Sound, Bernard B. Brown; Technician, Charles Carroll; Set Decorations, R. A. Gausman, E. R. Robinson; Associate Producer, Donald H. Brown; Film Editor, Saul Goodkind; Gowns, Vera West; Assistant Director, Melville Shyer; Music Score, H. J. Salter.

Directed by - - - - Robert Siodmak
Produced by - - - - Ford Beebe

The Cast
Frank Stanley...............Robert Paige
Katherine Caldwell........Louise Allbritton
Claire Caldwell............Evelyn Ankers
Doctor Brewster............Frank Craven
Professor Lazlo............J. Edward Bromberg
Judge Simmons...............Samuel S. Hinds
Madame Zimba..............Adeline DeWalt Reynolds
Sheriff Dawes..............Patrick Moriarty
Sarah......................Etta McDaniel
Colonel Caldwell............George Irving

LON CHANEY as Count Dracula

Synopsis
At their plantation, Dark Oaks, Colonel Caldwell (George Irving) and his daughter Katherine (Louise Allbritton) are entertaining Count Alucard (Lon Chaney), whom Katherine had met in Budapest. Katherine's fiancé, Frank Stanley (Robert Paige), finds that "Alucard" is an alias and her friend Doctor Brewster (Frank Craven) suspects Alucard, whose name is "Dracula" spelled backward, of relationship to the infamous vampire.

Suddenly the Colonel is found dead and evidence indicates he has been attacked by a huge bat. Meanwhile, Katherine marries Alucard.

Firing a gun at his rival, Frank sees the bullets pass through him and kill Katherine. Later, Dr. Brewster goes to Dark Oaks and finds Katherine alive and presumably well; but soon after, her body is found in the family vault at Dark Oaks.

Doctor Brewster calls in Professor Lazlo (J. Edward Bromberg) for consultation. They agree that Alucard is a vampire—a bloodsucking creature which lives only by night and can assume the form of a bat.

While Alucard unsuccessfully attacks the two men, Katherine has also become a vampire. She reassumes human form and persuades Frank to destroy Alucard and then join her in "immortality." After a desperate struggle, Alucard is destroyed.

Frank decides that the best course is to destroy Katherine as well. He sets fire to the house and Katherine's remains are cremated in the smouldering ruins.
Lon Chaney is Spine-chilling as Vampire in "SON OF DRACULA"

Lon Chaney has outdone his famous father, known all over the world as the creator of grotesque and spine-chilling character roles, in completing a cycle of four outstanding "horror" character roles.

He has successively originated the characterisations of the "Frankenstein Monster," "Dracula," "The Mummy," and "The Wolf Man."


Now he plays the title role of the vampire in "Son of Dracula." This new thriller is based on the age-old vampire legend and is playing at the . . . . . . . . . Theatre.

Roles are Punishing

Only a giant of Chaney’s proportions—six feet three and a half inches, and weighing 220 pounds—would have stood up to the physical punishment his "horror" roles have demanded, in addition to the hours spent in the make-up chair. In "The Ghost of Frankenstein," for example, his make-up and costume weighed 64 pounds. He was painfully burned and out of the picture for a week as the result of an allergy to sponge-rubber used in the "Monster" make-up.

For the "Wolf Man," he was clubbed with a heavy stick and in "Son of Dracula," he was knocked out when a falling cross-beam on the set struck him on the head.

Comparing his various roles, Chaney himself feels that "Dracula" is potentially more terrifying than those which called for a more gruesome make-up. He wears only a bluish-grey grease paint on his face for this part.

Monster Described

"Dracula" is seen most of the time in human form, although he is able to change at will. Says Chaney, "I feel that a human monster, with his crafty human mind, is more horrifying than a semi-human beast."

Seen with Chaney in "Son of Dracula" are Louise Allbritton, Robert Paige, Evelyn Ankers, Frank Craven, Edward J. Bromberg and Samuel S. Hinds. The picture was directed by Robert Siodmak, with Ford Beebe as associate producer.
TALLER ACTRESSES CAN NOW GET INTO MOVIES

Measuring up to a screen role has become a physical as well as a professional qualification of Hollywood's leading ladies. Statistics show that the average player is taller today than her predecessors of a few years ago. Wartime movie manpower shortages found more important roles going to actresses, and height became almost a requisite for those parts.

For example, there are two feminine leads, Louise Allbritton and Evelyn Ankers, in Universal International's "Son of Dracula," a thriller which would once have been considered exclusively a male province. This film, starring Lon Chaney in the title role, comes to the .......... Theatre on ............... .

In casting feminine principals together, there are many problems. First, they must not look too much alike, lest the audience become confused. No problem there, however, in "Son of Dracula."

Secondly, it is preferable not to cast two blondes or two brunettes together, and the Misses Allbritton and Ankers, are both blondes. This worry was solved when Louise volunteered to wear a dark wig, both for contrast to her fellow player and because dark hair is better suited for her vampirish "psychological" part.

Thirdly, the two must be of equal, or nearly equal height. There can be no compromise on this, because the camera exaggerates rather than equalizes difference in stature to the definite disadvantage of the shorter girl. Miss Allbritton is five feet seven inches tall and Miss Ankers only an inch shorter.

In Tall Company

Their height makes Louise and Evelyn well qualified to appear opposite Lon Chaney and Robert Paige, male principals, who stand six feet three and a half inches and six feet two respectively. Their comparatively lofty measurements also give the girls a physical advantage in today's trend toward pictures featuring women in important roles—because a girl has to be tall to move in today's feminine film circles.

Take Katherine Hepburn, at five feet eight inches, the tallest feminine star. Heddy Lamarr and Alexis Smith are each five feet seven inches and Maria Montez and Lucille Ball both stand five feet six and a half inches.

Story Based on Myth

Both Miss Ankers and Miss Allbritton appear in the most exciting scenes of "Son of Dracula." The story is based on the fantastic vampire myths of the middle ages and relates the sinister activities of a "bat man," who harasses the occupants of a lonely country estate.

"Son of Dracula" was directed by Robert Siodmak. Associate producer was Ford Beebe.

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LON CHANEY DEMONSTRATES EERIE MAKE-UP

Lon Chaney, star of Universal International's latest thriller, "Son of Dracula," had a simple reply when his wife asked him how he looked in his make-up for the part of the vampire. Remembering that his disguises included that of a bat, a werewolf or a wisp of smoke, he handed her a cigarette and a match.

"Light up, dear," he told Mrs. Chaney, "and see me in character."

"Son of Dracula" now at the .......... Theatre, is a thrilling, up-to-date version of the old vampire legend. Appearing with Lon Chaney in the special cast are Louise Allbritton, Robert Paige, Evelyn Ankers, Frank Craven, J. Edward Bromberg and Samuel S. Hinds. Robert Siodmak directed and the associate producer was Ford Beebe.

SON OF DRACULA BRINGS HORROR LEGEND TO SCREEN

Spine-chilling events are due to take place on the screen of the .......... Theatre, on .......... when Universal International's latest super-thriller "Son of Dracula," will be shown. Containing all the familiar ingredients of the original "Dracula" film, plus a new and original story twist, this picture features Louise Allbritton, Robert Paige, Evelyn Ankers and John Craven. Lon Chaney, the screen's master character creator, appears in the title role.

Reviving one of the eeriest of all ancient legends, "Son of Dracula" deals with the ghoulish activities of a descendant of the "vampire" man originally created by Bram Stoker. Chaney portrays the weird character, who lives only by night and can assume the form of a bat, a werewolf or a wisp of vapour.

The setting of the new drama is a lonely country mansion. The mysterious story begins with the arrival of a strange visitor. Deaths follow and the clues point to the tell-tale marks of a vampire.

Striking Portrayal

Louise Allbritton gives a striking character portrayal of the vampire's victim who returns from the grave to haunt her fiancé, played by Robert Paige. Other murders are attempted before the menace is destroyed in the blazing ruins of the old mansion.

The cast, which includes J. Edward Bromberg and Samuel S. Hinds, is one of the strongest ever assembled by Universal International for a thriller. This studio, which also makes the exciting "Frankenstein" series, has become famous for this type of entertainment.

"Son of Dracula" is an original story by Curtis Siodmak and written for the screen by Eric Taylor. George Robinson was the cameraman and the picture was directed by Robert Siodmak. Ford Beebe was associate producer.

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Evelyn Ankers and John Craven.
EXPLOITATION

A Competition to predict the future of a Hollywood Star

The screen presents many new personalities to your audiences. Most of them attain stardom through their Beauty, Personality or Ability. While possessing all three of these, Louise Allbritton adds a fourth—a deep and realistic quality of MENACE. It is worth while arranging a tie-up with a local film critic or gossip paragraph writer, to run a competition in his column asking his readers to predict Miss Allbritton's screen future. You could put up some worth while prizes for the three best predictions. The critic could publish a paragraph or two detailing Miss Allbritton's career to date and suggest that menacing roles suit her very well. After seeing her in "Son of Dracula," or other films, readers are asked to submit suggestions as to how this actress' future career should be planned. Such a competition should be of great interest as well as focusing attention on the film and the critic's column.

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DICTIONARY TIE-UP

Arrange with the leading bookseller in your town to make a display of dictionaries and production material from "Son of Dracula." In the middle of the window, close up to the glass, open the largest dictionary obtainable at the page dealing with vampires. It will read something like this:—"A fabulous ghostly being that sucks the blood of the living while they sleep. One who preys on his or her fellow men." Cut a square of cardboard to fit the page, with a single window so that only the description of this word will show to passers by. If necessary, hang a magnifying glass above the page so as to make it legible from the pavement.

Book dealers' tie-in copy naturally deals with the average person's need to look up the meaning of words. Your copy can tie in with this angle by a headline over the display asking:

WHAT IS A VAMPIRE?

A ribbon leads from this to the definition in the dictionary, open at the word. Around this is banked your production stills, using many with the background of the bat.

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BAT DISPLAYS

The bat is the insignia of the vampire. Have a number of these winged figures cut out of black-coated plywood or cardboard. Two eyes should be painted in green and the mouth outlined in red. These could be hung round the marquee or across the ceiling of the foyer and a hidden fan arranged to make them move. An effect of bats flying round the box office can be obtained by attaching some of the cut-outs to a line and fixing it to an electric motor.

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TEASER THROW-AWAYS

Teaser cards for throw-aways will intrigue the imagination if made up with the sketch of a bat with the lips blood red and the rest black.

The copy should be as follows:—
RED LIPS THIRSTING FOR
REDDER BLOOD.
BLACK WINGS HOVERING FOR
GHASTLY LOVE.

Night-pouncing horror..... the Vampire strikes with the Kiss of Doom.

CAN YOU STAND SHOCK?
CAN YOU STAND TERROR?

See.....

"SON OF DRACULA"

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REGISTRATION DETAILS
Reg. No.: FIC066
Length 7070 feet
Reels NINE
Cert. 'A'
Running Time 79 mins.