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TURNING THE  
SPOTLIGHT  
ON...

an eerie thriller...  
jammed full  
of mystery...  
love... and  
adventure!

COLUMBIA PICTURES presents

# THE DEVIL'S MASK

Based Upon the Original Radio Program "I LOVE A MYSTERY"

with Anita LOUISE • Jim BANNON  
Michael DUANE • Mona BARRIE



Screenplay by Charles O'Neal  
Produced by WALLACE MacDONALD • Directed by HENRY LEVIN

**PRESSBOOK**



# ADVERTISING

A MAN-HUNTING  
BLONDE...

A MAN-EATING  
LEOPARD...

A MAN-HATING  
SCIENTIST...

turn a shadowy  
museum into  
a savage  
jungle!

COLUMBIA PICTURES presents

## THE DEVIL'S MASK

Based Upon  
the Original  
Radio Program

"I LOVE A MYSTERY"

with  
ANITA LOUISE · JIM BANNON · MICHAEL DUANE · MONA BARRIE

Screenplay by Charles O'Neal  
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COLUMBIA PICTURES

### HERALD

your show with re-  
prints of this 3-col-  
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Ad Mat No. 301

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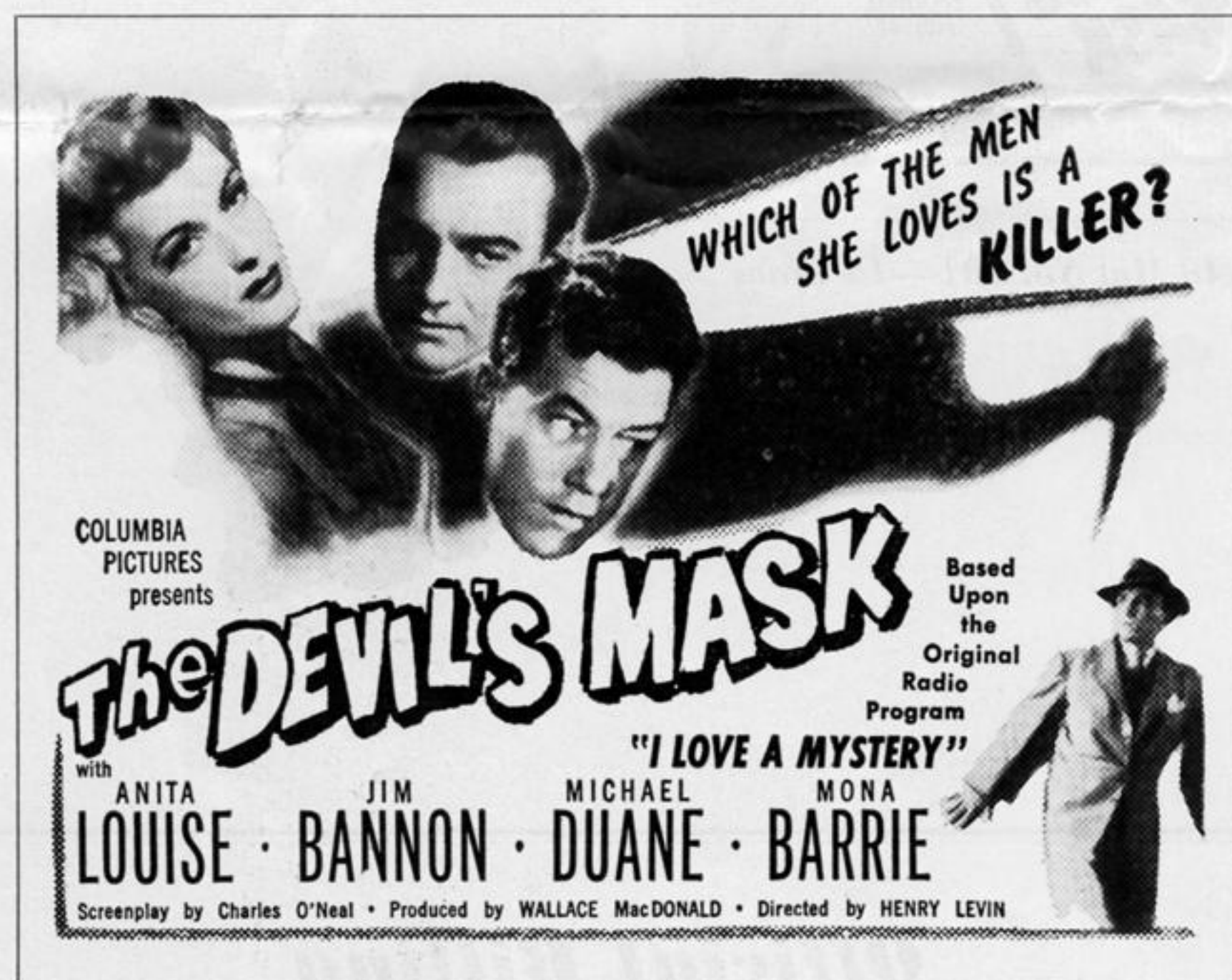
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200-Line Ad—2 Cols. x 100 Lines



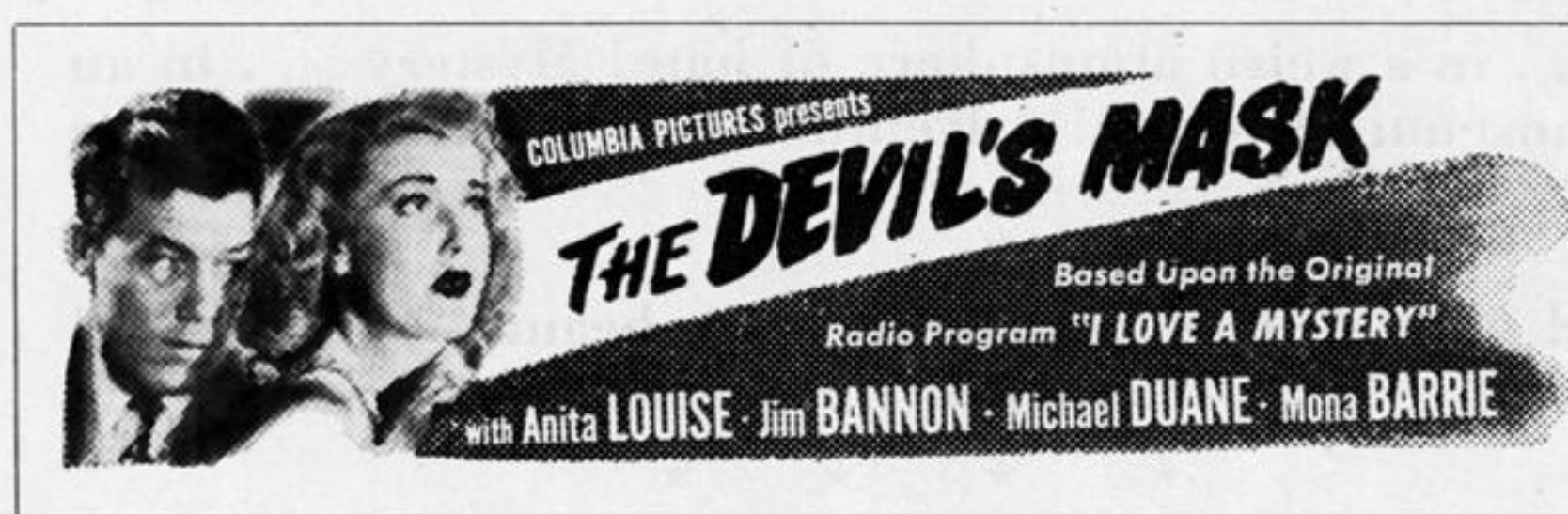
Ad Mat No. 205  
150-Line Ad—2 Cols. x 75 Lines



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70-Line Ad—2 Cols. x 35 Lines



Ad Mat No. 204  
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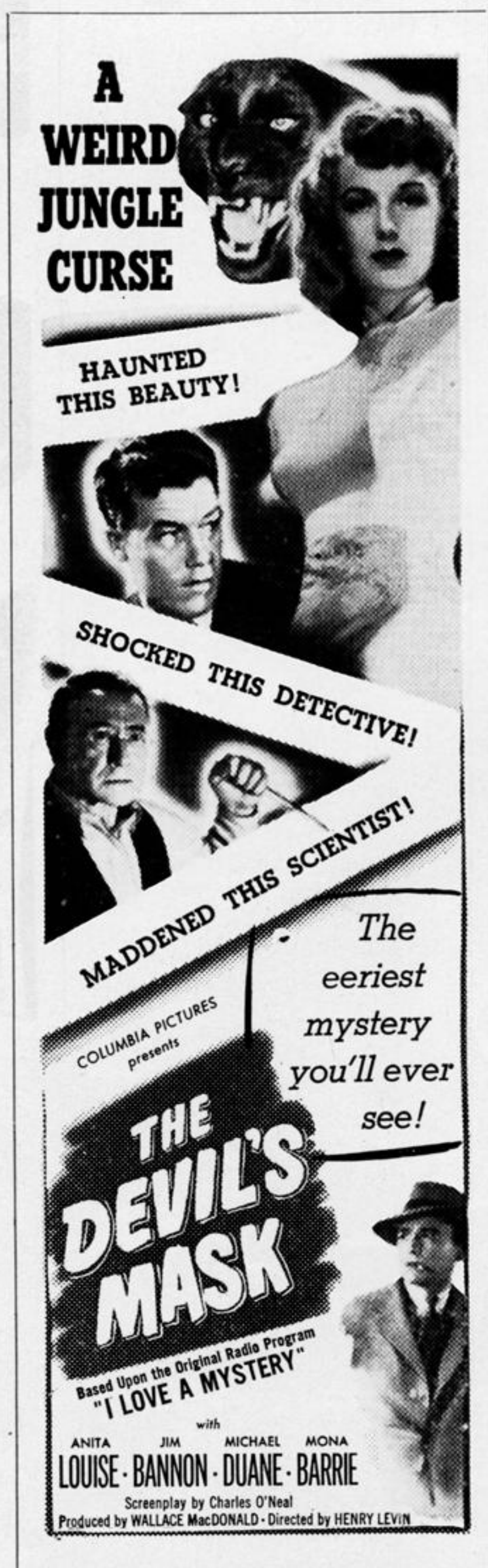




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## Official Billing

Columbia Pictures	25%
presents	
<b>THE DEVIL'S MASK</b>	100%
Based Upon the Original Radio Program	15%
"I LOVE A MYSTERY"	25%
with	
<b>ANITA LOUISE • JIM BANNON</b>	
<b>MICHAEL DUANE • MONA BARRIE</b>	50%
Screenplay by Charles O'Neal	10%
Produced by WALLACE MacDONALD	15%
Directed by HENRY LEVIN	15%

## Advertising Catchlines

A man-hunting blonde . . . a man-eating leopard . . . a man-hating scientist . . . turn a shadowy museum into a savage jungle!

★ ★ ★ ★

A jungle curse on her head! A murderer on her trail! A fascinating guy on her mind!

★ ★ ★ ★

Trapped in a man-made jungle!

★ ★ ★ ★

Who hypnotized the blonde? Who raided the museum? Who poisoned the butler? Learn the answer to the weird mystery of the Jivaro Curse!

★ ★ ★ ★

Which of the men she loves is a killer?

★ ★ ★ ★

Trapped in an eerie museum of mystery!

★ ★ ★ ★

Love . . . in a weird atmosphere of hate! Mystery . . . in an eerie museum of terror! Adventure . . . in a thrill-a-minute chiller!

★ ★ ★ ★

A weird jungle curse . . . haunted this beauty! . . . shocked this detective! . . . maddened this scientist!

★ ★ ★ ★

The eeriest mystery you'll ever see!



# EXPLOITATION

## MASK GIVEAWAYS

Promote masks from a local novelty shop for giveaways to the first one hundred children attending your Saturday matinee showing of "The Devil's Mask." Give the merchant credit for the giveaway on an advance lobby poster plugging the event. Arrange for a similar poster in the merchant's window.

## BOOK STORES

Pub. Still No. 5, which shows Anita Louise and Michael Duane reading a mystery story, is ideal for book window displays. Make up advance posters for local book stores with the still and copy:

*Movie Stars Like Mysteries! Complete Selection Inside . . . . . See Anita Louise and Michael Duane in Columbia Pictures' Thrilling New Mystery, "The Devil's Mask," at the State Theatre Friday.*

## RED-HEADED MEN

Because a missing red-headed man plays an important part in the film, invite all carrot-topped men as your guests on opening night. Link invitation to picture by stressing that Anita Louise is looking for a mysterious red-head in the film, and that a blonde will pass on the carrot-tinge of those seeking admission.

## MASKED DEVIL BALLY

Dress a man in a devil's costume, with a mask on his face, and have him walk through the most crowded areas of town, carrying a sign on his back reading: *What Is the Secret Behind "The Devil's Mask," at the State Theatre Friday?*

## MEN'S FASHIONS



Tie up the windows of men's clothing shops and haberdashers with this pair of swell stills of Michael Duane (Prod. Still No. 70, left, and Michael Duane No. 7). Order the stills from National Screen Service, and mount them on compo board posters bearing merchants' copy and your picture and playdate credits.

## LOBBY POSTER



Catch the interest of your patrons with an advance lobby poster like the one illustrated above, which your local sign shop can work up very easily. The 40 x 60 above uses Still No. Anita Louise 120 and Prod. Still No. 5 of Jim Bannon, both available at your nearest branch of National Screen Service. Display the poster out front current. Add interest to the poster by placing a flasher behind the red-shaded eyes of the mask.

## PET SHOPS

Publicity Still No. 3, of Anita Louise and an unusual dog, offers you a rare opportunity to get your picture and credits into the windows of pet shops or on newspaper pages. Use it with this copy:

*"Anita Louise puts Great Dane movie actor, Pete, through his paces during the filming of Columbia's 'The Devil's Mask,' which opens at the State Theatre Friday."*

## TAXIDERMISTS

Show taxidermist Prod. Still No. 73, (interior of such an establishment), and ask him to display it in his window with proper credits. Also arrange a display of his work in your lobby, with copy: *See the Mystery of the Shrunken Heads in "The Devil's Mask," Starting Friday.*

## SOCK TRAILER

Use it to make them want to see the love, mystery and adventure of "The Devil's Mask!" Order it now from

NATIONAL SCREEN SERVICE

## RADIO SPOTS

Arrange time for these radio spot announcements, preferably before and after adventure and mystery programs.

15 SECONDS

ANNOUNCER: What do you think happens when a man-hunting blonde, a man-eating leopard, and a man-hating scientist get together? You'll get the answer when you see "The Devil's Mask," Columbia's thrilling new mystery, at the State Theatre on Friday.

15 SECONDS

ANNOUNCER: One of the most amazing secrets in the annals of crime is revealed in "The Devil's Mask," the new Columbia mystery film, with Anita Louise, Jim Bannon, Michael Duane, and Mona Barrie. See "The Devil's Mask" at the State Theatre starting Friday.

30 SECONDS

ANNOUNCER: A beautiful blonde is going to die unless somebody learns the secret behind "The Devil's Mask!" That's the thrilling situation in Columbia's thrill-a-minute chiller, "The Devil's Mask," which opens Friday at the State Theatre. Based on the original "I Love A Mystery" radio program, "The Devil's Mask" boasts a great cast featuring Anita Louise, Jim Bannon, Michael Duane, and Mona Barrie. For the eeriest movie mystery you ever enjoyed, see "The Devil's Mask" at the State Theatre Friday.

30 SECONDS

ANNOUNCER: Mystery fans! You'll thrill as you've never thrilled before when you learn the shocking answer to the weird mystery in the new Columbia picture, "The Devil's Mask," which opens Friday at the State Theatre. "The Devil's Mask," which is based on the original "I Love A Mystery" radio show, is the story of a beautiful blonde who has a jungle curse on her head, a murderer on her trail, and a fascinating man on her mind! For all-around movie enjoyment, see "The Devil's Mask" at the State Theatre Friday.

## PEEP-BOX DISPLAY

Intrigue your patrons with an advance peep-box, illustrating the front with a masked devil's head. Cut out the eyes for peep-holes, and have copy on the front of the box reading: *Look into the Devil's Eyes, and Learn the Secret Behind "The Devil's Mask!"* Inside the box, which should be well-lighted, mount Prod. Still No. 16, which shows an exhibit of shrunken heads. Move the box out front after your opening.

## BEAUTY SHOP WINDOWS



It will be easy for you to grab yourself some choice advance beauticians' windows when you show them these great photos of Anita Louise! Mount the stills on posters bearing beauty shop copy and your picture and playdate credits. Order Still Nos. Anita Louise 175 (left) and 178 from National Screen Service.



(General Advance)

(Review)

## 'Devil's Mask' Opening Weird Murder Movie Coming to State Based on 'I Love a Mystery' Radio Show

Columbia Pictures' "The Devil's Mask," coming to the Theatre on . . . . ., is the second of a series of films based on the original radio program, "I Love a Mystery."

Advance reports tell us that once again the screen adaptation has caught all the elements of suspense and thrills contained in the popular air show, plus that extra excitement which the screen contributes.

Love . . . in a weird atmosphere of hate, mystery . . . in an eerie museum of terror, adventure . . . in a thrill-a-minute chiller are said to be the highlights of a novel plot told in headlong fashion with never a moment's letdown.

The authentic and unusual settings for "The Devil's Mask," we are told, account for a good portion of the terror and undercurrent feeling of tension of this thriller. One of the sets is a museum, shadowy and mysterious, holding nameless terrors. The other is a man-made jungle over which hangs the weird curse of the head-hunting Jivaro Indians of South America.

Jim Bannon and Barton Yarborough again play the detective roles of Jack Packard and Doc Long, as they did in the first picture, "I Love a Mystery." Yarborough was the original Doc of the radio plays, while Bannon was the announcer of the program.

Anita Louise, after a featured



DEVIL'S MASK Mat 2-A

With Ludwig Donath looking on, Michael Duane tells Anita Louise that a madman is seeking her life, in Columbia Pictures' murder shocker, "The Devil's Mask," currently at the . . . . . Theatre.

role in "The Bandit of Sherwood Forest," doffs the costumes of the 13th century for modern dress and plays the harassed heroine. Opposite her, as the male romantic lead, is Michael Duane in his first role since his honorable discharge from the army. While in service, Duane appeared in both the stage and

the screen versions of "Winged Victory." Mona Barrie plays Miss Louise's step-mother, a pivotal figure in the picture's plot.

Credit for interesting dialogue and suspense-packed situations goes to screenplay writer Charles O'Neal. Henry Levin directed.

(Feature)

## Educational Value In 'Devil's Mask'

The much-extolled idea of getting educational values into motion pictures designed primarily for entertainment is fully exploited in Columbia Pictures' thriller, "The Devil's Mask," now at the . . . . . Theatre. The picture provides the counterpart of a couple of trips to a museum of natural history, as well as considerable research on the customs and folklore of the Jivaro Indians, tribe of Ecuador head-hunters. And it's all explained by the script as though the audience were on a personally conducted tour.

Besides a mammoth brontosaurus, studio-built replica of the prehistoric dinosaur dug from the rocks of Montana in 1913, there are seen skeletons of a camel, chimpanzee and antelope, plus innumerable animals from the South American jungles as specimens of the taxidermist's art.

Louis Diage, Columbia set decorator, who painstakingly gathered these items for the film, believes that the exhibit is one of the most interesting that he has ever assembled.

"The taxidermy collection alone," he says, "is cheap at half the price of admission. About all it lacks is an owl like grandmother used to keep in the parlor."

"And by the way," he adds, "don't call that bird a 'stuffed owl,' unless it is pretty ancient. Simply stuffing the skin with wool or straw went out many years ago. The modern taxidermist 'models' or 'mounts' a specimen. It's really an intricate art and requires considerable training."

In the matter of the Jivaros, Diage likewise has accumulated an imposing display. There are blow-guns which can shoot poisoned arrows as accurately and with almost the speed of a rifle bullet. There is a fabulous collection of South American Indian beads, bracelets and necklaces formerly owned by the late John Barrymore, as well as ornate and valuable funeral urns depicting symbolic rites, several mummies and an Aztec sacrificial altar (blood on it by courtesy of Columbia prop department).

And, of course there are the five authentic human heads, shrunk, but still maintaining facial characteristics through the art of the head-hunters. These play a vital part in the plot.

So, patrons who visit the . . . . . Theatre these days will get more than just the thrills and chills of a good mystery film. They'll get some valuable "larnin'," too.

(Opening Notice)

### 'Devil's Mask' Opens at State

Columbia Pictures' "The Devil's Mask," coming to the . . . . . Theatre on . . . . ., is the second of a series of films based upon the original radio program, "I Love a Mystery." Anita Louise, Jim Bannon, Michael Duane and Mona Barrie are the featured players, and Barton Yarborough, from the radio show, is also cast. Charles O'Neal wrote the screenplay. Henry Levin is the director.

(Closing Notice)

### Murder Thriller Ends Local Run

"The Devil's Mask," currently playing at the . . . . . Theatre, will end its run there on . . . . . Second in the Columbia Pictures' series of eerie thrillers based on the original radio program, "I Love a Mystery," the cast features Anita Louise, Jim Bannon, Michael Duane and Mona Barrie. Barton Yarborough, from the radio program, appears in the same role. Henry Levin directed.

## 'The Devil's Mask' Crack Mystery Film

One of the most unusual murder mysteries seen around these parts in a long while opened yesterday at the . . . . . Theatre, thoroughly chilling and entertaining the audience. Columbia Pictures' "The Devil's Mask" with Anita Louise, Jim Bannon, Michael Duane and Mona Barrie is spirited stuff, full of weird tricks and lots of exciting action.

Based on the radio program, "I Love a Mystery," which always featured original plot situations, "The Devil's Mask" sticks close to the pattern set by its airwaves prototype. The most discriminating mystery fans will be intrigued by its off-the-beat-en-track yarn.

Love . . . in a weird atmosphere of hate! Mystery . . . in an eerie museum of terror! Adventure . . . in a thrill-a-minute chiller! The jungle curse of the South American Jivaro Indians haunts a lovely young girl, shocks a hard-boiled detective, drives a scientist insane.

Anita Louise's portrayal of a person almost emotionally unbalanced by nameless terrors and fears is the finest work yet done on the screen by this young "veteran." Last seen as the heroine of "The Bandit of Sherwood Forest," Anita handles a vastly different role with unusual finesse in her newest assignment.

Jim Bannon and Barton Yarborough again portray the two detectives of the first picture in the series and also the original radio program—Jack Packard and Doc Long. Both bring suspense and punch to the plot by



DEVIL'S MASK Mat 1-A

Anita Louise and Michael Duane have the romantic leads in Columbia Pictures' thrill-a-minute chiller, "The Devil's Mask," now at the . . . . . Theatre.

their alert grasping of every acting opportunity.

In his first role since being released from the Army, Michael Duane impresses this reviewer with the sincerity of his playing. He is the mystery man of the story. Mona Barrie gives another competent performance, as is expected from this intelligent actress.

The screenplay was written by Charles O'Neal. Henry Levin directed with just the right pacing of scenes to heighten the suspense of each spine-tingling situation.

(Catchline Reader)

### 'Devil's Mask' Eerie Shocker

Trapped in a man-made jungle! A weird jungle curse . . . haunted this beauty . . . shocked this detective . . . mad-dened this scientist! Eerie excitement and baffling mystery as a beautiful blonde defies the dream curse of the Jivaro Indians! Love in a weird atmosphere of hate! Mystery in an eerie museum of terror! Adventure in a thrill-a-minute chiller! It's Columbia Pictures' "The Devil's Mask," now playing at the . . . . . Theatre!

Anita Louise, Jim Bannon, Michael Duane and Mona Barrie are featured in the film, which is the second of a series based on the original radio program, "I Love a Mystery." Barton Yarborough from the radio show is also cast. Charles O'Neal wrote the screenplay for the chiller. Henry Levin directed.

(Reader)

### Actress Invents Leopard Whistle

Add leopard whistle to the wolf variety.

There's a tame leopard called Diablo in Columbia Pictures' thriller, "The Devil's Mask," now playing at the . . . . . Theatre. During the action of the piece, Anita Louise describes her screen boy friend, Michael Duane, saying: "He's exciting, like Diablo—tame on the surface, but underneath . . . !"

"Wow," wowed Mona Barrie, as she heard the line during a rehearsal of the scene. She then gave a shrill whistle which would put the wolf variety to shame.

Girls on the lot heard about the incident and now wherever Michael appears, he gets what they call "the leopard whistle."

### CAST and STAFF

Janet Mitchell . . . Anita Louise	Arthur Logan . . . Frank Wilcox
Jack Packard . . . Jim Bannon	Captain Quinn
Rex Kennedy	Thomas Jackson
Michael Duane	Raymond Halliday
Eve Mitchell . . . Mona Barrie	Richard Hale
Doc Long	Butler . . . . . John Elliott
Barton Yarborough	E. R. Willard . . . Edward Earle
Dr. Karger . . . Ludwig Donath	Quentin Mitchell
Leon Hartman	Frank Mayo
Paul E. Burns	

Screenplay by Charles O'Neal; Additional Dialogue by Dwight Babcock; Directed by Henry Levin; Assistant Director, Carl Hiecke; Director of Photography, Henry Freulich, A.S.C.; Film Editor, Jerome Thoms; Art Director, Robert Peterson; Set Decorations, George Montgomery; Musical Director, Mischa Bakaleinikoff; Sound Engineer, George Cooper; Produced by Wallace MacDonald.

A COLUMBIA PICTURE

### STORY

(Not for Publication)

When a transport plane, headed for South America from San Francisco, crashes and burns, one rescued package contains a shrunken human head. The police check with the Cordova Museum which has an exhibit of five shrunken heads from the Jivaro Indian Tribe of South America collected by explorer Quentin R. Mitchell, and find that none is missing. Meanwhile, attractive Eve Mitchell (Mona Barrie) hires Jack Packard (Jim Bannon) and Doc Long (Barton Yarborough) to protect her from violence at the hands of her stepdaughter, Janet (Anita Louise).

Janet visits taxidermist Leon Hartman (Paul Burns), her father's oldest friend, accompanied by Rex Kennedy (Michael Duane), whom she has hired to trail Eve. Surrounded by Hartman's weird collection of stuffed animals, Janet tells him that she suspects a love affair between her stepmother and Professor Arthur Logan (Frank Wilcox), and believes them responsible for her father's disappearance. That night, while Logan is showing slides of the fatal expedition, a poisoned dart from a native blowgun is fired through an open window, almost hitting Logan.

Suspicion falls on Rex, because footprints found near the window fit his shoes. Other footprints fit the supposedly dead Quentin Mitchell. At the museum, Jack and Doc learn that one of the shrunken heads is that of a white man, with red hair, the color of Quentin's. Rex, meanwhile, has gone to Hartman to bluff a confession from him. Janet is there and accuses Rex of blackmail. When Rex telephones the police, Hartman surreptitiously cuts the wire.

Hartman then confesses. He had hated Quentin for killing animals, had murdered him weeks before and substituted his head for one in the exhibit. He also tried to kill Logan to throw suspicion on Quentin. Rex tries to escape with Janet, but Hartman throws a knife in his back. Jack appears and is knocked out, too. Hartman plans to decapitate them all. But he reckons without Diablo, a supposedly tame leopard. When Hartman lets the beast out of his cage to hunt Jack who has revived, Diablo turns on his master and kills him.



## Former Child Star Now Film Favorite

Anita Louise is one of Hollywood's outstanding representatives of that well known younger generation which grew into adult fame from juvenile beginnings on the screen.

She is the forerunner of the Mickey Rooneys, the Judy Garlands, the Jackie Coopers and the Jane Witherses. Beginning her screen career when she was about seven, Anita never has been "off" the screen. She played her first grown-up part when she was thirteen and since then always has been one of Hollywood's most-in-demand leading ladies.

Anita's recent pictures include "Nine Girls," "Casanova Brown," "The Bandit of Sherwood Forest" and Columbia Pictures' "The Devil's Mask" which is now at the ..... Theatre.

She was born in New York City, January 9, 1917; her father was a dealer in antiques, her mother a non-professional. At the age of seven, the blonde youngster made her stage debut in the New York production of "Peter Ibbetson." She has been prominent in the theatrical world ever since.

Anita's early schooling was obtained at the Professional Children's School in New York and the Greenwood School for Girls in Hollywood. She took part in most school sports, majored in music and literature, and became a member of the Delta Phi Alpha.

Her first picture was a silent movie, "The Sixth Commandment," with Neil Hamilton. With the advent of the talkies, Anita hit her professional stride. Such pictures as "Millie," with Helen Twelvetrees; "Our Betters" with Constance Bennett; "The Most Precious Thing in Life," "Are We Civilized?," "Swan Song," and many others established her as one of the screen's most talented young actresses.

### Heads Authentic

The five shrunken human heads, vital plot props in Columbia Pictures' "The Devil's Mask," currently playing at the ..... Theatre with Anita Louise and Jim Bannon in leading roles, are authentic, and once were prized as trophies by the Jivaro Indians, South American tribe of head-hunters. They were borrowed by the studio from the collection in the Los Angeles Museum.

### Duane to Build

Like many another returned veteran, Michael Duane, who is currently appearing in Columbia Pictures' "The Devil's Mask" at the ..... Theatre, is planning to build a home as soon as he can find that lot and get the materials. Emphasis, he says, will be put on labor saving devices, particularly in the kitchen. Army KP is still a vivid memory.



DEVIL'S MASK Mat 1-D

Returned from the army, Michael Duane has a key role in Columbia Pictures' "The Devil's Mask," at the ..... Theatre.



DEVIL'S MASK Mat 1-B

Anita Louise has the feminine lead in Columbia Pictures' "The Devil's Mask," currently playing at the ..... Theatre.

(Feature)

## Hollywood, Radio Thrive on Murder

If there's one thing that radio and Hollywood have in common, it's good, grisly murder. And this has them working hand-in-hand.

Movie fans had always expressed a fondness for murder shockers, and lately, they've become more demanding than ever. The same thing goes for radio fans. So, crime has become a favorite subject of broadcasters and moviemakers alike, and to satisfy their customers, each has found it profitable to exploit the ideas of the other.

The "I Love a Mystery" radio show won instant approval from discerning listeners who liked their murders unorthodox, and their detectives ingenious. Columbia Pictures was quick to purchase the screen rights to this thrill series and inaugurate one of its own. The first film, bearing the same title as the air show, made a big hit with fans. Now, the second in the series is enjoying similar success, entitled "The Devil's Mask," with Anita Louise, Jim Bannon, Michael Duane and Mona Barrie, now at the ..... Theatre. The film sports a weird and unusual plot, the typical fare of its famous airwaves' progenitor.

### Sherlock Holmes Example

Sherlock Holmes and Doctor Watson had been fiction favorites for years, appearing on stage, screen and radio. But, a few years ago, Universal Pictures starred Basil Rathbone as Sherlock, and Nigel Bruce as the Doctor, and this bit of casting turned out to be slightly sensational. The two stars became synonymous with the characters they portray, and now they appear weekly on the air in the same guises.

The "Crime Doctor" first became known on the ether, but today people stop movie star Warner Baxter on the street and address him as Dr. Ordway, one result of the many films in which Baxter has appeared as the noted psychologist. Reversing that procedure, Dick Powell, who won new fame as the hard-boiled detective of the screen smash, "Murder, My Sweet," now appears weekly on a radio program as "Richard Rogue," a character patterned largely after Dick's new screen roles. William Gargan, too, prolific screen detective, now plays his prototype on the air in the program, "I Deal in Crime."

Add to this list such hit radio-screen shows as "Boston Blackie," "The Whistler" and "Night Editor," and it would appear that as far as crime is concerned, Hollywood producers and radio broadcasters are only too glad to give each other a helping hand.

## Husky Jim Bannon, New Screen Star, Famous on Radio

Big Jim Bannon's first actual contact with the film industry came when, as a messenger boy for a drugstore, he delivered a package of merchandise to comedian Snub Pollard, who was making a personal appearance in a local theatre. That was back in Kansas City, Mo., where Bannon, Columbia's handsome, husky recruit from radio, was born.

Bannon, who stands six feet, two and one half inches in his stocking feet, has had considerable experience both as an actor and announcer on radio shows ("The Great Gildersleeve," "Cavalcade of America," "I Love a Mystery," "Stars Over Hollywood," "Those We Love" and various others). He was first spotted by a Columbia executive while announcing a program which the executive attended.

His current assignment, in which he has the leading role, Columbia Pictures' "The Devil's Mask," now playing at the ..... Theatre, is a film based on the original radio program, "I Love a Mystery." He was the announcer of the radio show.

Jim was born in the Missouri metropolis on April 9, 1911. He lived a more or less normal childhood in an Irish neighborhood in



DEVIL'S MASK Mat 1-C

Jim Bannon, of radio fame, is featured in Columbia Pictures' mystery thriller, "The Devil's Mask," at the ..... Theatre.

the middle Western city and believes that the only outstanding incident of his childhood was his birth. At college in Kansas City, he majored in English, and through his debating experience he became interested in voice culture, which in later years stood him in good stead as a radio announcer. After college, Bannon came to Hollywood and struck up acquaintances in the radio field. With his resonant voice, Jim experienced no difficulty in obtaining a radio announcing job. For ten years, he was actively in radio work.

(Reader)

## Players Comment On Weird Props

When filming halted for a few minutes on the museum set of Columbia Pictures' "The Devil's Mask," now playing at the ..... Theatre, Anita Louise, Jim Bannon, Barton Yarborough and Michael Duane, principal members of the cast, peered interestedly at five human heads shrunk by the art of the Jivaro Indian tribe of South America. These are vital props in this second thriller based on radio's "I Love a Mystery" program.

"Those fellows sure knew their shrinkage," remarked Bannon.

"With the present company excepted, of course," cracked Anita, "a little of their technique could be used effectively on some heads I've encountered."

"Yeah," topped Yarborough, "The only people who might shrink them better work in my laundry."



DEVIL'S MASK Mat 2-B

Richard Hale, Jim Bannon and Barton Yarborough carefully inspect the weird clues that lead them to the maddened killer of Columbia Pictures' "The Devil's Mask," now the featured attraction at the ..... Theatre.

(Feature)

## Head-Hunter Hunted By Columbia Studio

Was there a Jivaro Indian in the house? Columbia Pictures wanted to know.

This Jivaro, however, had to be a reformed Jivaro. You see, the Jivaros are head-hunters from the wilds of Ecuador and heads fall fast enough in the movie business without a professional chopper-offer present.

The to-do was all for a South American jungle sequence in the thriller, "The Devil's Mask," currently at the ..... Theatre, with Henry Levin at the megaphone and Anita Louise, Jim Bannon, Barton Yarborough, Michael Duane and Mona Barrie in top roles. Since the aforesaid sequence was one of the pivotal episodes, and the whole plot was motivated by Jivaro customs and folklore, for complete authenticity, studio officials felt the need of a technical adviser, with the reserva-

(Reader)

## Stuffed Animals Abound in Movie

What is said to be one of the largest collections of the taxidermist's art ever to be exhibited on the screen was filmed for Columbia Pictures' "The Devil's Mask," which, with Anita Louise, Jim Bannon, Michael Duane and Mona Barrie in featured roles, is currently playing at the ..... Theatre.

Since the story has to do with a famous explorer and hunter of the South American jungles and a mad taxidermist, set decorator George Montgomery went all out to obtain a varied and authentic collection of specimens.

In the taxidermist's shop, a replica of the jungle where the animals can be seen in their natural habitat, monkeys hang from trees, multi-colored birds do everything but chirp from the branches, ferocious animals seem to be on the prowl through the undergrowth, the beady eyes of poisonous snakes peer from beneath the shrubbery, an American eagle with an eight-foot wing-spread perches on a high rock, all this through the courtesy of the Los Angeles Museum plus painstaking search through every taxidermist's in town.

### Unusual Tapestry

Idea for the unusual design of needle-point tapestry which Anita Louise made during the production of Columbia Pictures' "The Devil's Mask," now playing at the ..... Theatre, sprang from the folklore of Jivaro Indians, South American head-hunters involved in the film's plot. The intricate weave had nothing to do, however, she assured everyone, with those natives' quaint custom of shrinking the heads of their victims and saving them for living-room ornaments.

tions mentioned.

Then, too, there was another little item, besides head-hunting, about the Jivaros which caused studio bosses to add that word "reformed."

The Jivaros are on the wolfish side. They not only like the gals but often have as many as eight wives. As a matter of fact, a Jivaro's interest in head-chopping is usually caused by the desire to possess the choppee's woman.

That may appear to be a minor threat in Hollywood. But even though the film city is already fad-ridden, it is quick to pick up a new one and that of the Jivaros might be carrying things a little too far.

After he cuts off the head of his victim and has brought it home in all its gory glory, the Jivaro retires to the seclusion of his hut and prepares it for a cherished keepsake.

First step is to open up the skin from the base of the neck to the crown. Then, the skull is removed, leaving only the soft, pliant skin, with its long black hair left intact.

This is now dipped into a vegetable extract which dyes it a blue-black and probably has some action as a preservative. Now, the skin is sewed up along the neck to restore the head to its original form and the lips are sewn together with a series of long cotton cords, the exact pattern of which tells some significant story in Jivaro symbolism.

The head cavity is then filled with hot sand, after which it is constantly turned and moved so that the drying goes on uniformly. The repetition of this process may continue for days until the head is completely "cured."

Although the head finally shrinks to about the size of a monkey's, the finished product retains the features of the victim to an unbelievable degree.



DEVIL'S MASK Mat 1-E

Lovely Mona Barrie is at the ..... Theatre, in Columbia Pictures' tense and eerie murder mystery, "The Devil's Mask."





SIX SHEET



THREE SHEET



ONE SHEET

## POSTERS



22 x 28 A  
SLIDE (Same Design)



EIGHT 11 x 14's

## LOBBIES



22 x 28 B



14 x 36 INSERT CARD

### USE STILLS

Twenty-five photos of the outstanding highlights of "The Devil's Mask" are available as a complete set for your selling campaign. Use them in your lobby and out front wall frames and in any displays you might get up. Bring them around to your newspaper editor, too—we think he'll like them.

Order All Accessories at Your  
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### BILL BOARDS

Don't ever neglect the pulling power of your 24-sheet boards. If the operating policy of your theatre calls for double-feature bills, use two 3-sheets and a 6-sheet in place of the regular 24-sheet—advertising your complete program at the same time. Properly posted, the combination posters will prove even more effective than the single display. Try it with "The Devil's Mask."