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This is the NIGHT of the NIGHTMARE !

...when a headless corpse rides the cold night wind...
when a woman's soul inhabits the body of a buzzing Fly!

AMERICAN INTERNATIONAL STARS

BORIS KARLOFF

IN

Black Sabbath

...The most gruesome day in the
calendar of the Undead!

IN

PATHÉCOLOR



Also Starring

MARK DAMON · MICHELE MERCIER · MARIO BAVA

Directed by

MARIO BAVA

CAST CREDITS

BORIS KARLOFF
MARK DAMON
MICHELE MERCIER

Produced by AMERICAN INTERNATIONAL
PICTURES, EMMEPI CINEMATOGRAFICA,
LYRE CINEMATOGRAFICA,
GALATEA S. P. A.
Directed by MARIO BAVA
Screenplay by MARCELLO FONDATO
With the collaboration of ALBERTO BEVILACQUA,
MARIO BAVA
Director of photography UBALDO TERZANO
Sound by TITRA SOUND CORPORATION
Music by LES BAXTER
Music Co-ordinator AL SIMMS
Associate Producer SALVATORE BILLITTERI
Film Editor MARIO SERANDREI
Music Editor EVE NEWMAN
Sound Editors AL BIRD, KAY ROSE,
ERNEST REICHERT
Production Manager PAOLO MERCURI
Art Director GIORGIO GIOVANNINI
Set Dresser RICCARDO DOMINICI
Costume Designer TINI GRANI
Make-up OTELLO FAVA
Hairdresser RENATA MAGNANTI

AN AMERICAN INTERNATIONAL PICTURE

RUNNING TIME: 99 Minutes

SYNOPSIS

(Not for Publication)

"THE WURDALAK"

While riding through the mountain regions of eastern Europe, a young nobleman, Vladimir D'Urfe (MARK DAMON), comes upon a horse carrying the recently decapitated body of a man. He leads the horse and its grisly burden to a nearby mysterious farmhouse inhabited by a fear-ridden family group — Peter, George, George's wife, Martha, her little boy, Ivan, and their youngsister, Sdenka. Peter and George identify the headless body as that of the bandit, Alibek, and drive a sword through the heart of the corpse.

They explain that this is done to prevent it from becoming a wurdalak, which are vampire corpses that are thirsty for the blood of the living, "of those they have loved most dearly." They further explain that the more a wurdalak has loved someone, the more it thirsts for that person's blood . . . children, relatives, dearest friends . . . and whomever they kill for this craving also becomes a wurdalak unless a stake is driven through the heart.

The family then explains that they fear for their father, Gorca (BORIS KARLOFF) who before going away to kill Alibek, had warned that if more than five days pass before his return, he will have become a wurdalak. While they wait, Vladimir and Sdenka become attracted to each other and then, at the exact hour marking the passage of five days, Gorca returns carrying with him the decapitated head of Alibek.

It is aparent that a change has come over the old man and we soon learn that he has indeed become a wurdalak when he kills Peter and flees with little Ivan in his arms. Vladimir sees Gorca leave with the child and rouses the family but too late. Later they find Ivan, killed like the others, a gaping wound in the neck — the mark of the wurdalak.

Vladimir and Sdenka confirm their love and the young noble asks her to go away with him, far from the cursed farmhouse. Meanwhile the bloody work of the wurdalak continues with first Martha and then George, killed and emptied of their blood as Vladimir and Sdenka seek refuge in an old convent many miles from the scene. But Gorca comes after his last loved one and claims Sdenka, who in turn kills an unsuspecting Vladimir while locked in an embrace, bringing the wurdalak cycle to its horrible climax.

"THE DROP OF WATER"

Helen Corey, a nurse goes grumblingly to the aid of elderly Madame Perkins, but when she arrives the old woman is dead looking as if she died of fright. Helen steals a large diamond ring from the finger of the corpse and puts it on her own finger when she gets home. That night she is haunted by the sound of dripping water and, though she turns off the faucet, the dripping continues and gradually terrorizes her. The culmination comes in alternate periods of silence and dripping then she sees the ghost of Mrs. Perkins, its face contorted in a grimace of disgust, which descends upon Helen to put dead hands about her throat. When the police find Helen's body, they diagnose the death as a heart attack and discover her finger discolored as if a ring had been torn from it.

"THE TELEPHONE"

Rosy, a lovely lady-about-town, receives a mysterious series of telephone calls one night as she is alone in her apartment. At first there is no one on the line, but in later calls a man's voice speaks ultimately and admiringly of her body, driving her to fear and distraction. The calls continue and then start to threaten her life. This time Rosy telephones her girl friend, Mary, and asks that she stay with her until the danger passes. We then learn that the man is one whom Rosy had betrayed and sent to prison. While Rosy is asleep, the escaped convict slips into the apartment and strangles Mary, thinking it is Rosy. When he discovers his mistake and turns to kill the sleeping Rosy, the police break in just in time to save her.

PUBLICITY

BORIS KARLOFF RETURNS IN TERROR CLASSIC MUCH LIKE "FRANKENSTEIN," "DRACULA"

After more than thirty years as star of terror films a career launched by his Monster in "Frankenstein," Boris Karloff finally gets a chance to match "Dracula," his main terror competitor through the years.

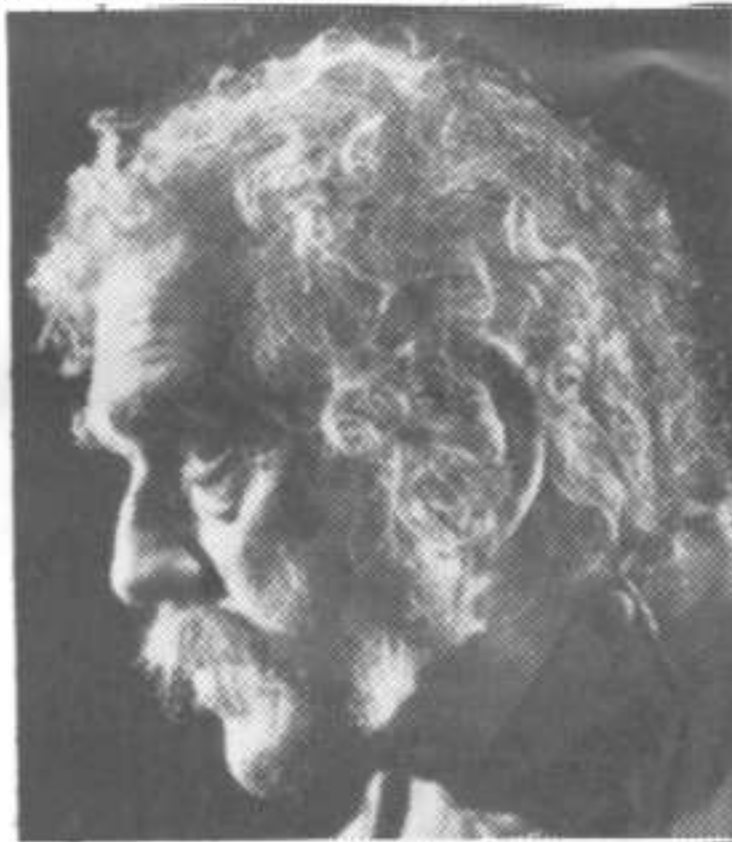
He plays a "wurdalak," the most terrifying of all vampires, in American International's newest thriller in the classic terror mold, "Black Sabbath." Co-starring in the color and scope vampire thriller, opening at the Theatre, are Mark Damon and Michele Mercier.

Boris' portrayal of the "wurdalak" — the vampire who kills only those he loves — is sure to be ranked with Lugosi's Count Dracula as a nightmare-producing menace. His new terror portrayal receives added dimensions of terror through wide screen and color — unknown in the days of "Frankenstein" and "Dracula."

Born William Henry Pratt in Dulwich, England, on November 23, 1887, Boris was the youngest of nine children of Edward Pratt, a government civil servant. As he progressed with his education and his family's determination to steer him to a consular career became stronger, Boris decided to disappear for a while to avoid a family quarrel over his future.

So it was that in 1909, without a word as to his destination, Boris journeyed to Canada where he found a job as a farmhand in eastern Ontario and then a year later moved west to Vancouver, British Columbia, where he worked as a laborer and logger.

In 1910 he decided to discard the name of Pratt and adopt his mother's family name of Karloff, adding Boris because it seemed to fit.



BORIS KARLOFF stars in American International's "Black Sabbath," opening at the Theatre. The color and scope terror thriller also stars Mark Damon and Michele Mercier.

1 COL. SCENE MAT 1-A

VAMPIRE LEGENDS ARE OLD, GLOBAL SUPERSTITIONS

American International's "Black Sabbath" brings to the screen a new version of one of mankind's oldest superstitions — the belief in vampires.

The color and scope terror thriller, opening at the Theatre, stars Boris Karloff, Mark Damon and Michele Mercier in a blood-curdling tale of a variety of vampire called the "wurdalak." The wurdalak is the same as other of the creatures, with one exception — it only drinks the blood of those it loves.

Belief in vampires — actually a belief in the "undead" — derives from that facet of witchcraft which claims that evil exists and persists even unto the grave and beyond. This belief, embodied in vampires and similar evil creatures, exists in cultures all over the world from Europe to India, China, Malay and Indonesia.

However the concept has come to be connected mainly with the Slavic nations of Europe, especially Russia, Poland, Bulgaria, Greece, Romania, Albania, Yugoslavia and Hungary. In the United States, the motion picture "Dracula" started a cycle of vampire films and painted the picture that most of us today have of vampires.

He then worked with a variety of touring theatrical stock companies until he arrived in Hollywood in 1918 where he made his film debut as an extra. This first appearance was as one of the many Mexican bandits in "His Majesty the American," starring Douglas Fairbanks.

It was while working in the film, "Graft," at Universal thirteen years later, that Boris got the break that was to make his name synonymous with motion picture chills. He was eating at the studio commissary when the director of "Frankenstein" met Boris for the first time and "discovered" him for the Monster.

His role as the Monster in "Frankenstein" and in the two subsequent sequels won him acclaim as the greatest terror character actor in motion pictures and he was hailed as the successor to the late Lon Chaney. With a quick succession of terror roles, although he never again appeared as a Monster, Boris maintained his reputation as a convincing exponent of fearsome character roles.

In 1941, he broke with Hollywood to go to the New York stage where he created another memorable role, as Jonathan in "Arsenic and Old Lace." He appeared in the play a record 1400 times before he left the cast to return to Hollywood to star in "The Climax."

More successful pictures and plays followed, with Boris shuttling back and forth between Broadway and Hollywood. Most prominent of his successes were the motion pictures "Bedlam," "Tap Roots" and "Tower of London" and, on the stage, "Peter Pan," "The Linden Tree" and as Cauchon opposite Julie Harris in "The Lark."

After the war he extended his field into television to which he devoted himself exclusively from 1958 until his return to films in "The Raven" for American International. He moved to London where he made his first starring television series "Colonel March of Scotland Yard" and in 1960-61 he commuted back and forth to Hollywood to make his most recent TV series, "Thriller."

Karloff, a cultured, soft-spoken English gentleman of real life, married Evelyn Hope in 1946. He has a 23-year-old daughter by a previous marriage who now is the wife of an American Air Force officer.

His chief interests are flower gardens, poetry, the legitimate stage and world affairs. He also is an avid fan and follower of the English spectator sports, cricket and rugby football.

"BLACK SABBATH" INTRODUCES NEW KIND OF VAMPIRE

Starting with "Dracula" and going through the variety of sequels made of this classic terror film, vampires have had a justly deserved reputation as the ultimate personification of terror, as blood-drinking and fearful creatures — the undead who rise from their coffins at night to prey upon unsuspecting citizens.

Now, with American International's "Black Sabbath," a new kind of vampire is unleashed upon the fictional world of motion pictures — the "wurdalak." Wurdalaks are much like the old-fashioned kind of vampire . . . they rise from coffins, walk the night, drink blood through dual incision in the neck, are imperishable save those that have a stake or sword driven through the heart, are eternally damned as lost souls, do not see themselves in mirrors and they reside in East-Central Europe.

There is one vital and important difference that marks the wurdalak from the ordinary, common garden variety of vampire . . . the wurdalaks drink ONLY the blood of those they love . . . and they cannot be denied this end. What's more each victimized loved one in turn becomes a wurdalak doomed to carry out the same mission.

Chief Wurdalak in in "Black Sabbath," which opens at the Theatre, is Boris "Frankenstein" Karloff. Supporting him in the color and wide screen terror chiller are Mark Damon, Michele Mercier and a large cast of "Wurdalak" vampires.

AD CAMPAIGN

THIS IS THE NIGHT OF THE NIGHTMARE...THE DAY OF THE UNDEAD!

A story that goes beyond the boundaries of the Supernatural to the half-world of the living dead. Where a woman's soul inhabits a fly's body, and where vampires suck only the blood of those they love the dearest.

AMERICAN INTERNATIONAL Presents

BORIS KARLOFF STARRING IN

Black Sabbath

...The most gruesome day in the calendar of the Undead!

IN
PATHÉCOLOR

ALSO STARRING **MARK DAMON · MICHELE MERCIER** · Directed by **MARIO BAVA**

© 1964 AMERICAN INTERNATIONAL PICTURES

AD MAT 506

5 COL. x 7 7/8" — 515 LINES

THIS IS THE NIGHT OF THE NIGHTMARE...THE DAY OF THE UNDEAD!

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ALSO STARRING **MARK DAMON · MICHELE MERCIER** · Directed by **MARIO BAVA**

AD MAT 404

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AD MAT 404

4 COL. x 5 7/8" — 328 LINES

This is the NIGHT of the NIGHTMARE !
 ...when a headless corpse rides the cold night wind...
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AMERICAN INTERNATIONAL STARS

BORIS KARLOFF

IN

Black Sabbath

...The most gruesome day in the
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IN **PATHECOLOR**



Also Starring
MARK DAMON · MICHELE MERCIER · MARIO BAVA

Directed by

MARIO BAVA

©1964 - American International picture

AD MAT 305

3 COL. x 11 1/2 — 483 LINES

...The most gruesome day in
 the calendar of the Undead!

AMERICAN INTERNATIONAL presents

BORIS KARLOFF

starring in

Black Sabbath

IN **PATHECOLOR**

ALSO STARRING

MARK DAMON · MICHELE MERCIER · MARIO BAVA

Directed by

MARIO BAVA



© 1964 AMERICAN INTERNATIONAL PICTURES

AD MAT 310

3 COL. x 3 — 126 LINES

AS STAR OF NEW TERROR THRILLER, "BLACK SABBATH" MARK DAMON SCORES AGAIN

Mark Damon continues his fast pace toward top stardom with another memorable leading man portrayal in American International's "Black Sabbath." He stars with Boris Karloff and Michele Mercier in the color and scope terror chiller which opens

at the theatre.

Damon portrays a young nobleman who stumbles into a nest of wurdalaks — vampires who only kill those they love — in the thriller which should join "Frankenstein" and "Dracula" as a terror classic.

Mark was born in Chicago and from earliest childhood knew he wanted to become an actor. As a youngster, he became his grammar school's best-read student and lost out on becoming one of the famed Qui Kids by missing one of forty questions in the competition.

Soon afterward, his family moved to Los Angeles where he attended Fairfax High School and amassed grades high enough to admit him to the University of California at Los Angeles (UCLA). At college he tried out for the chorus of a musical and when he was given a line to read, he knew that dramatics were in his blood. Bigger roles, with acting and singing combined, followed and he determined that he would finish school and start the serious study of dramatics.

He enrolled with famed drama coach Sanford Meisner and worked hard to perfect his acting and in a brief span of time forged ahead to win recognition as one of the most promising young actors in Hollywood with important roles in films,

on the stage and in television.

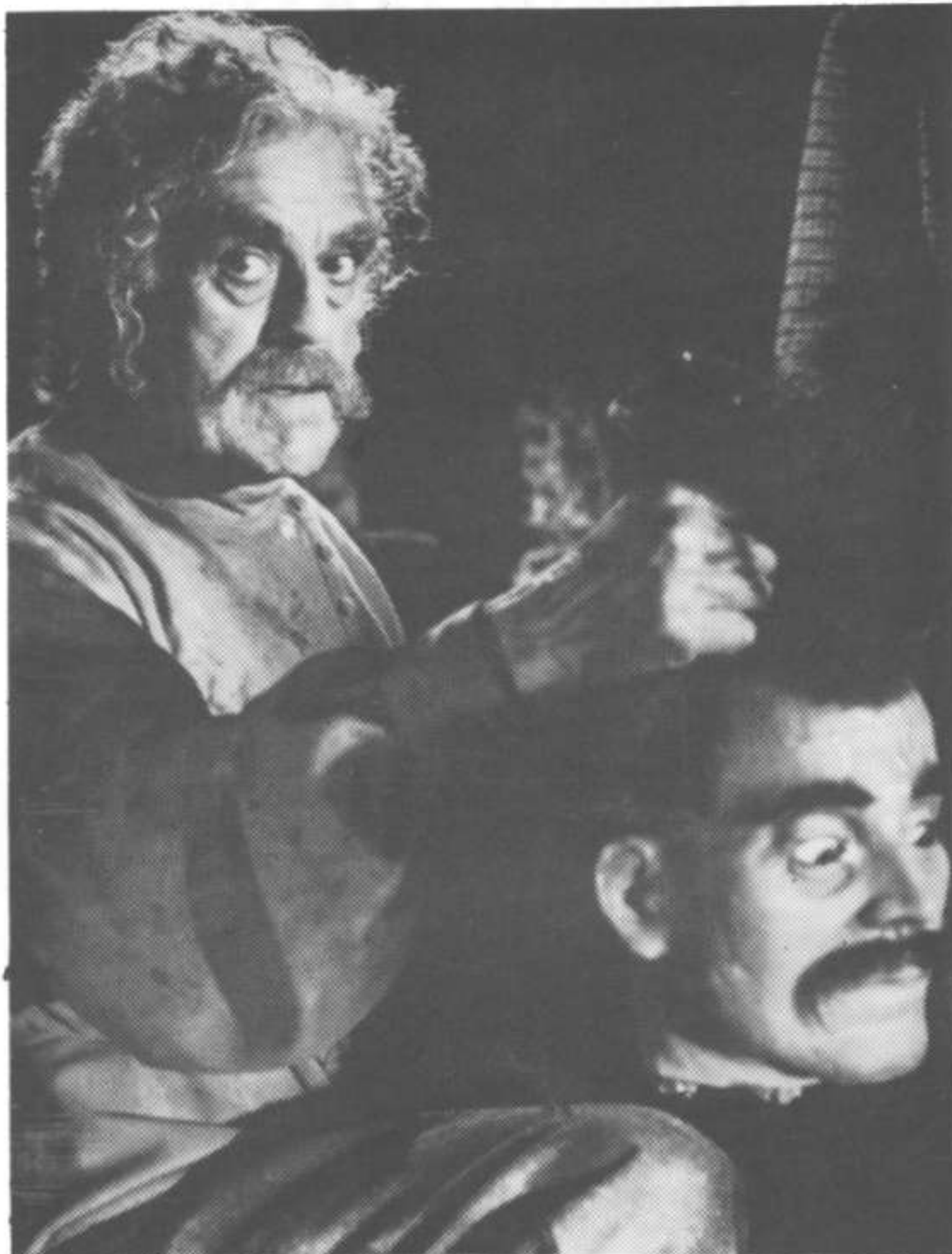
His first big motion picture break was in American International's Edgar Allan Poe classic, "The House of Usher." Since then he has starred in top TV dramatic shows and in AIP's "The Young Racers."

Now, with stardom in his grasp, Mark recalls that he actually was "discovered" long before he decided to make acting his career. He likes to remember that red letter day, while in high school and working in a children's amusement park, a stranger approached him and said that he had potentialities for motion pictures.

The man said that his brother was a theatrical agent and gave him a card, reading "Gummo Marx." Mark had been talking to Groucho Marx!

An uncle who is an anthropologist for the United Nations has Mark's deep admiration and he confesses that he would like to vacation between pictures by doing research in scientific fields. He has a vast enthusiasm for scientific research as evidenced by top grades in chemistry and other science subjects while in school.

Meanwhile, he spends much of his spare time with continuing dramatic lessons, fencing, horseback riding and singing. His voice is such that he recently signed with Wynne Records as a pop vocal artist.



HEAD-IN-HAND FRIGHT — Boris Karloff displays grisly trophy in scene from American International's "Black Sabbath." The color and scope terror thriller, opening at the theatre, also stars Mark Damon and Michele Mercier.

2 COL. SCENE MAT 2-F



TERRIFIED LOVERS — Michele Mercier and Mark Damon portray ill-starred lovers in American International's "Black Sabbath." Boris Karloff stars in the color and scope terror thriller, opening at the theatre.

2 COL. SCENE MAT 2-G

MICHELE MERCIER BIDS FOR "MOST BEAUTIFUL VAMPIRE" AWARD IN "BLACK SABBATH"

From "petite rat" (little mouse) to "wurdalak" (vampire) marks the current status of the meteoric film career of lovely Michele Mercier.

Michele, who started out as "petite rat" appears as a deceptively beautiful "wurdalak" in her latest starring motion picture, American International's "Black Sabbath." Also starring in the color chiller, opening

at the Theatre, are Boris Karloff and Mark Damon.

The bright-eyed, raven-haired beauty was born in Nice, France, on New Year's Day and made her entertainment world debut at the age of eight as a "petite rat" in the corps de ballet of the Nice Opera. Eight years later she went to Paris to become the premiere danseuse in the Ballet Company of the Eiffel Tower.

Returning to Nice for a vacation, she was spotted by French film director Denys de La Patelliere during a visit to her father's pharmacy. He though she was a salesgirl and signed her for an important role in his "Retour de Manivelle" to launch

her film career.

Since then Michele has appeared in a steady succession of French and Italian pictures. Her first American film, which appeared earlier this year, was opposite Bob Hope in "A Global Affair."

Michele and her husband, director Andre Smaghe, live in a villa on a small island in the River Seine, some nine miles from Paris. There she keeps her two dogs, has a garden and fruit trees and indulges in her hobbies of horseback riding and swimming.

Her favorite authors are Hemingway, Faulkner and Colette and she speaks and reads in English and Italian in addition to her native French. Michele wants to live in Southern California, particularly the coastal areas which remind her of Nice and the French Riviera.

WURDALAK IS ODD VARIETY OF BLOOD-SUCKING GHOSTS KNOWN AS VAMPIRES

After an absence from the screen for many years, American International's "Black Sabbath" brings back the feared vampire, an odd variety known as a "wurdalak," in a story that brings back memories of such classic chills as "Dracula" and "Frankenstein."

Boris Karloff portrays the feared wurdalak — a vampire that only drinks the blood of those it loves — in the color and scope terror thriller. Mark Damon and Michele Mercier also star in "Black Sabbath" which opens at the theatre.

"Vampire" is a term generally applied to blood-sucking ghosts, one of the forms which the legendary "undead" take. The word is of Slavic origin and comes from the Hungarian or Magyar word "vampyr." In its original meaning it is a living corpse or soul-less body that comes from its burial place at night and drinks the blood of the living. The symbol of the vampire is the bat.

There is an old Scottish superstition that when bats rise and descend again to earth while cying, the witches' hour has arrived and the witches are free to create their havoc.

In Hungary in the 18th century the uproar about vampires was as great as that during the witch hunts in New England in colonial America. Means of preventing the dead from injuring the living were then evolved and are still prevalent among the Slavonic peoples.

The vampire, so they insist, cannot rest in its grave but must spend the night searching for a victim. Then, when the sun rises or the bells ring in the morning, it must return to its coffin.

The people who live in the lower Danube region believe that persons who were witches during their lifetime, were cursed by their parents or by the Church or had committed suicide or met violent death, were more likely to be victims and thus become vampires themselves.

According to legend, anyone bitten by a vampire becomes one upon death. Vampires are also created if a cat or other evil creature jumps or flies over the corpse before it is buried.



ANCIENT RULES TELL HOW TO WARD OFF WURDALAKS, VAMPIRES

Lest you be troubled by realistic nightmares about wurdalaks and other vampires after seeing American International's "Black Sabbath," there is a complete set of ancient, proven rules to prevent such creatures from bothering you.

The wurdalak is the uncommon variety of vampire examined closely in the color and scope terror chiller which opens at the theatre. Boris Karloff portrays the chief wurdalak — a variety which drinks only the blood of those it loves — with Mark Damon and Michele Mercier also starring as ill-fated lovers.

Here now is the ancient way to prevent all varieties of vampires:

If a corpse about to be buried has its mouth open, it will probably become a vampire, and its mouth must be stuffed with clay before the coffin is closed. If it is suspected that a certain corpse already buried is a vampire, it must be dug up and examined. If it proves to be unnaturally ruddy and fresh in appearance with blood-stains on the mouth, it is a vampire, for no sign of decay will touch the body of a vampire.

Certain measures must then be taken, both to protect the living and to give release to the unholy, earth-bound vampire. All of this must be done during the light of day when the vampire has returned to its coffin; for by night it rises from the grave with superhuman power and eerie cunning. It must be decapitated and buried, burned at a crossroads, have a wooden stake driven through the body, usually the heart; or the left eye must be pierced with a spike. The body will twist in agony as the stake pierces it but afterward it will be in peace.

Also effective against vampires are light, bells, iron, garlic, spittle, thistle and above all, the crucifix. The crucifix, being the sign of Life, of the Christ, is the most hateful thing to vampires who worship Satan or the Devil. The crucifix worn about the neck is one of the most effective protections as the vampire cannot bear to look upon it. Against witchcraft in general the sign of the cross is most powerful, as are horse shoes, spittle, silver and rowan wood.

"BLACK SABBATH" CLASSIC TALE OF HORROR, VAMPIRES, TO OPEN AT LOCAL THEATRE

Do you still shudder when you recall "Frankenstein" and "Dracula," and more recently "Black Sunday?"

Here's another terror chiller in the same vein as those classics, with color and scope to make for added dimensions of thrills . . . American International's "Black Sabbath."

The new tale of horror and vampires, opening soon at the Theatre stars Hollywood's dean of horror stars Boris Karloff and should rank in film history right up there with those earlier classics if initial audience reactions are any criteria.

Also starring in "Black Sabbath" are Mark Damon and Michele Mercier who play ill-fated young lovers in the eerie tale of vampires on the rampage in the classically eerie Balkan region of Eastern Europe.

Of course, Karloff plays the number one vampire, in this instance called "wurd-laks" which are different from the "Dracula" variety in a most terrifying fashion. The "wurdalaks" are vampire who only drink the blood of those they love, with each victim in turn becoming another "wurdalak."

The resulting tale of "Black Sabbath," depicted in wide screen scope and color, is truly a nightmare-producing classic.



TERROR IN THE NIGHT — Boris Karloff as a "wurdalak" vampire steals a young boy in scene from American International's "Black Sabbath." The color and scope terror thriller, opening at the Theatre, also stars Mark Damon and Michele Mercier.

2 COL. SCENE MAT 2-D

"BLACK SABBATH," STARRING BORIS KARLOFF AS TERROR VAMPIRE, OPENS HERE TODAY

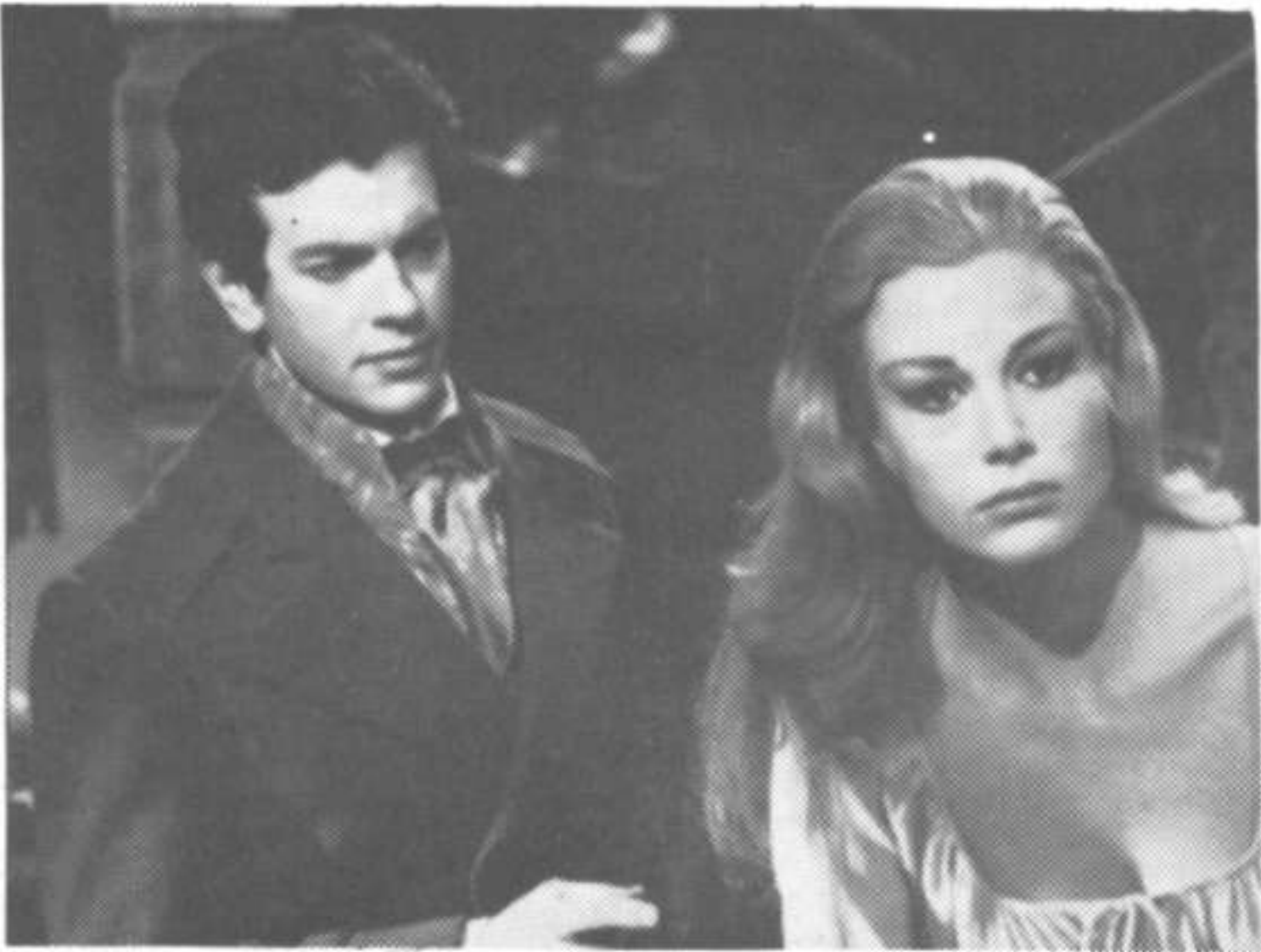
Boris Karloff stars in the type of terrifying role that made him famous in American International's frightening new tale of vampires and ghosts, "Black Sabbath."

The terror thriller, filmed in chillingly realistic color and wide screen scope, opens here tomorrow at the Theatre. Also starring in "Black Sabbath" are Mark Damon and Michele Mercier, with Mario Bava of "Black Sunday" fame the director.

Karloff plays a new kind of vampire in his latest thriller — a "wurdalak!" Wurdalaks differ from the conventional "Dracula" type of vampire in that they only drink the blood of those they love. Otherwise, they lose their souls, come back from death, have no reflections in mirrors and have all the other deadly vampire characteristics.

Damon and Miss Mercier play doomed lovers in this tale of terror and the supernatural. The setting is the classic lair of vampires — the same eerie Balkan mountain regions of Eastern Europe which spawned Dracula and Frankenstein.

"Black Sabbath" add new dimensions to the terrors of "Dracula" and "Frankenstein" through the wonders of realistic color and wide screen scope to join these chill thrillers as a classic in nightmare — inducing screen entertainment.



FEARFUL MOMENT — Mark Damon and Michele Mercier suspect a vampire in scene from American International's "Black Sabbath." Boris Karloff stars in the color and scope terror thriller, opening at the Theatre.

2 COL. SCENE MAT 2-H



MARK DAMON stars with Boris Karloff in American International's "Black Sabbath," opening at the Theatre. The color and scope terror thriller also stars Michele Mercier.

1 COL. SCENE MAT 1-B



MICHELE MERCIER stars with Boris Karloff and Mark Damon in American International's "Black Sabbath." The color and scope thriller opens at the Theatre.

1 COL. SCENE MAT 1-C

VAMPIRES RUN AMOK IN NEW KARLOFF THRILLER, "BLACK SABBATH," OPENING TOMORROW

Combine Hollywood's dean of horror Boris "Frankenstein" Karloff with vampires and ghosts and you have the main ingredients of American International's new terror classic, "Black Sabbath."

The fright thriller, filmed in terrifying color and wide screen scope, opens tomorrow at the Theatre. Mark Damon and Michele Mercier also star, with Mario Bava of "Black Sunday" fame the director. "Black Sabbath" has Karloff as chief "wurdalak"—vampire distinguished from the equally frightening "Dracula" variety in that they only drink the blood of those they love.

Add to this chilling prospect, a full quota of ghosts, terrible manifestations, awful things and the screams and apparitions of fear and fright and you have all the ingredients of nightmares and thrill entertainment.

If chilling tales of terror and the supernatural are your dish, "Black Sabbath" will more than satisfy your appetite . . . with a vengeance!



DEADLY APPARITION — Boris Karloff appears suddenly out of the night in scene from American International's "Black Sabbath." The color and scope terror thriller, opening at the Theatre, also stars Mark Damon and Michele Mercier.

2 COL. SCENE MAT 2-E

EASY-TO-PLANT SHORT FEATURE STORIES

"BLACK SABBATH" STAR MICHELE MERCIER BEGAN CAREER AS "PETITE RAT"

Beautiful Michele Mercier, who stars with Boris Karloff in American International's "Black Sabbath," began her career at the age of eight as a "petite rat" or "little mouse" in France's Nice Opera Ballet. The color and scope terror thriller, opens at the Theatre, also stars Mark Damon.

* * * * *

BORIS KARLOFF PLAYS FIRST VAMPIRE ROLE IN "BLACK SABBATH"

Boris Karloff who achieved movie stardom with his portrayal of the Frankenstein monster, finally plays a vampire for the first time in American International's "Black Sabbath" after over thirty years of scaring people. Also starring in the color and scope terror thriller, opening at the Theatre, are Mark Damon and Michele Mercier.

* * * * *

NEW KIND OF VAMPIRE TERRORIZES IN "BLACK SABBATH"

A new kind of vampire, the "wurdalak" terrorizes innocent victims in American International's "Black Sabbath" which opens at the Theatre. Boris Karloff portrays the wurdalak — a vampire which only drinks the blood of those it loves, with Mark Damon and Michele Mercier also starring in the color and scope terror thriller.

* * * * *

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**NOT SINCE
FRANKENSTEIN
HAVE YOU
SEEN SUCH
HORROR!**

When a headless
corpse rides the
cold night wind.

When a woman's
soul inhabits
the body of
a buzzing fly!

When vengeance
is only a voice...
and when vampires
suck only the blood
of those they love
the dearest!



AMERICAN INTERNATIONAL presents

BORIS KARLOFF
STARRING IN

**Black
Sabbath**
IN **PATHECOLOR**

ALSO STARRING
MARK DAMON · MICHELE MERCIER
Directed by **MARIO BAVA**

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AD MAT 101

1 COL. x 12 — 168 LINES



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AD MAT 208

2 COL. x 1 — 28 LINES



©1964 AMERICAN INTERNATIONAL PICTURES
AD MAT 107

1 COL. x 1 — 14 LINES



**NOT SINCE "FRANKENSTEIN"
HAVE YOU SEEN SUCH HORROR!**



an AMERICAN INTERNATIONAL picture IN **PATHECOLOR**

© 1964 AMERICAN INTERNATIONAL PICTURES
AD MAT 209

2 COL. x 2 — 56 LINES

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FEARFUL MOMENT — Mark Damon and Michele Mercier suspect a vampire in scene from American International's "Black Sabbath." Boris Karloff stars in the color and scope terror thriller, opening at the theate.

The most gruesome day in the calendar of the Undead!

AMERICAN INTERNATIONAL presents
BORIS KARLOFF
starring in
Black Sabbath

IN **PATHÉCOLOR**

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HAVE YOU SEEN SUCH HORROR!

BORIS KARLOFF
starring in
Black Sabbath

an AMERICAN INTERNATIONAL picture IN **PATHÉCOLOR**

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BORIS KARLOFF
starring in
Black Sabbath

IN **PATHÉCOLOR**

© 1964 AMERICAN INTERNATIONAL PICTURES

...The most gruesome day in the calendar of the Undead!

AMERICAN INTERNATIONAL presents
BORIS KARLOFF starring in
Black Sabbath
IN **PATHÉCOLOR**

ALSO STARRING
MARK DAMON · MICHELE MERCIER · MARIO BAVA

© 1964 AMERICAN INTERNATIONAL PICTURES

BORIS KARLOFF
STARRING IN
Black Sabbath
in **PATHÉCOLOR**

©1964 AMERICAN INTERNATIONAL PICTURES

AD-PUB MAT

SPECIAL MAT No.C1

RADIO SPOTS

Here is a series of radio spots that will provide a unique and chilling experience for the listeners in your area. An experience that will more than arouse their curiosity. Set up saturation scheduling for spellbinding audio selling. Complete on one record the package consists of four impact spots, one sixty second, two thirty second spots and one twenty second spot. Used on a rotation basis they will create an aura of terror for advance and current sell. Order them FREE from your local American International Pictures Exchange.

TELEVISION TRAILERS

The television trailers for "BLACK SABBATH" carry out the theme of heart-thumping terror that surrounds the picture, and are a must for every campaign. Arrange NOW for wallop-saturation schedules to assure the best possible time slots for top audience viewing. The complete set includes one sixty second spot, two twenty second spots and one ten second spot. They are available FREE, order from your local American International Pictures exchange.

SPECIAL →

SPECIAL COLOR TELEVISION TRAILERS

The use of these special color television trailers will create an eerie atmosphere and will heighten the tremendous impact of "BLACK SABBATH" on your viewers. Available in 60 and 20 second lengths these unusual and compelling color spots are FREE for your use . . . ORDER DIRECT FROM PUBLICITY DEPARTMENT . . . AMERICAN INTERNATIONAL PICTURES . . . 7165 SUNSET BLVD., HOLLYWOOD 46, CALIFORNIA.

← **SPECIAL**

**NOT SINCE
"FRANKENSTEIN"
HAVE YOU
SEEN SUCH
HORROR!**

A story that goes beyond
the boundaries of the
Supernatural to the
half-world of the
living dead.

Where a woman's
soul inhabits a
fly's body, where
Vengeance is
only a voice
and where
vampires
suck only
the blood
of those
they love
the dearest.



AMERICAN INTERNATIONAL presents

BORIS KARLOFF STARRING IN

Black Sabbath

...The most gruesome day in the calendar of the Undead!

IN **PATHÉCOLOR**

ALSO STARRING

MARK DAMON · MICHELE MERCIER · MARIO BAVA

Directed by

copyright - American International picture©

AD MAT 303

3 COL. x 8 3/4 3/4 366 LINES

NOT SINCE "FRANKENSTEIN" HAVE YOU
SEEN SUCH HORROR!

AMERICAN INTERNATIONAL presents

BORIS KARLOFF

STARRING IN

Black Sabbath

IN **PATHÉCOLOR**

A story that goes beyond the boundaries of the Supernatural to the half-world of the living dead... Where a woman's soul inhabits a fly's body... where vampires suck only the blood of those they love dearest.

ALSO STARRING
MARK DAMON · MICHELE MERCIER · MARIO BAVA

Directed by



© 1964 AMERICAN INTERNATIONAL PICTURES
AD MAT 302
3 COL. x 6¼ — 261 LINES

The most gruesome day in the calendar of the Undead!

AMERICAN INTERNATIONAL presents

BORIS KARLOFF

starring in

Black Sabbath

IN **PATHÉCOLOR**

© 1964 AMERICAN INTERNATIONAL PICTURES
AD MAT 211
2 COL. x 3½ — 98 LINES



ORDER
FROM YOUR
NATIONAL SCREEN
EXCHANGE

NOT SINCE
"FRANKENSTEIN"
HAVE YOU
SEEN SUCH
HORROR!

A story that goes beyond the boundaries of the Supernatural to the half-world of the living dead. Where a woman's soul inhabits a fly's body, where Vengeance is only a voice and where vampires suck only the blood of those they love the dearest.

AMERICAN INTERNATIONAL presents

BORIS KARLOFF

STARRING IN


Black Sabbath

...The most gruesome day in the calendar of the Undead!

IN **PATHÉCOLOR**

ALSO STARRING
MARK DAMON · MICHELE MERCIER · MARIO BAVA

Directed by



©1964 · American International pictures
AD MAT 210
2 COL. x 8 — 224 LINES

SEAT SELLING SLANTS

■ A most unusual and effective promotion for "Black Sabbath," recommended for use approximately a week before the opening, is distribution of a special "wurdalak" kit to local motion picture editors, columnists, TV and radio commentators and disc jockeys composed of the following:

1. The pressbook publicity stories explaining that "wurdalak" is a special kind of vampire, giving the background of vampire superstitions and explaining about preventing vampires. Mimeograph these background feature stories so that they can be used by the recipients.
2. An envelope or small bag labeled "Your Personal 'Black Sabbath' Wurdalak Preventative Kit" and containing three or more of the following: toothpick stake, miniature flashlight, small mirror, miniature bell, piece of iron (scrap), clove of garlic, and guest ticket to "Black Sabbath" theatre.

The results almost surely will be a mention of receipt of the kit with full picture credit in the form of a feature story, column item or other plug.

* * * * *

■ "Black Sabbath" lends itself to special theatre fronts and displays, with loudspeakers playing the effective radio spots over and over again to attract attention and sell seats.

* * * * *



■ An effective giveaway is to print cards with the following printed thereon: One side to read. "For your protection keep this with you when you see 'BLACK SABBATH,' starring Boris Karloff . . . the most frightening motion picture you'll ever see . . . thrill to it at the . . . Theatre. URGENT: You MUST see 'Black Sabbath' from the beginning."

On the other side of the card, print: "While viewing 'Black Sabbath' you will find it helpful to recite the following incantation to ward off wurdalaks in a firm, convincing voice . . .

*"Witch, wurdalak, wizard go away!
Chill some other soul today!
Vampire bat and horrid toad,
Deadly snake beside the road,
Ghostly shriek and chilling moan,
I command — leave me alone!
All your horrors and your terrors
Daunt me not. They're only errors
Conjured by you just to frighten,
Never truly to enlighten.
Powers of darkness — go away!
Chill some other soul today!"*

* * * * *

■ As with all terror thrillers of the supernatural, midnight showing for weekend nights are sure boxoffice attractions and crowd pleasers and they can be spiced up with special publicity and promotion.

* * * * *

■ The name of Boris Karloff is most important to the attraction of "Black Sabbath" and variety of contests can be set up with local newspapers, radio or TV personalities asking for lists of his motion pictures and roles. Prizes to be passes to see film.

* * * * *

■ Since the radio and TV spots for "Black Sabbath" are powerful "seat-sellers," set your schedules as far in advance as possible to get best time spots to sell the thriller. These spots are especially effective since they feature the voice of Boris Karloff at its most terrifying best.

* * * * *

■ A surefire publicity stunt is to advertise for or via publicity stories, call for volunteers to sit alone in the theatre through a screening of "Black Sabbath" as a test for bravery.

* * * * *



HERALDS

Attractive 8x12½ Herald

Prices Include Theatre Name and Playdate

1,000	\$ 6.50
2,000	11.00
3,000	15.50
5,000	24.50

Please Remit With Order! — Prices Do Not Include Delivery!

ORDER DIRECT FROM

BENTON CARD COMPANY, INC.

TELEPHONE 894-3661
AREA CODE 919

BENSON, NORTH CAROLINA
27504

WINDOW CARDS

Colorful 14x22 Window Card

Prices Include Theatre Name and Playdate

25	\$ 4.85
50	7.25
100	12.00

Please Remit With Order! — Prices Do Not Include Delivery!

ORDER DIRECT FROM

BENTON CARD COMPANY, INC.

TELEPHONE 894-3661
AREA CODE 919

BENSON, NORTH CAROLINA
27504

12p # 36472

THIS IS THE NIGHT OF THE NIGHTMARE...THE DAY OF THE UNDEAD!



22 x 28



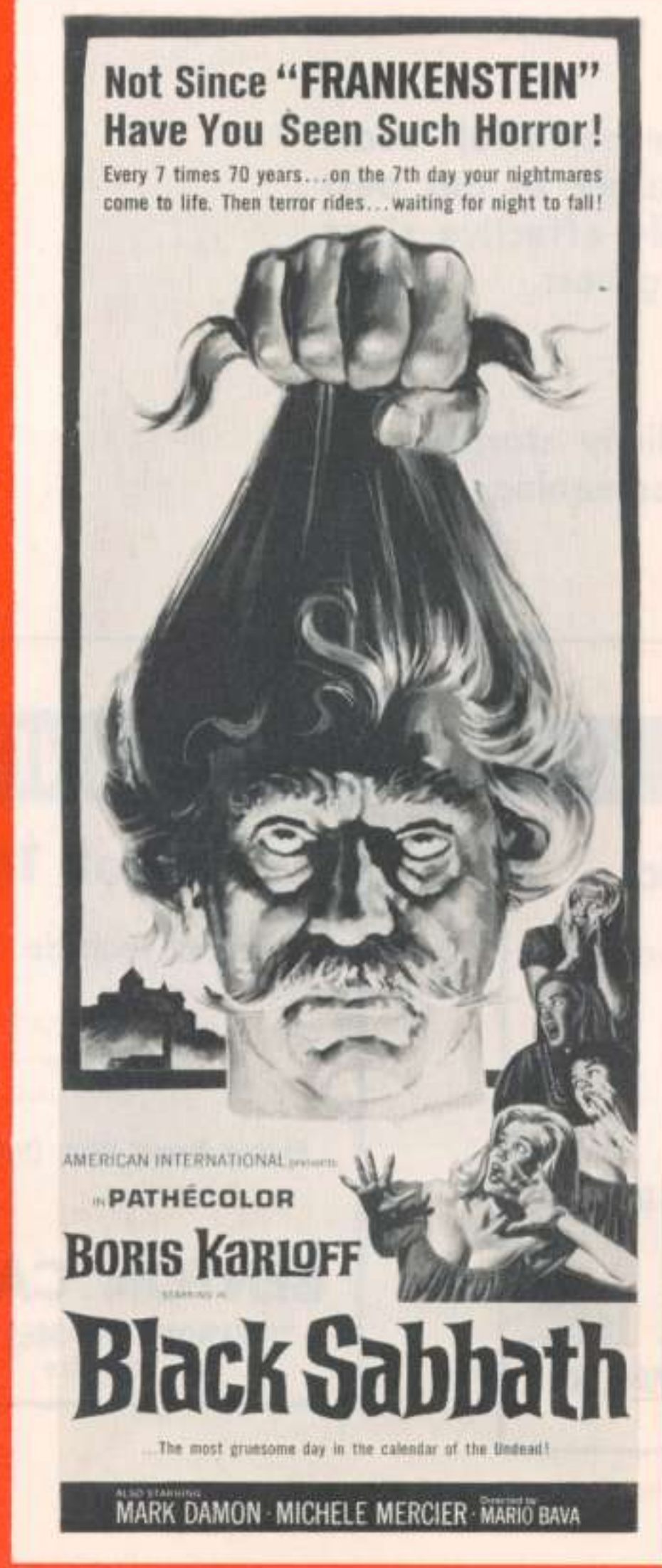
SET OF 8 - 11 x 14'S

POSTERS-LOBBIES

ORDER FROM
NATIONAL
SCREEN EXCHANGE



THREE SHEET



INSERT



ONE SHEET 30 x 40 40 x 60