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REVIEWING A FOREIGN HIT AND TUNE

The German Picture 'M' One of Cinema's Great Masterpieces

Picture Represents Peak of Foreign Screen Industry
And By All Means Deserves A First-
Run Date Here.

By Harold W. Cohen.

The heat was stifling as a handful of coatless individuals gathered in Warner Brothers' tiny screening room two or three weeks ago to preview a couple of pictures. It was the sort of evening that a film steps to bat with two strikes already called against it, for the mercury has a curiously depressing effect upon any concise critical analysis, turning an ordinarily laissez faire attitude into one of show-me hauteur.

It was in this mood that the collection of bookers, managers, critics and theater executives watched a German film called "M." They had come prepared to see just another picture and they remained to witness a cinema masterpiece, a work that easily represents the peak of the foreign movie industry. At its conclusion an enthusiastic audience sat limp, and it wasn't from the heat either.

This department has heretofore maintained a strict policy in regard to previews. Never has there been a critical mention of a picture in these columns until it reached one of the downtown first-run houses. The case of "M," however, is different. A foreign film, it doesn't fall within the regular schedules and there is a faint possibility that the theaters, feeling it doesn't possess ready box-office potentialities, may pass it up. This column, then, is written with the hope that it may bring some slight pressure to bear upon the gentlemen who fashion the movie bookings locally.

For "M" is a picture that Pittsburgh deserves to see. It is, more particularly, a picture the captious movie-goer who hand-picks his entertainment deserves to see. To be sure, it will have no appeal to those who relish sex on the hoof for a steady diet, but it will bring into any theater it plays people who have probably been there only once or twice before in their lives. And there are enough of these customers locally to keep "M" out of the red.

A year ago, nobody thought the picture "Maedchen in Uniform" stood a chance at the box-office. Theaters the country over hesitated to play it. They considered it too arty for popular consumption. Yet it turned out to be one of the biggest money-makers of the year. "M" should do the same thing once it is generally released.

"M" doesn't fall within any of the established movie schools. Directed by Fritz Lang, it creates a new and radically different technique, getting over by suggestion what would in average hands require tedious narration. It deals with a morbid theme, that of a psychopathic child-murderer, but it is filled with compassion and understanding, with a real feeling for the misfortune that is the killer's.

There are several murders in "M" but you don't see one of them. Mothers are afraid to send their children into the streets alone. The police of the great city are helpless. Right under their very noses, youngster after youngster is lured away and brutally slain, after which the criminal sends a hastily-scribbled note to the press saying "There will be more"—and there usually are.

This killer is no ordinary criminal. He is a mental cripple, a

madman who kills because he cannot help himself.

"You are criminals," he shouts pitifully to the citizens of the underworld who finally capture him and bring him before a kangaroo court, "because you want to be. I do what I do because I can't help it."

Fear twists his face.

"I can't help it," he screams terrifyingly, "I try to keep my hands off them but I can't. Please, I tell you, I cannot help myself."

It is a scene so ringingly true, so startlingly real that you're not likely ever to forget it. There is, to help cement its indelibility, a performance by one Peter Loree that's second to nothing the screen has yet revealed.

Herr Loree seems to be pretty much of a youngster. He looks a bit like Charles Laughton, a bit like Emil Jannings. He has many of their characteristics, including a positive brilliance for gradual character development and a genius for suggesting mental complexes by simple facial maneuvers. You can see the workings of his mind here, the desires that lead him to do what he does.

From hate, your feelings toward him finally turn to compassion as you realize that he is helpless, that he cannot possibly save himself from murdering innocent children.

"I can't help it"—and that cry rings through your hours after the picture has faded from view.

It is true that "M" has a distinct sociological significance, that it possesses scientific data in the field of medicine, but even more important is the stirring cinematic manner in which it is done. Unreeling in brilliant panoramic style, it releases a flood of emotional effects, intense, holding. There is, for instance, that horrible moment when the killer, following his prey, whistles from habit a few bars from "Peer Gynt," buys his victim a toy balloon and then walks off with her. The next moment the balloon is found hanging from a nearly telegraph pole, a paper bag that once held candy floats from the bushes to stick atop the limb of a small tree.

Amazing and frightening is this "M." A repellent theme, Old Massa' Cohen wouldn't have missed it for the world. Neither will you want to miss it, once it turns up locally, despite its subject matter.

Which brings us again to what we started out to say. It will be more than a pity if "M" is passed up around here, if it is permanently shelved the same as so many other first-rate foreign productions.

You find a picture like it only once in a blue moon, for "M" is one of the great cinema masterpieces of the day. Never can there be another quite like it.

WARNER—James Cagney, Frankie Darro and Madge Evans in "The Mayor of Hell."

PENN
B



FULTON—

T

James Cagney
Warner
Ba

By

Would-be social documentary drama. "The Mayor of Hell" is a persuasive, it is an intense, correction, a stirring indignation of a reform.

Bad boys all are Raymond Borzage street companions embryo, sent to a kindly judge, judge doesn't know prostitution is a presided over crooked and moment (Dudley I charges garbage pockets with go for criminal all. Int.

DISTRIBUTED BY

PARAMOUNT PICTURES DISTRIBUTING CORP.

EXPLOITATION

→ 'M' TREASURE HUNT ←

JOINS NEWSPAPERS, STORES, PUBLIC FOR HEADLONG RACE TO BOX-OFFICE

"M," the picture with the glaring, symbolic initial title, is a natural for the store-to-store window treasure hunt which garners a cooperative merchants' ad, newspaper space and beaucoup public enthusiasm. Exhibitors should contact ten or a dozen important shops in town for a large cooperative ad similar in style to the one illustrated below. The arrangement should include window space in each of these stores, these windows to be filled with various articles of merchandise, the name of only ONE of which starts with the letter M. Thus, a grocer's window might be filled with canned apples, peaches, asparagus, corn, tomatoes, soups, etc., and contain a single box of *Macaroni*, the only item in the window beginning with M. A sporting goods window might display riding breeches and boots, tennis rackets, golf bags and balls, fishing rods and a pair of *Moccasins*.

Thus, in the windows of all the stores cooperating, only one object with a name starting with M will be exhibited. It will be the contestant's job to detect and name that one article. The cooperative ad running a day in advance will announce the treasure hunt to start at noon the following day for

Suggested Form for Treasure Hunt Newspaper Box

"M"

*Money for 'em
if You Find "M"
in These Windows!*

Join the "M" Treasure Hunt and Win Valuable Cash Prizes!

Tomorrow between 12 Noon and 1 P. M. windows of these advertisers will display articles, only one of which in each window will have a name beginning with "M." Go from window to window, writing down in the ad space alongside the merchant's name the "M" article you've discovered in his window.

As soon as you're thru, turn in your list at the

PARAMOUNT THEATRE WHERE "M" OPENS TOMORROW

First in with a correct list in his ad wins \$5; second, \$3; third, \$1; next 25 receive admissions to see "M."

LOOK FOR THE WINDOWS OF THESE MERCHANTS!

Write Opposite Each Name the "M" Article in the Window.

JAMES McCREERY AND COMPANY.....
HOWARD GROCERS AND BAKERS.....
A. C. HENDRIX SPORT SHOP.....
COLLEGE HALL MEN'S CLOTHES.....
WEINBERG'S DRUGS.....
LEWIS AND SONS.....
HENRIETTA'S HAT SALON.....
MARKS AND DAVIS SHOES.....
STEWART RADIO AND ELECTRIC CO.....
JOE'S AUTO PARTS SHOP.....

one hour, when the windows containing the treasure hunt displays will be unveiled. Contestants are required to go from window to window of the stores listed in the previous day's ad and seek out the M objects. The name of each M object must be written into the space allowed for it in the cooperative ad taken by the merchant exhibiting that article. When the contestant has completed his round of stores and filled in the co-op ad, he turns in the ad at the theatre.

Prizes should be awarded on the basis of first correct returns submitted. As contestants will be chasing about town from store to store during the hour between twelve and one, the theatre may expect returns to start coming in a few minutes after one. The first correctly-filled-in co-op ad should receive a capital prize of merchandise or cash amounting to about \$5.00. The second prize should average about \$3.00, and the third prize \$1.00. The succeeding twenty-five correct returns should be rewarded with one admission each to see "M." Conducted on this basis, the contest should command widespread public attention, gain newspaper news-column attention as well as the cooperative ad space, provide active demonstrations outside the cooperating merchants' windows, and start the race to the box office that means "M" profits.

DEPARTMENT STORE

Display of "M" Articles Pulls Crowds WINDOW CONTEST

Crowds! Crowds! Crowds!

That's what local department stores like to see in front of their windows. That's what one of them will get—the one which cooperates with you on this novel window display-contest tie-up! It'll draw a mob. And you get a 2-edged break on the stunt—a display card in the window and space in the cooperative ad preceding the contest.

The cooperative ad announces that at a certain hour the next day (during the busiest shopping period) the store will unveil a window display containing 50 or 60 articles, amongst which are 25 or 30 articles whose names begin with the letter "M". First 25 contestants making a complete list of articles win a guest ticket to "M".

When the window is unveiled, contestants peer in, discover the

"M" articles, copy the names on a slip of paper and carry their guess into the store. If their list of articles is correct, a guest ticket to "M" is awarded.

Several articles—such as mosquito netting and a medicine cabinet should be included in the display. Contestants are apt to overlook these as "M" articles as the articles suggest netting rather than mosquito netting, and cabinet rather than medicine cabinet.

A poster announcing the "M" contest should be put on the window in advance of the unveiling.

Here is a suggested list of articles which might be included in the display: mats, midget radios, melons, macaroni, matches, metal polish, mustard, millinery, muslin, muffs, etc. etc., and those trade-marked articles which begin with "M".

CONTACT GERMANS

Language Appeal in Postal Copy

(Copy for Postcard)

The copy at right (German), printed on a government post card, can be mailed to every German in your town. Names may be obtained from German clubs, societies, political organizations, churches, turnvereins, etc. You might also contact German organizations and ask permission to post the card on their bulletin boards. The English translation of the copy is as follows: "M," Germany's latest talking picture masterpiece which depicts every phase of modern German life, opens next...at the...Theatre. "M" is filled with real German characters, living real German lives, in the real German atmosphere. Produced by the famous director, Fritz Lang, "M" includes many of Germany's foremost actresses and actors, and has been called the finest film yet made anywhere. "M," with German dialogue and English titles, is a picture that will make you proud of the genius of your country. It is a picture we are proud to present. Remember, "M" opens...at the...Theatre."

Order Your Trailer Early!

→ NATIONAL SCREEN SERVICE ←

630 Ninth Ave.,
New York City

1307 S. Wabash Ave.,
Chicago

1922 S. Vermont Ave.,
Los Angeles

300 ½ S. Harwood St.,
Dallas

EXPLOITATION

PLANT 'M' EVERYWHERE

Imprint Newspapers — Label Ushers' Backs

PLUG TEASER TITLE

NEWSPAPER IMPRINTS

The tried and successful stunt of imprinting local newspapers presents a sure-fire angle for "M." Imprint in red across the front page, a large block "M" in red. Just the theatre name and date should run underneath. Lusty lunged newsboys distribute the papers.

CHALK IT UP

Don't let 'em away from "M"! Hire a couple of men or boys, or use your attendants. Provide them with several pieces of red chalk. Instruct them to blanket the town with the mysterious symbol—"M." It should be chalked on trees, poles, walls, sidewalks, doors, doorsteps, tires, vacant store windows . . . everywhere! This building up of curiosity will mean plenty to your box-office. The letter "M" should be lettered large, with playdates and name of theatre underneath in a smaller size.

USHERS' BACKS

An usher's back can prove to be a mighty powerful advertising medium! Here's what we mean! In the film "M," a gripping bit of drama is evolved when a pursuer stamps with chalk the symbol "M" on the fleeing murderer's back. You can make

that bit of action financially dramatic by placing a large "M," made of red flannel, on the back of each usher. It can be pinned on, or sewed with wide stitches which can be easily removed. This stunt is bound to arouse plenty of curiosity, cause plenty of comment.

LUMINOUS LETTER

Because of the single-letter title of "M," exhibitors are urged to accentuate the letter as a symbol and by setting it in red lights on the marquee electric sign, using a red luminous letter where such electric title letters are used or backing their channel letters with red gelatine in the case of interchangeable channel letters. The quotation marks around the "M" should also be used to bring out the point that it is the title of the picture.

M' FROM STILLS

Here's a simple lobby stunt that will attract attention—no expert art work being needed—

Out a large block M out of compo-board and cover the surface with stills. Then mount this "M" about six inches out from a red backboard. Spot the entire display with a red flood.

In the space between the "M" and the backboard,

place several clear electric lamps all around the letter. These should flash on and off. Under the letter "M", simply letter "Coming Here Saturday."

STREET BALLYHOO

To emphasize the title "M" on the streets of your community, arrange for a side-walk procession of ten men, walking about five yards apart, each man having a scarlet cloth "M" stitched shoulder high on the back of his coat. The first man should wear an "M" about a foot high, and each successive "M" on the backs of the men is scaled down until the tenth is about five inches high.

This slow procession of men branded with the mark of the murderer, as is the hunted and desperate madman in the film, should prove an advance curiosity build-up to stress the unique single-letter title of the picture.

If the exhibitor desires, he may, on the day before opening, add a small banner to the backs of the men announcing the opening on the following day.

There should be no difficulty hiring the men for this stunt.

NIGHTTIME FLASHER

Stereopticon Slide Grabs Attention

MIDTOWN DISPLAY



A stereopticon slide furnishes a striking medium for planting the teaser title, "M," all over town at night. A huge projector, obtainable from most theatre equipment houses, can be used to throw an enormous "M," and the name of your theatre, on the walls of buildings downtown during the early evening hours when people are on the streets. Keep the display moving, flashing it from building to building. Use a red filter for your light, so that the projected title and theatre name will appear in red.

STICKER TEASERS

A Sure-Fire Way To Plant Title

Stickers, for windshields, windows, telephone-booths, poles, etc.! Small-sized stickers, about 2"x3" with gummed backs will carry the intriguing, teasing title of the picture "M" all over town. They can be distributed through the city by boys, one or two days in advance. Be sure to use a sticker that can be easily removed. Use the standard style "M" that you will have established throughout your advance campaign as a trademark for the picture. Make a selection from the "M" designs in the ad-mats on this production, and you can use the mat in printing the stickers. A red "M" on a yellow background, will be the most effective color.

COLOR EFFECT SLIDE



N549

Made in two sizes: 4"x 5" and 3 1/4"x 4". The colored positive can be used alone. Many exhibitors have found that greater depth is obtained by using the negative in one lamp and the positive in the other.

4"x 5" Colored Positive	2.00
4"x 5" Set (positive negative)	3.00
3 1/4"x 4" Colored Positive	1.50
3 1/4"x 4" Set (positive, negative)	2.25

NATIONAL STUDIOS, INC.
226 W. 56th St., New York, N. Y.

BOX-OFFICE

Teaser on Title

QUESTIONS

What does "M" mean?

Let your patrons ask, right where it'll do the most good—right at your box-office!

Immediately above the cashier's wicket, one week in advance, place a small sign on which is lettered in red the symbol "M", surrounded by a number of question marks. As patrons step up to the b.o. the sign will stare them right in the face. It'll puzzle them, bewilder them, get them interested!

Many ticket-buyers will undoubtedly ask the cashier what the "M" signifies. This is her cue to put over a word plug for the picture, informing the patron that "M" is the "sensational European film that was the hit of Broadway recently, etc. etc. etc."



'M' OPENS SUNDAY

"M", the sensational international screen hit, makes its local debut next at the Theatre. The film stars Peter Lorre, famous European character actor, and was directed by the world-renowned Fritz Lang.

AN 'M'-BUILT FRONT

Lights and Color Make This Display Stand Out

SHOUTS FILM TITLE



can be built with compo-board, stills and copy, lighted by and striking display. A yellow "M," with red Neon tubes all around, displaying your regular one-sheet and cut-out carry out your campaign color scheme of red and yellow. Neon lights, use regular red bulbs. In the angle of the "M," and yellow, as shown in the sketch. Adapt design to your front.

PLANT THIS 7 DAYS BEFORE OPENING!

"It's Great!" Experts Acclaim; 'M' Garner's Plaudits in All Lands

First Showings of Picture in Berlin, Paris, London Bring New Triumphs for Director Lang, Actor Lorre

With the plaudits of critics on both sides of the Atlantic ringing about it, the international screen hit, "M", comes to the Theatre on.....an established international picture triumph after playing in Berlin, Paris and London.

Fritz Lang's drama which swept the Continent and England is another feather in the cap of this great German director who gave the world such masterful productions as "Metropolis" and "Siegfried."

Berlin Gets Premiere

Given its world premiere in the UFA Palast Theatre in Berlin, "M", a powerful picturization of the terrifying Dusseldorf mass murders, played more than ten weeks in that theatre to ovations from press and public. Acclaim greeted Fritz Lang's direction, and the performance of Peter Lorre as the kidnaper was hailed as one of the acting masterpieces of the films.

"M" scored equally well in Paris, playing a long-run showing at the Ursulines Theatre in that city and receiving the same critical welcome. Writers since have written its praises, studied its direction, acting and suspenseful drama in print, given it more attention than any picture that has come out of Germany since "Variety."

Writing from London, where "M" played to thronged houses at the palatial new Cambridge Theatre, Morris Gilbert, well-known British film critic and correspondent for the New York Evening Post, declared:

"'M' is no mere shocker, it is better than melodrama, because it is informed with humanity and understanding. The name of Lang means, of course, lucid, brilliant cinematic workmanship. Altogether a superb picture."

Broadway Hit

In New York, "M" was offered on Broadway for three weeks at the Mayfair Theatre, later playing a return Broadway engagement at the Cameo Theatre. The international screen hit scored signally with New York's critics, eliciting highest praise for its production.

"Bold and hauntingly real," said the New York Evening Post. "Makes us ponder on the strange ways of human beings," stated the New York Sun. About the performance of Peter Lorre, formerly leading actor of the Vienna State opera, the New York World-Telegram commented: "It is entirely likely that here is the worthiest performance yet given by any actor in the sound films."

"M" tells the story of a mad killer, unable to control his impulses, hunted and trapped after enslaving a city in the grip of terror. His capture is effected not by the police, but by the organized underworld of the city that fears police reprisals for the murderer's actions. One of the high points of the film is the murderer's trial before a "kangaroo court" of the underworld.

PLANT THIS 6 DAYS BEFORE OPENING!

Child Slayer Stirs Terror Through City

"M," New Departure in Thrill-Film; Dramatizes Famous Dusseldorf Case, Fritz Lang's First Talkie

A new kind of thrill film—a film that builds its effects by suspense rather than by mechanical tricks—this is "M", the European movie success, which comes.....to the Theatre.

"M", made by the world-renowned director, Fritz Lang, and released in the United States by Paramount, is founded on the Dusseldorf child murders which shocked the entire world three years ago. It is the story of a ruthless killer, driven to his crimes by a terrible distortion of his mind; a man who, facing other criminals, screams "I kill because I can't help myself; you kill because you choose to kill."

City in Terror

A city is driven almost mad by the activities of this man, a role played by Peter Lorre. Police, following up groundless clue after groundless clue, are baffled, unable to secure an inkling as to his identity. Citizens, hysterical with fear, suspect their closest friends and relatives. Innocent men are mobbed when false suspicions point in their direction.

The police, goaded by the city authorities, retort with a series of raids on underworld hangouts. Criminals of all classes and degrees are taken into custody. Those still at large cannot move, so closely are they watched. And it is they, cut off from their income, who ultimately run down the killer.

Beggars Organize

They organize the town's beggars, set each to watching every child, every man, every woman in his particular district. The search is rewarded; one beggar recognizes the killer. The others rally round, pursue him, corner him in a warehouse. When the building is locked up for the night, they burst into it, comb it from cellar to attic until they find the murderer cowering in a corner of a closet.

What happens when they take him before a kangaroo court of their own brings the film to its climax.

MARITAL DUET

Blood is thicker than water or ink, according to the famous European director, Fritz Lang, whose widely-discussed screen sensation, "M" arrives next.....at the Theatre. Lang produces only pictures that have been written by his equally famous wife, Thea von Harbou, who also wrote the scenarios for "Metropolis" and "Siegfried". The system seems to work effectively, for all three films have proved to be tremendous successes, both abroad and in the United States.

PLANT THIS 5 DAYS BEFORE OPENING!

Lorre Takes Critics' Praise With 'M' Role

German Actor Repeats Triumph of Jannings in New York Opening of German Film; Coming to Palace

Peter Lorre, whose playing of the lead role in "M" ranks "among the finest histrionic exhibitions the screen has seen", brings to America an entirely new conception of the art of pantomime, according to leading New York reviewers who have so enthusiastically commended his performance.

"M", in which he makes his first American appearance, is coming to the Theatre on....., after an extended run at the Mayfair Theatre in New York where it received the critical acclaim of every metropolitan reviewer.

Lorre, by deft suggestion, makes the spectator understand the inner forces that compel him, against his will, to commit the crimes for which he is hunted.

The "piercing directness" of his acting was recognized throughout the reviews. "The playing of Peter Lorre ranks among the finest histrionic exhibitions the screen has seen," declares the New York American. In the New York Herald Tribune, Richard Watts, Jr., calls his performance "superb". The New York World-Telegram states, "Here is the worthiest performance yet given by any actor in the sound films", while, in the News, Kate Cameron, rating it a three-star performance, declares that "Peter Lorre gives a remarkably convincing performance". In the New York Sun, this comment was made: "Peter Lorre gives one of the most amazing performances in the history of talkies...See 'M' as a work of movie art...One doesn't get acting like Herr Lorre's in many a moon."

Not since Emil Jannings was brought to the American screen in the amazing "Last Laugh" and "Variety" has any performance received such critical "raves" as that contributed to Peter Lorre in "M".

PLANT THIS 4 DAYS BEFORE OPENING!

Lang Favors Wife As Script Writer, Both Win Success

Famed German Director's Latest Film 'M' Used Dialog Talent of Mrs. Lang

The only successful screen combination of its sort is the team of Fritz Lang, director, and Thea von Harbou, scenarist.

In private life, they are Mr. and Mrs. Fritz Lang. In movie circles they are the only man and wife who have successfully collaborated over a long period.

Lang and his wife prepared the script and directed "M", the sensationally successful European film, based on the Dusseldorf child-murders of 1929, which comes to the Theatre.... It deals with a murderer who kills because he is driven to it by a queer mad twist rather than by choice.

Lang, better-known to the public than his wife, won American

"KANGAROO COURT"



Mat 2PB-30

The trial of a murderer by a "kangaroo court" of criminals is one of the high spots in the international screen hit, "M", which opens next.....at the Theatre. Above are shown some of the unusual characters gathered for the film by Director Fritz Lang. Peter Lorre, famous European stage star, is featured.

PLANT THIS 3 DAYS BEFORE OPENING!

Fritz Lang Called Europe's No. 1 Director After 'M' Wins Worldwide Critics' Praise

"M," the film sensation of Europe, has been booked for the Theatre here, where it will open.....for a.....day showing.

"M" is the story of the Dusseldorf child-murders which shocked the entire world in 1929. It is the story of a city paralyzed by fear, its police baffled, its citizens trembling in their homes at the safety of their children. Fritz Lang, called No. 1 European director, made it, and Paramount is releasing it in the United States.

Lorre in Lead

Peter Lorre, one of Europe's best-known actors, plays the leading role in "M"—the role of the murderer, a man who kills because he cannot help himself, because killing is part of his nature. Child after child falls victim to his maniacal impulses. The police, baffled at every turn, are unable to find him. The city goes wild with fear. Everyone suspects everyone else. Perfectly innocent people are mobbed and beaten for mere smiles at children.

Meanwhile the police begin a series of raids on every known resort of criminals. Yeggs, pickpockets, stickup men, second-story workers, and all other varieties of thieves are taken into custody. The underworld, as the result, is practically paralyzed, and under-

world leaders, confronted by this situation, decide to take matters into their own hands.

Beggars Find Him

With the help of the town's beggars, they undertake to catch the murderer themselves. Beggars throughout the city are assigned to watch for him. And one finds him.

What follows is a terrifying pursuit, the cornering of the guilty man in a warehouse, the ruthless combing of the building until he is captured, and his trial before a kangaroo court of the criminals themselves.

Critics throughout the world have hailed "M" as the ultimate in horror films. Lang's skillful direction and Lorre's brilliant portrayal of the murderer are ranked among the best examples of their particular techniques which the movies have so far produced.

fame when "Metropolis", which he directed, was shown here. "M", latest of his pictures to reach these shores, has won acclaim throughout Europe.

Mrs. Lang, or Fraulein Von Harbou, has written the script for every picture that Lang has ever directed. He refuses to let anyone else touch his scenarios. Fraulein Von Harbou also wrote the original dialogue for "M"—her first venture into this field, inasmuch as "M" is the first talking picture which Lang has made.

As a director, Lang is ranked with Rene Clair, a Frenchman, and Ernst Lubitsch, an American, as one of the world's three outstanding megaphone-wielders. His pictures are known throughout the world.

Peter Lorre, one of Europe's best-known actors, plays the lead-

ing role in "M," heading a large cast of talented players.

Ancients Report

Even in such far-away places as Jerusalem and Constantinople, "M", sensational European picture which comes to the Theatre...., is winning success.

Latest reports from the Near East reaching Paramount, which is releasing the film in this country, are that "M" is breaking all box-office records in those cities.

"M" was directed by Fritz Lang, best-known here for his "Metropolis." It has been running in European cities for many months.

BRAND OF TERROR



Peter Lorre, brilliant European character actor, discovers the mysterious symbol in the international screen hit, "M," which comes to the Theatre. The film, which is being exhibited in leading capitols of two continents, was directed by Fritz Lang, director of "Metropolis."

PLANT THIS 2 DAYS BEFORE OPENING!

Peter Lorre, Like Laughton, Drops Clowning with Stage; Shows Films Serious Side

Like Charles Laughton, English stage comedian who became a villain when he entered the movies, Peter Lorre, chief comedian of the Vienna State opera, became a villain when he went into the films.

Lorre plays the leading role in "M," international screen success, which comes to the Theatre He is cast as a man driven to murder by a queer mad twist.

"M" is founded on the Duesseldorf series of child murders, which shocked the world in 1929. Lorre is cast as the murderer—a new sort of murderer, for the movies—who, facing other criminals, shrieks: "You are criminals because you choose to be; I am a criminal because I cannot help myself." His crimes drive a city hysterical with fear, baffle the police, and ultimately set the underworld, which has been balked by the too-vigorous efforts of the police from pursuing its usual rackets, to chasing him down.

Lorre is one of Europe's best-known actors. For years he has been the leading comedian in the Vienna State opera. When Fritz Lang, who directed "Metropolis", international hit of a few years ago, set about preparations for producing "M", he signed Lorre for the leading role. It was the latter's first venture into the films, as well as his first serious role. He is starred in a second serious role in Lang's latest picture, "Dr. Mabuse", which has not yet been shown in the United States.

"M" comes to the United States

Labelled

In spite of the role he plays in "M", sensational European film which comes to the Theatre Peter Lorre is in private life a mild-mannered sort of chap. But the citizens of his native Vienna weren't so certain of that fact.

Lorre is cast as a brutal murderer in "M", and so well-known did he become by his portrayal of the role that passersby in Vienna streets immediately recognized him.

The thing that shocked him, however, was the instinctive fright they betrayed the moment they caught sight of him. Couldn't detach him from his role, he concluded, sadly.

as a Paramount release, after winning critical and audience applause throughout Europe.

'M' TO SHOW HERE

After an extended run in the leading cities of the world, the widely-heralded international film-sensation, "M", comes to the Theatre next "M" was directed by the Continent's ace director, Fritz Lang, and includes one of the largest and most prominent casts ever to appear in a foreign production. It is a Paramount release.

PLANT THIS 1 DAY BEFORE OPENING!

Picture Title, "M", Puzzles Local Public

Initial Stands for "Murderer," Rialto Manager Explains, Answering Queries; Film Opens Tomorrow

What does "M," the title of the international film success which comes to the Theatre stand for?

Filmgoers have besieged Manager . . . with that question ever since the announcement, that the picture would play his house, was first made. And, to get it all over with at once, he obligingly explained it today.

"'M' stands for 'murder' or 'murderer,'" he said. "You can have your choice of either."

"The title is based on one of the most exciting incidents in the film. The picture is founded on the Dusseldorf child murders of 1929, which shocked the entire world. It tells the story of a city driven mad with fear, suspecting everybody of being the fiend who has killed eight children. The hysteria finally drives the police to cleaning up the entire underworld."

"The underworld leaders, as the result, decide something must be done about it, because they can't carry on their activities under such close supervision. They know the murderer is not one of their number, and they set about to capture him themselves, to get him out of the way and get the police off their trails."

"All the beggars in the city are organized to watch for him. One finally sees him, and that's where 'M' comes in. To make sure the man can be easily identified, the beggar surreptitiously marks an 'M' on his shoulder, so he can be recognized if he gets out of sight temporarily."

"What happens after that, of course, you can find out by seeing the picture. If I told the rest of the plot, I'd spoil your fun."

Peter Lorre, leading player of the Vienna State Opera, has the leading role in "M." Fritz Lang, who made "Metropolis," directed.

PLANT THIS 1 DAY OF OPENING!

City in Terror As Mad Killer Eludes Police

'M,' Internationally Lauded German Film, at Palace, Pictures Terror of Populace at Mystifying Crimes

The brilliant European story of a city paralyzed by fear, "M," opened this morning at the Theatre.

"M", which made a tremendous sensation throughout the continent and in New York when it was shown there, was directed by Fritz Lang, whose "Metropolis" of several years back was also an international success. Peter Lorre, well-known European actor, plays the leading role in "M."

The picture is founded on the Dusseldorf child murders of 1929. It is the story of a city driven wild by fear, made hysterical by unsolved murder after unsolved

PLANT THIS 1 DAY AFTER OPENING!

Lang Repeats Past Triumph With Film, 'M'

Worldwide Praise Accorded 'Metropolis' Is Again Heard for Latest Picture, First Talkie Released Here

"M", latest contribution to the movies by Fritz Lang, the director who made "Metropolis," is currently showing at the Theatre.

"Metropolis", a story of the future, won critical applause and box-office success throughout the world several years ago as the result of the brilliant dramatic and imaginative touches of its director. "M", his latest contribution, has won the same success throughout Europe and in New York and other American cities where it has already been shown.

"M" is the story of a killer who kills because he is driven to it by a distorted mind—a man who, confronting other criminals, screams: "You are criminals because you want to be; I am a criminal because I can't help myself."

He is responsible for eight child-murders, for driving a city insane with fear. When child after child disappears, never to be seen alive again; when hysteria grows to such a pitch that innocent men are mobbed and every man suspects every other man, the police, goaded by city authorities, start a roundup of the entire underworld. And the underworld, finding its activities blocked on every hand, decides that it must itself capture the murderer, to clear the way for resumption of its old activities.

The town's beggars and petty thieves are organized, each assigned a separate block of territory to watch. After a short time, their efforts are rewarded. He is recognized, cornered in an office building and captured. What happens when they bring him to trial in their own kangaroo court brings the film to a stirring end.

POLICE METHODS EXPOSED

The methods used by international police systems in capturing, imprisoning and prosecuting criminals is faithfully and dramatically portrayed in the European screen hit, "M", opening at the Theatre. The film, a dramatization of the shocking Dusseldorf murders in 1929, has been heralded by metropolitan critics as being the finest foreign production yet made. Peter Lorre is starred. Fritz Lang directed.

murder, all obviously committed by the same man. Children returning home from school are accosted by the man on the street, and disappear, never again to be seen alive.

The citizenry of the city goes wild. In its hysterical frenzy, innocent men are mobbed, neighbor suspects neighbor. The police, baffled in every attempt to solve the crimes, at last determine to round up all the city's criminals. Raid after raid is staged.

Then the underworld, its activities effectively blocked, decides that it must get the killer itself, for its income is cut off as long as this outsider keeps the police on their trail. Criminals and beggars organize, station spies on every street corner, keeping check on every man, woman and child who appears.

At last one of them recognizes the killer. Others close around

ROGUE'S END



Mat 1PB—15
Peter Lorre who has the title role in the international screen hit, "M", is pictured in a gripping bit of action. The film opens at the Theatre.

PLANT THIS 2 DAYS AFTER OPENING!

Story All-Important, Star Just an Actor In Europe's Studios

Fritz Lang, Director of "M," Gives Actors "Bit Parts"; Unknown Gets "Top Role"

Difference between the European and American systems of casting players in pictures is illustrated effectively in the case of "M", the sensational European hit currently showing at the Theatre.

Where in America the star is often bigger than the story, in Europe the story is regarded as of highest importance. In the case of "M" a number of players, who have been starred in past productions play "bits." Not because their day is past are they forced to take whatever roles are available, but rather because Fritz Lang, the director, believes that the casting of small roles is as important as the casting of large ones.

Peter Lorre, who plays the leading role, had never been in films at all before Lang cast him in "M." He is known throughout Europe, however, as the leading member of the Vienna State Opera.

On the other hand, Theodor Loos, who appears in the picture for about three minutes, in a minor role, is a star in his own rights, and has had "top billing" in half-a-dozen films. Such too, are cases of Paul Kemp, Gustaf Grundgens and Gerhard Bienert, all of whom play supporting roles to Lorre.

Lang, who directed "M", is best-known in this country for "Metropolis", which won fame here several years ago. "M" has been running in London, Paris, Antwerp, Copenhagen and scores of other European capitals for many months. It is released in America by Paramount.

Its story is based on the Dusseldorf child murders of 1929 and centers around a fiend who is driven to murder by a mental twist.

him, corner him in an office building. When the building is closed for the night, they take it over by force, comb it from attic to cellar, looking for their man. What happens when they find him brings the film to a stirring end.

ADVERTISING

A SET OF SMALL-SPACE SPOT TEASERS YOU CAN BUILD TO LARGER SIZES



Art in Ads Illustrated Above on Mat 1T—.15—Type To Be Set

Build the teaser title, "M," well in advance. It has interest-arresting, curiosity-arousing power that lends itself magnificently to this treatment. And here's the advance teaser campaign, small-space, small-cost, that will push this angle over. The art in the above layouts is available on one mat, Mat 1T. Type can be set locally.

Following your teaser campaign you can carry these layouts into your regular campaign, simply by building the art-work into larger, one and two-column, layouts. Spots like these are valuable for programs and house novelties, too. Where no teaser campaign is planned, these spots may be dropped into your larger display ads in advance.

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File
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