

Document Citation

Title	Cobra woman
Author(s)	
Source	<i>Universal Pictures</i>
Date	1944
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	6
Subjects	Montez, Maria (1917-1951), Barahona, Dominican Republic Sabu (1924-1963), Mysore, India
Film Subjects	Cobra woman, Siodmak, Robert, 1944

POSTERS



24 SHEET • Color description: Figures in full color, titles green-buff, star and cast names in white on deep green.



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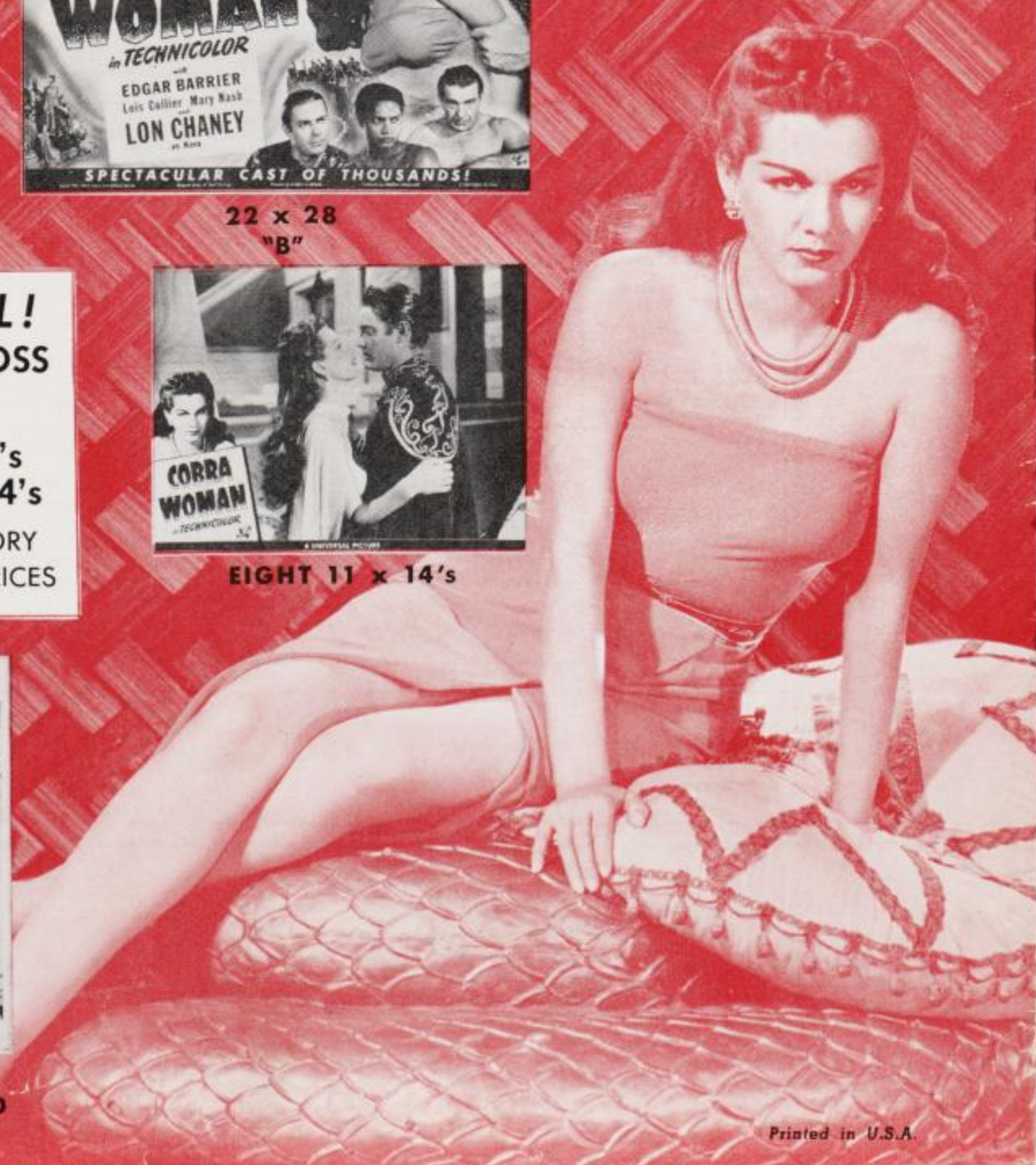
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COBRA WOMAN

IN EXOTIC TECHNICOLOR

A UNIVERSAL PICTURE

Copyright 1935
Universal Pictures
Inc., Inc.

TRIED and TERRIFIC! . . . that sensational tri-star team of
"Arabian Nights" and "White Savage"
in the triumphant topper of them all!

It's escapist! . . . It's exciting! . . . It's
extravagant—in cast..in magnificence
.. in exotic Technicolor!

It's *what* the public wants . . the
way they want it . . *it's powered with*
audience-appeal!

MARIA MONTEZ
JOHN HALL
SABU

COBRA WOMAN

in **TECHNICOLOR**

with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and
LON CHANEY
as Hava

CREDITS

Universal Pictures
presents
MARIA MONTEZ
JOHN HALL - **SABU**
in
"COBRA WOMAN"
in Technicolor
with
EDGAR BARRIER
Lois Collier - Mary Nash
Moroni Olsen - Samuel S. Hinds
and
LON CHANEY
as Hava
Screen Play Gene Lewis
Original Story Richard Brooks
Directors of Photography, George
Robinson, A. S. C.; W. Howard
Greene, A. S. C.; Technicolor Di-
rector, Natalie Kalnus, Associate,
William Fritzsche; Art Direction,
John B. Goodman, Alexander Goltz-
en; Sound Director, Bernard B.
Brown; Technician, Joe Lapis; Set
Decorations, R. A. Gausman, Ira S.
Webb; Music by Edward Ward;
Film Editor, Charles Maynard; Dia-
logue Director, Gene Lewis; Dance
Director, Paul Osgood; Make-Up
Artist, Jack Pierce; Gowns, Vera
West; Assistant Director, Mack
Wright; Special Photographic Ef-
fects, John Fulton, A. S. C.
Directed by Robert Siodmak
Produced by George Waggener

Last Role Played By Warrior Sabu

(Advance)
Sabu, the former elephant boy of
the films, reported for duty in the
U. S. Army Air Corps as a cadet
the week following the completion
of his role in "Cobra Woman," the
Technicolor picture starring Maria
Montez and Jon Hall, coming
to the Theatre.
Sabu, at 18, has had one of the
most interesting careers of any Hol-
lywood personality.
When he was 12 years old he was
discovered in a small village in In-
dia by a director who was filming a
jungle picture, and made the cen-
tral character of the story.
The following year, having be-
come famous, he was brought to
England, where he went to school
and continued his film work.
An orphan boy, Sabu is legally
the ward of his older brother,
Shank, and the two lived together
in a rented home on Coldwater
Canyon in San Fernando Valley.
Since coming to the United States
he has completed his high school
education, but continued his school
work at the studio, taking English
and American history.
"Cobra Woman" will be the last
picture in which Sabu is seen for
the duration.
"But after we win I will come
back to Hollywood and resume my
career," he declares.
Edgar Barrier, who has the role
of Martok, the evil administrator of
Cobra Island, is a graduate of the
New York stage, where he appeared
in support of such stars as Alfred
Lunt and Lynn Fontaine, Kathar-
ine Hepburn, Katharine Cornell and
Helen Hayes.
Robert Siodmak directed "Cobra
Woman," which was produced by
George Waggener.



Jon Hall makes love to Maria Mon-
tez in Universal's Technicolor ro-
mance, "Cobra Woman." (Mat 11)



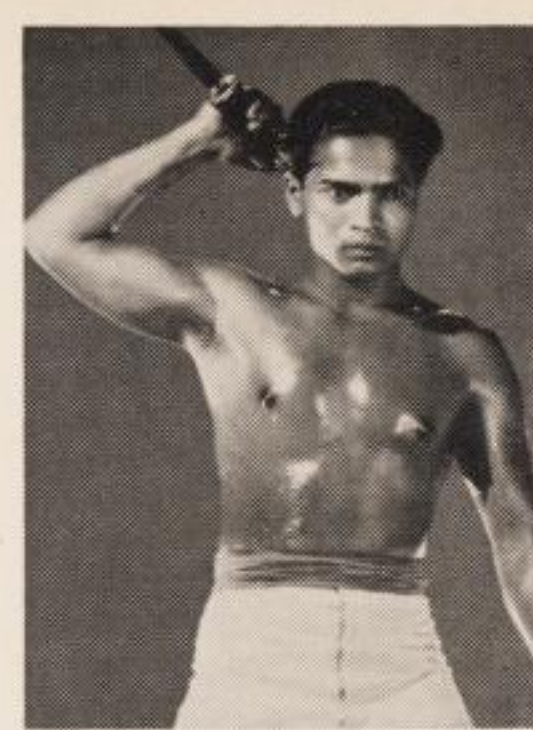
Jon Hall and Maria Montez are seen in Universal's striking Technicolor romance, "Cobra Woman," directed by
Robert Siodmak and produced by George Waggener. (Mat 31)

South Sea Isle Is Locale for Film

(Advance)
A mythical South Seas paradise
provides an exotic background for
Universal's "Cobra Woman," latest
Technicolor production to star the
popular trio, Maria Montez, Jon
Hall and Sabu. The exciting new
screen adventure comes
to the Theatre. Fea-
tured in a distinguished supporting
cast are Edgar Barrier, Lois Collier
and Mary Nash. Moroni Olsen,
Samuel S. Hinds and Lon Chaney
have leading roles.
Action of the picturesque drama
centers around the romantic affairs
of a glamorous princess and her
twin sister, Miss Montez, Jon
Hall and Sabu. The exciting new
screen adventure comes
to the Theatre. Fea-
tured in a distinguished supporting
cast are Edgar Barrier, Lois Collier
and Mary Nash. Moroni Olsen,
Samuel S. Hinds and Lon Chaney
have leading roles.

THE CAST

Tollia MARIA MONTEZ
Naja JON HALL
Ramu SABU
Martok EDGAR BARRIER
Queen MARY NASH
Veeda LOIS COLLIER
Father Paul SAMUEL S. HINDS
MacDonald MORONI OLSEN
and
LON CHANEY
as Hava



Sabu, the young Hindu star, ap-
pears in Universal's "Cobra Wom-
an," directed by Robert Siodmak.
(Mat 12)

First Role for Young Actress

(Current)
Beth Dean, who played her first
movie role, that of a lady-in-wait-
ing to Maria Montez in Universal's
"Cobra Woman," now showing at
the Theatre, gave up
a promising stage career to go into
pictures.
Miss Dean sang the leading fem-
inine role in the Shubert produc-
tion of "Blossom Time," and for
two years was a member of the
Blum Ballet company in London.
She also is a graduate of the Cleve-
land Playhouse, a Little Theatre
group. "Cobra Woman" stars Maria
Montez, Jon Hall and Sabu, and
was directed by Robert Siodmak.

Home-Towns, Birthdays of layers

Maria Montez	June 6	Dominican Republic
Jon Hall	Feb. 26	Fresno, Calif.
Sabu	Mar. 15	Karapur, E. India
Lon Chaney	Feb. 10	Oklahoma City, Okla.
Edgar Barrier	Mar. 4	New York City, N.Y.
Mary Nash	Aug. 15	Troy, N. Y.
Moroni Olsen	June 27	Ogden, Utah
Lois Collier	Mar. 21	Salley, S.C.
Samuel S. Hinds	April 4	Brooklyn, N.Y.

SYNOPSIS

(Not for Publication)
Just before the wedding of Ramu
(Jon Hall) and Tollia (Maria Mon-
tez) on Harbor Island, the bride-to-
be is kidnapped by Hava (Lon Cha-
ney), Guard Captain of the Royal
Court of nearby Cobra Island,
where, in attempting a rescue,
Ramu and his friend Kado (Sabu),
meet Naja (Maria Montez) ruling
princess. Naja is Tollia's identical
twin sister but neither girl knows
the existence of the other.
Ramu is imprisoned but learns
from the old queen (Mary Nash)
that a conspiracy is underway to
depose the cruel and domineering
Naja and Naja's unscrupulous Min-
ister of Affairs, Martok (Edgar Bar-
rier). After reuniting Ramu and
Tollia, the old queen warns Naja
that within twenty-four hours, she,
Naja, will be overthrown and that
her successor, Tollia, is ready to
occupy the throne.
Martok stabs the old queen, but
before she dies, she tells him that
Naja is his sister. He arrests Ramu
and Kado and prepares to put them
to death. Meanwhile, Tollia con-
fronts Naja and demands that she
abdicate.
Naja scornfully refuses and the
two girls engage in a fight to the
death in which Naja falls from the
palace tower. Tollia dresses her-
self in Naja's robes and, imperson-
ating the wicked princess, prevents
the execution of Ramu and Kado.
Martok, discovering the death of
Naja, flees for his life and Cobra
Island, freed from oppression, en-
ters a golden era of prosperity
which springs from the love of Tol-
lia and Ramu.

Young Star Gets Posterior Paddled

(Advance)
Some actors learn to "take it on
the chin" in the course of their
screen careers, but during the mak-
ing of "Cobra Woman," Sabu, the
former elephant boy, learned to
take it—meaning physical punish-
ment in another quarter. "Cobra
Woman," Universal's exciting Tech-
nicolor drama, comes
to the Theatre.
The scene in the script required
Jon Hall to give Sabu resounding
whacks on the seat of his pants—
or rather his seat.
The scene had to be taken five
times before it suited Director Robert
Siodmak, and by that time
Sabu's er . . . ah . . . pants were
tingling.
In ordinary circumstances, simi-
lar situations can be handled so
that the actor's er . . . ah . . . feelings
can be spared. They insert padding
in his trousers.
But this wasn't possible in "Cobra
Woman." Sabu, you see, plays the
role of a native boy, and all he was
wearing was a loin cloth.
Lovely Maria Montez and stal-
wart Jon Hall are starred in "Cobra
Woman," which was produced by
George Waggener.



Sabu gazes down admiringly upon
Maria Montez and Jon Hall in Uni-
versal's "Cobra Woman." (Mat 13)

PUBLICITY



Maria Montez has the title role in Universal's "Cobra Woman," the exotic Technicolor romance which also stars Jon Hall and Sabu, and was produced by George Wagner. (Mat 21)

Totalitarian Aims Are Well Paralleled in 'Cobra Woman'

(Advance) The contest between the rights of the "little people" and the desire of those in totalitarian command—even of such a fictitious community as that of Cobra Island—reaches expression in Maria Montez's new Technicolor picture "Cobra Woman," coming to the Theatre.

Miss Montez as the mercenary Princess Naja, and her crafty minister of state, played by Edgar Barrier, are reproached by the gentle Queen Mother, played by Mary Nash.

Says the Princess: "I tell you the tribute from the people grows smaller every day."

To which the Queen replies wearily: "But you have taxed them beyond their power to pay." (Then more gently) "I speak to you not as a Queen, but as a Mother."

Then, as Martok approaches, the

Queen addresses him: "You bring news, Martok? It could not be a report that my people are happy? You never would permit that."

Martok replies: "The people are happy when they are told to be."

In case there seems any parallel between the situation in "Cobra Woman" and any occupied nation, it is worth noting that before the final fadeout, the forces of Good in the person of Miss Montez, playing the dual role of herself as the Girl Tolea (twin but good sister of the Princess) triumph over Evil, also in the person of Montez.

And what happens to my bad side, is exactly what is getting ready to happen to Herr Hitler and Mr. Hirohito, confides Miss Montez.

The picture "Cobra Woman" was the last for the duration for Sabu, who reported to the U. S. Army Air Corps as a cadet a short time after he finished his role.

Robert Siodmak directed "Cobra Woman," which was produced for Universal by George Wagner.

"Cobra Woman" Has Lovely Decor

(Advance) When Maria Montez, as the wicked queen in George Wagner's Technicolor production, "Cobra Woman" at Universal, sweeps regally into her throne room, those in the theatre audience who are connoisseurs of fine furniture and students of the decorative arts, will meet a melting pot of ideas. "Cobra Woman" is coming to the Theatre, with Jon Hall and Sabu co-stars.

Since there are no warlike tropical islands where screen melodramas can be located, Universal's script writers and set designers have created one of their own—a mythical isle which could be a composite of all the equatorial paradise spots of fiction.

Alex Goltzen, who designs unusual settings for Universal pictures, being careful to stay within the war-time limits of \$5,000 expenditures on new set materials, has achieved something of an innovation by taking various oriental ideas and blending them together. The throne room, for instance, has elaborate grillwork window shades with Hindu designs. Spaced at regular intervals about the place are elephant statues, carved in the manner of French Indo-China. Huge chests of teakwood, inlaid with ivory, contribute the Chinese influence.

Carved wooden figures of dancing girls from Bali are additional touches which make the room the "melting pot" of the Orient and South Sea. George Wagner produced "Cobra Woman" and Robert Siodmak directed.

Barrier is a "ground floor."

Having flunked mathematics at Dewitt Clinton High, which he attended in New York, Barrier is now studying navigation with hopes of eventually using his knowledge in the service, and takes imaginary airplane flights with maps, dummies, compasses, drift calculators and so forth, strewn about his dressing room at Universal and his den at home.

Barrier was unable to break into



Lovely Maria Montez plays the title role in Universal's "Cobra Woman," Technicolor romance-drama, produced by George Wagner. (Mat 15)

RECEIVES TRIBUTE

(Current) Maria Montez is the recipient of a rare tribute, extended by President Rafael L. Trujillo of her native Dominican Republic. In recognition of her artistry and her "spirit of Dominicanism," the star has received two decorations—the Order of Merit of Juan Pablo Duarte and the Order of Trujillo. Miss Montez is currently seen in "Cobra Woman" at the Theatre.

Just as he feared, something did happen. But for once in his life, the incident didn't concern the director—mainly because it didn't delay the shooting schedule on the picture.

Victim of the accident was Curley Twiford, well known Hollywood movie bird trainer. Curley brought to location with him one of his prize Macaws, a multi-colored citizen of Latin-America by the name of Peter. Twiford had taken Peter along merely to teach him a few tricks between scenes, Peter being, as it were, "at liberty."

"Watch," Twiford told a group of movie people standing around. "He'll fly twenty feet and land on my shoulder when I call him." Sure enough, when Twiford put Peter a-top a ladder, and walked off a ways and called, Peter flew the air and landed on the shoulder of his trainer. Twiford beamed.

"Watch, now he'll do it from thirty feet," said Twiford with assurance. The trainer called, and Peter took off—and stayed off—for four days, returning only when he got hungry. George Wagner produced "Cobra Woman," from an original story by W. Scott Darling.

Jon Hall is Maria Montez' leading man in Universal's Technicolor romance, "Cobra Woman," directed by Robert Siodmak. (Mat 16)

Jon Hall and Sabu, the young Hindu actor. (Mat 22)



A mythical South Sea kingdom forms the setting for lovely Maria Montez in her latest Universal romance, "Cobra Woman," which co-stars Jon Hall and Sabu, the young Hindu actor. (Mat 22)

Universal Villain Has a Pet Hobby, Ground Flying

(Advance) Edgar Barrier, the crafty, cold-hearted prime minister in George Wagner's Technicolor "Cobra Woman," with Maria Montez, Jon Hall and Sabu, pursues a highly unusual hobby. He may be seen in the romantic melodrama which opens to the Theatre.

Barrier is a "ground floor."

Having flunked mathematics at Dewitt Clinton High, which he attended in New York, Barrier is now studying navigation with hopes of eventually using his knowledge in the service, and takes imaginary airplane flights with maps, dummies, compasses, drift calculators and so forth, strewn about his dressing room at Universal and his den at home.

Barrier was unable to break into

Has Sea Farm Canteen Will Get Sabu's Hens

(Current) Shaik, brother of Sabu, made ready to follow his brother into the United States Army, following completion of the latter's role in "Cobra Woman," coming to the Theatre.

After selling off two autos, left behind by Sabu, and sundry household furniture, the brothers are giving the chickens they raised on their San Fernando Valley farm to the Hollywood Canteen.

Lon Chaney Buys Strange New Pet

(Current) During the making of "Cobra Woman," the Universal Technicolor romance now screening at the Theatre, Lon Chaney bought one of the parrots used in the scene. For some time the bird didn't speak, but that was all right, as Chaney himself is mute in that part of the picture. Now Chaney talks, but the bird still refuses.

Maria Montez, Jon Hall, and Sabu are starred in the film.

George Wagner, who developed Miss Montez as a potential star in "White Savage," used the trio, and so did Walter Wagner in "Arabian Nights." Wagner also produced "Cobra Woman" with Robert Siodmak directing.

Wins First Love

(Current) For the first time in his screen career, Lon Chaney wound up being a "good guy" in a motion picture in his role in Universal's "Cobra Woman," the Maria Montez Technicolor production now playing at the Theatre.

Not only that, but Chaney, in the role of Captain of the Guards, won the love of the beautiful newcomer, Lois Collier.

The role is one of the most unique Chaney ever has attempted. In the beginning of the picture, he appears as a dead mute villain, but the story development reveals him later as an entirely different sort of person.

Jon Hall and Maria Montez enact romantic roles in the Universal Technicolor romance, "Cobra Woman." (Mat 17)

Jon Hall and Sabu, the young Hindu actor. (Mat 22)



Tropic allure is exemplified by Maria Montez in her latest exotic melodrama, "Cobra Woman," the Universal Technicolor film which co-stars Jon Hall and Sabu. (Mat 23)

Star Has Name, Skirts Shortened

(Advance) In the cloistered corridors of several European private schools which she attended, Hollywood's newest star swept the floor with prim garments and answered to a name that was eight words long.

But in Hollywood, things are different. Her attire has been abbreviated to an exotic one-piece affair known as a "sheerong." (A sarong that's sheer.)

Her long and sonorous christened name, Maria Garcia Ysabella van Dahl de Santo Sillas y MacPeters, has shortened like her clothes.

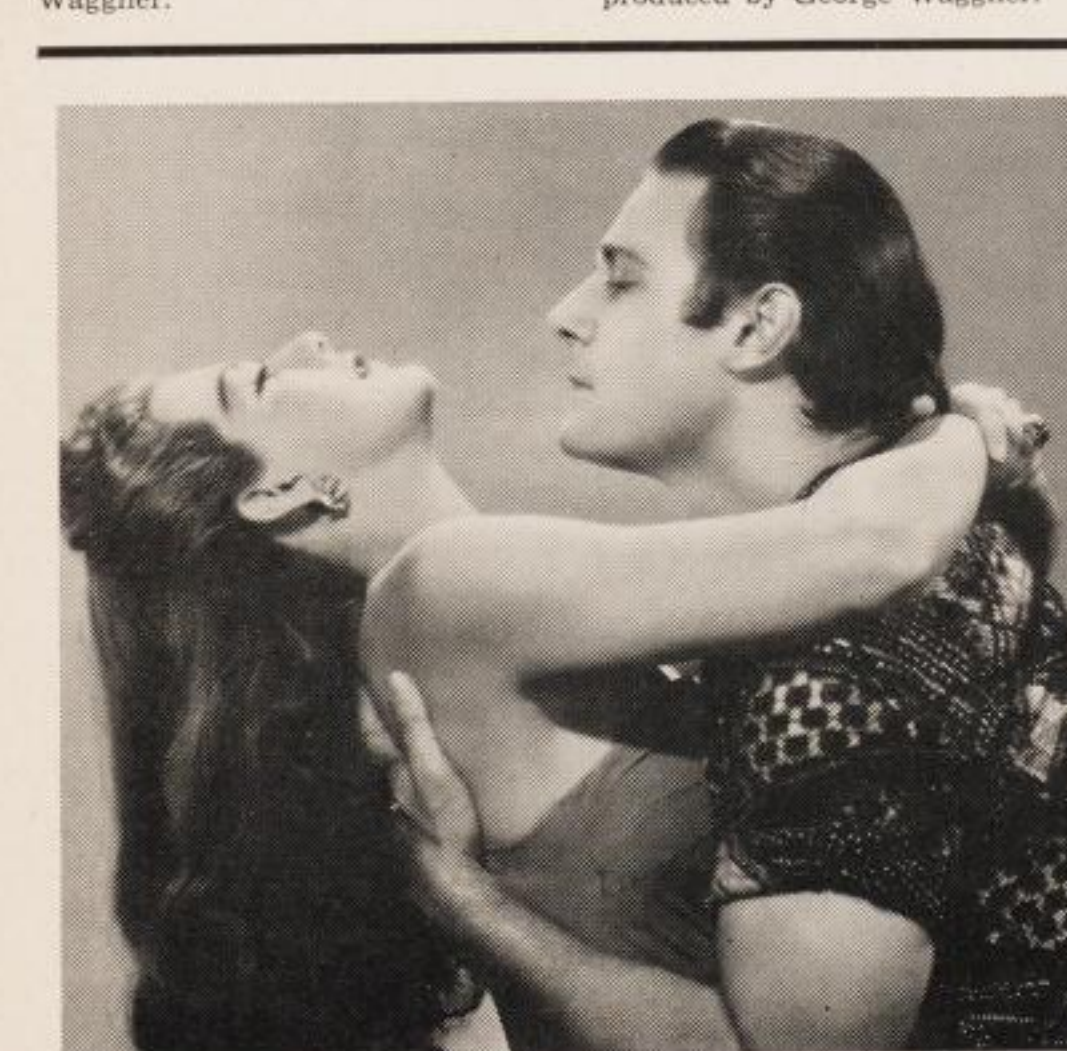
For Senorita Maria Garcia de y, and so forth, has become simply: Maria Montez. And she will be seen starting to the Theatre, in Universal's exotic Technicolor drama, "Cobra Woman."

Her real name, Maria explains, is "good for other times and lazy places."

Her new name is something to create excitement with. It's a name that causes young American soldiers to stamp their feet, and sailors to whistle.

Nobody needs say anything more in the company of young, uniformed America, than "Maria Montez." The boys get full of commotion. The whistling begins. It's like that at all the Army camps she visits. It's like that even when she isn't present in person.

Copper tressed Maria, of film fame in Universal's "Arabian Nights" and "White Savage," gained the irrevocable attention of these young men when she tossed convolutions of her Latin-American birthplace and her continental school days into the "not for working hours" classification in Hollywood. "Cobra Woman," with Jon Hall and Sabu, was directed by Robert Siodmak and produced by George Wagner.



Altwart Jon Hall has a tropical background for his love-making with Maria Montez in Universal's Technicolor romance, "Cobra Woman." (Mat 24)

Jon Hall Keeps Strenuous Physical Training Schedule

(Advance) Jon Hall, who is big, burly and athletic, and who has lived through such torrid zone cinematic sagas as "South of Pago Pago," "Aloma of the South Seas," "The Turtles of Tahiti," "White Savage" and "The Hurricane," is really a Hollywood phenomenon—a character who is what he appears to be on the screen.

Jon will be seen starting to the Theatre in his latest muscular Adonis role as Ramuh, in Universal's "Cobra Woman" with lovely Maria Montez and Sabu, the young Indian actor.

"Hollywood has done a lot for me," says Jon, "for one thing, it has kept me physically shipshape. It's kept me on a constant and rigid training schedule before, during and after making pictures. You can't look photogenic or stand the gaff, either, in South Sea pictures with a bulging waist line."

Jon Hall, an enthusiastic devotee of surf and sand, grew up in Tahiti, that Elysian island that was his mother's home. It was there

Star Is Wounded In Realistic Fight

(Advance) In a hand-to-hand fight during the production of "Cobra Woman," at the Universal Studios, Jon Hall forgot to duck, and was stabbed in the left shoulder by Edgar Barrier, "Cobra Woman" opens to the Theatre with Maria Montez in the title role.

Jon Hall (Mat 16) While Hall was being given first aid treatment for the flesh wound, he suggested to Director Robert Siodmak that the actual scene of the stabbing be used in the picture.

"It's realism," he said, "and that's what pictures should have more of."

The director, who has handled many of Universal's "horror" pictures, was intrigued by the idea. "They might build an advertising campaign around the scene," he surmised. "See Jon Hall actually shed his blood—they could use slogans like that on the bill boards."

Head cameraman George Robinson quashed the idea before it gathered momentum. "Forget it," he said, "Jon's blood isn't the right type—for Technicolor. On the screen it will look like molasses."

Amazon Actress

(Current) A paradox in pictures is pretty Thelma Joel, who feels she'll never rise to great heights in the movies because she is tall—five feet, eleven inches, to be exact.

Thelma is under contract to Universal studios, and she plays one of Maria Montez' ladies-in-waiting in "Cobra Woman," the Technicolor melodrama now playing at the Theatre.



Sabu (L), Maria Montez and Jon Hall are Universal's three top stars in the exotic Technicolor romance, "Cobra Woman," which was produced by George Wagner and directed by Robert Siodmak. (Mat 25)

Production Highlights

Maria Montez plays the first dual role of her career in Universal's Technicolor production of "Cobra Woman," in which she is co-starred with Jon Hall and Sabu.

Miss Montez divides herself into identical twins, a neat trick done with camera effects. Physically, the sisters are more alike than two peas in a pod, but psychologically, they are as different as night from day. One sister is kind, and lovable. The other is scheming and cruel.

The picture was directed by Robert Siodmak who hitherto has been identified primarily with "horror" pictures. The picture was produced by George Wagner, another exponent of the "horror" type of picture, but who has graduated to the more important pictures made by Universal. One of Wagner's recent productions was "Phantom of the Opera."

The background of "Cobra Woman" is on a mythical island somewhere in the South Seas where the natives worship King Cobra.

The story is the conflict engendered when the good sister attempts to wrest control of Cobra Island from her wicked twin.

Jon Hall is in love with the good sister, but goes through a trying experience when the bad sister falls in love with him, and tries to pass herself off as the good sister, who has been kidnapped.

Lon Chaney plays the role of a deaf mute giant, while Sabu is Jon Hall's faithful friend. One of the most active members of the cast is Jo Jo, the chimpanzee, who is owned by Sabu. Jo Jo himself, turns out to be a hero when he aids Hall and Sabu to escape from the hands of the wicked sister's henchmen.

Director Siodmak and his cast and crew moved from the Universal lot to Baldwin Lake for exterior location shots and were away for three weeks in their own private jungle.

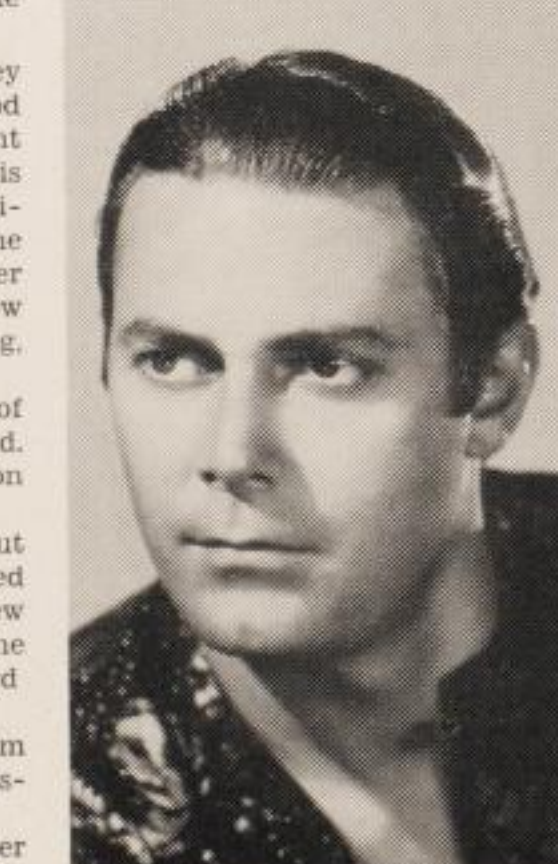
Carmen d'Antonio was signed by Universal to teach Miss Montez an exotic Cobra dance for the picture. A live cobra was used in this sequence, but care was taken to prevent Miss Montez from coming within range of its deadly fangs.



Maria Montez (Mat 16)



Edgar Barrier is the villainous Martok threatening lovely Maria Montez in Universal's "Cobra Woman." (Mat 14)



Jon Hall is Maria Montez' leading man in Universal's Technicolor romance, "Cobra Woman," directed by Robert Siodmak. (Mat 16)



Jon Hall and Maria Montez enact romantic roles in the Universal Technicolor romance, "Cobra Woman." (Mat 17)

SHOWMANSHIP

MARIA MONTEZ "QUEEN OF TECHNICOLOR" MERCHANDISES COLOR IN WEARING APPAREL

Because "Technicolor" to the average woman means *beauty in color*, here is a suggestion for department store merchandise managers and window dressers . . . A TECHNICOLOR PROMOTION FEATURING MARIA MONTEZ, QUEEN OF TECHNICOLOR, THAT TIES IN WITH ANY BRIGHTLY COLORED ITEMS DESIRED.

For example, if the store wants to merchandise a new line of brightly colored pocketbooks, the entire promotion could be built around the idea that "MARIA MONTEZ, QUEEN OF TECHNICOLOR, SUGGESTS THE NEW COLOR TREND IN BAGS, (ETC.)"

Or, in the case of a line of women's brightly hued print dresses, the tie-up line reads: FROM THE SCREEN COMES THE INSPIRATION FOR THESE TECHNICOLORED WOOL SUITS, SPONSORED BY MARIA MONTEZ, THE QUEEN

OF TECHNICOLOR, WHO APPEARS AT THE STRAND IN "COBRA WOMAN," IN TECHNICOLOR.

Endless ideas suggest themselves for window decoration in connection with this promotion. One excellent centerpiece for a window might involve a cutout of Montez, life size with different colored ribbons radiating out fanwise from the cutout to the ceiling of the window.

Down front, in a prominent part of the window, pile about a dozen feet of technicolor FILM on the floor. Arrange a lighted bulb underneath the pile so that it lights up the film.

Naturally, you will want the store to extend the tie-up to its ads. In order to sell the store the entire promotion, offer space in your inner lobby or mezzanine for a display of merchandise "in the New Technicolor Trend."

V V V

ROYAL CROWN TIE UP



Cash in on the National Advertising campaign of ROYAL CROWN COLA by contacting their local bottler and arranging a tie-up. It is a good follow up on their extensive coverage in newspapers and magazines in which they use the Montez endorsement of their product and plug her appearance as a co-star in "COBRA WOMAN."

Talk over the idea of a special banner for their trucks as well as cards reproducing the magazine ads. If the Royal Crown-Montez ad has not run locally try timing it with the playdates of the picture. A co-operative exchange on this can be mutually advantageous.

COBRA WOMAN DRINK

Have your local cafes and bars concoct a "COBRA WOMAN COCKTAIL". Advertise it as a Maria Montez special. Use Still Number 113 from your exchange set for this purpose. Mount it on card and have your sign man insert copy including: SEE MARIA MONTEZ IN "COBRA WOMAN" AT THE RIVOLI NOW.

Same idea can be used with the soda-fountains with a "coke" mixture and should draw a big play from the younger set. Check with your local dispensers on this idea and have them mix their tastiest thirst quencher under this label.

TWO SUGGESTIONS FOR SOCK LOBBY SET PIECES



Glamorize your lobby set pieces, cut-outs and display boards with the many available blow-up possibilities from the stills in the exchange set. Here are samples of what can be done with lobby set-pieces by utilizing blow-ups. Use incense for smoke effect. The combinations for "COBRA WOMAN" are endless and all posters have been designed for cut-out use.

Play up the glamor, romance, color and adventure of the tropics. Use color on all displays. By arranging your advance set pieces in groups they can be separated and lined against lobby walls with palm decorations during picture run.

"Underwater Kiss" Through An Aquarium!

See "COBRA WOMAN'S" UNDERWATER KISS



AN AMAZING MOMENT FROM "COBRA WOMAN" Starring MARIA MONTEZ and JON HALL

Promote an aquarium of goldfish. Have sign shop make a 40x60 with copy as indicated in the sketch. Cut an opening in the display slightly smaller than your aquarium. Mount the aquarium directly behind the opening.

Included in your Exchange Set of 8x10's you will find a special shot of Jon Hall kissing Maria Montez under water. This is the big "South Sea underwater kiss scene" and it has been specially retouched for this particular display. IDEA is to blow up this still to size of your glass container of fish, then place it BEHIND the aquarium. Patrons looking through the bowl of fish will see the photo of the under-sea sweethearts.

Ideal method of handling this is to make a colored photographic enlargement of the still and place a light bulb behind it. You don't need the light bulb to see the still through the water, but it makes a better effect. Move this one out later, as part of your front and watch the crowds stop and look at it!

Snake Skin Windows

Both title and stills offer a merchandising angle for a tie-in with any articles made of snake skin. These would include women's bags, gloves, shoes, belts, compacts and other snake skin accessories.

Blow up some of the stills showing the big cobra. Note also still of Maria Montez in "cobra dress." Tie up copy can read: "THE SMART TREND TO SNAKE SKIN ACCESSORIES IS DRAMATIZED BY MARIA MONTEZ IN "COBRA WOMAN."



AMATEUR SCRIPT WRITERS CONTEST

ORDER EXPLOITATION MAT C. W. No. 1

Herewith is the story of "Cobra Woman" in word and picture WITH EXCEPTION OF THE LAST SCENE. Plant it as a regular story strip, if you prefer. Or you can use it as a contest by asking

readers to provide their idea of how the story should end. Contest copy is suggested below. If desirable, you can run one strip of art and one half of story one day, completing balance of story and strip on second day.

CAN YOU WRITE THE LAST SCENE FOR "COBRA WOMAN?"

Here's the short-short story of "Cobra Woman" coming to the (date) and starring Maria Montez, Jon Hall, Sabu and Lon Chaney. After reading it you will discover that it takes you up to the big climax of this new technicolor production . . . but does not reveal the final scene. The NEWS and the Blank Theatre offer one hundred free tickets to see "Cobra Woman."



Our story opens on a tropic atoll known as Harbor Island, somewhere in the South Seas, where Ramu (Jon Hall) and Tollea (Maria Montez) are sweethearts, soon to be married. Into this peaceful setting comes a giant stranger known as Hava (Lon Chaney) Captain of the Guards of Cobra Island, a sinister kingdom where the natives worship King Cobra. The Old Queen (Mary Nash) of Cobra Island has ordered Hava to kidnap the lovely Tollea for a secret reason of her own which only the Giant Hava shares. Learning that his bride-to-be has been abducted, Ramu accompanied by his little friend Kado (Sabu), sail immediately for Cobra Island to rescue Tollea, knowing that they take their lives in their hands, since it is the custom to put to death all strangers. On Cobra Island they come upon a quiet lagoon where a beautiful maiden is swimming. Ramu is startled by the likeness of this girl to his own Tollea. He dives into the water and,

an," for the one hundred best ENDINGS to this story. In case you have seen "Cobra Woman" somewhere else and are familiar with its ending, DO NOT WRITE THE PRESENT ENDING OF THE FILM. What we want is YOUR idea of how you would end the picture. Limit your "script" to words.

coming upon the lovely swimmer, believes she is his sweetheart and kisses her. Her reaction is strange and Ramu is puzzled. What he doesn't know is that this maiden is Nadja, cruel Princess of the island, who is the twin sister of his own Tollea. Neither girl knows of the existence of the other and this is the secret of the Old Queen. Princess Nadja falls in love with Ramu. But before she can prevent it, the island's guards discover this handsome newcomer and cast him into prison to await death. Here Ramu is visited by the Old Queen who explains that his Tollea is the twin of the cruel and dominating Princess, who has gradually assumed power over the island. Her plan, explains the Old Queen, is to supplant the good Tollea in place of the evil Nadja. Nadja, meanwhile, is plotting with Martok (Edgar Barrier), her High Priest, to take over final control of the island and assassinate the Old Queen.



Nadja and Martok proclaim a sacred ceremonial in honor of King Cobra at which time she dances. New heavy taxes are levied on the islanders and those who cannot pay are sentenced to death in the volcano.

The Old Queen has succeeded in releasing Ramu from prison and reuniting him with Tollea. From her hiding place, the sweethearts and their little friend Kado watch the death ceremony with horror. At this point the Old Queen steps forth and mystically warns Princess Nadja that in twenty-four hours she will be unseated from power. Turning on the islanders, the Old Queen tells them of the twin sister who is on the island and ready to take the place of her cruel twin.

Martok stabs the Old Queen with his cobra dagger. As she dies she tells him that both twins are his sisters. But the High Priest is still determined to support the evil sister.

V V V

SILK SCREEN ACCESSORIES

Silk screen means SEAT SELLING SOCK . . . those extra specialty items such as 40x60's, 30x40's, 24x60's and other sizes and shapes, all built for that extra take. See them on display at your local NATIONAL SCREEN EXCHANGE. Ordering them in addition to your regular, dependable, Universal items, means additional B. O. insurance!

3 COLOR HERALD
7x10 ins. \$3.50 Per M.



NATIONAL SCREEN SERVICE
AN UNUSUAL TRAILER THAT SELLS
BIG STAR VALUE IN A
SOCK STORY

ACCESSORY ORDER "Cobra Woman"

ITEMS	Unit Price	Quan.	Amount
24 Sheet	2.40 ea.		
Six Sheet	.90 ea.		
Three Sheet	.45 ea.		
One Sheet	.15 ea.		
Two 22 x 28's	.40 ea.		
Eight 11 x 14's	.75 set		
Midget Window Card	.03 1/2 ea.		
Regular Window Card	.07 ea.		
50 to 100	.06 1/2 ea.		
Over 100	.06 ea.		
14 x 36 Insert	.25 ea.		
7x10 Three-Color Herald	3.50 M.		
8 x 10 Stills	.10 ea.		
8 x 10 Color Gloss Stills	.15 ea.		
11 x 14 Color Gloss Stills	.25 ea.		
40 x 60 Gelatin	1.00 ea.		

Manager Total

Theatre:

Address:

PAGAN WITCH
or Weird Woman of Rapture?
Temptress of a temple
of terror...untamed...
unconquered...unwed!

MARIA MONTEZ
JON HALL
SABU

COBRA WOMAN
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and
LON CHANEY
as Hava

SPECTACULAR CAST OF THOUSANDS!

ADDED ATTRACTIONS

Screen Play, Gene Lewis and Richard Brooks Original Story, W. Scott Darling
Directed by ROBERT SIODMAK Produced by GEORGE WAGGNER
A UNIVERSAL PICTURE

Ad No. 2B—2 Column Mat 30c

MARIA MONTEZ
JON HALL
SABU

COBRA WOMAN
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and
LON CHANEY

Ad No. 2E—2 Column Mat 30c

WHERE LOVE RULES ALL WOMEN... AND A WOMAN RULES ALL MEN!

Reckless adventure!
Tropic Temptations!
Pagan Excitements!
all that you desire in

Their Newest
Pagan Sensation in
Exotic **TECHNICOLOR!**

MARIA MONTEZ
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and
LON CHANEY
as Hava

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MARIA MONTEZ
JON HALL
SABU

COBRA WOMAN
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and
LON CHANEY

Ad No. 1H—1 Col. Mat 15c

TOLLEA!
TEMPTRESS
OF
TERROR!

MARIA MONTEZ
JON HALL
SABU

COBRA WOMAN
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and
LON CHANEY
as Hava

**SPECTACULAR
CAST OF THOUSANDS!**

Screen Play, Gene Lewis and Richard Brooks Original Story, W. Scott Darling
Directed by ROBERT SIODMAK Produced by GEORGE WAGGNER
A UNIVERSAL PICTURE

Ad No. 1A—1 Col. Mat 15c

THE STARS of "ARABIAN NIGHTS" and "WHITE SAVAGE"...
IN THEIR *Newest* and GREATEST PAGAN SENSATION!

MARIA MONTEZ
JON HALL
SABU

COBRA WOMAN
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and
LON CHANEY
as Hava

SPECTACULAR CAST OF THOUSANDS!

SEE—sinuous beauties in the dance of snakes!

SEE—slave girls thrown into a fiery crater!

SEE—erupting volcano spread panic & ruin!

Screen Play, Gene Lewis and Richard Brooks Original Story, W. Scott Darling
Directed by ROBERT SIODMAK Produced by GEORGE WAGGNER
A UNIVERSAL PICTURE

Ad No. 3B—3 Column Mat 45c

MARIA MONTEZ
JON HALL
SABU

COBRA WOMAN
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and
LON CHANEY
as Hava

Ad No. 1G—1 Col. Mat 15c

MARIA MONTEZ
JON HALL
SABU

COBRA WOMAN
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and
LON CHANEY
as Hava

Ad No. 1E—1 Col. Mat 15c

Coming Soon

2ND SMASH WEEK!

HELD OVER!

MARIA MONTEZ
JON HALL
SABU

COBRA WOMAN
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and
LON CHANEY
as Hava

Coming Soon

HELD OVER!

HELD OVER!

HELD OVER!

2ND SMASH WEEK!

Coming Soon

SEE—sinuous beauties in the dance of snakes!

SEE—slave girls thrown into a fiery crater!

SEE—erupting volcano spread panic & ruin!

Ad No. UTILITY No. 1—5 Column Mat 75c

MARIA MONTEZ
JON HALL
SABU

COBRA WOMAN
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and
LON CHANEY
as Hava

Ad No. 1C—1 Col. Mat 15c

MARIA MONTEZ
JON HALL
SABU

COBRA WOMAN
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and
LON CHANEY
as Hava

Ad No. 2D—2 Column Mat 30c

SHE-SERPENT... IN THE GARDEN OF LOVE!
Weird! Wild! Dangerous! Tollea—prize of all tropic treasures!
Their **NEWEST, GREATEST Pagan Sensation...**
in Exotic **TECHNICOLOR!**

**MARIO MONTEZ
JON HALL
SABU**
in **COBRA WOMAN**
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and **LON CHANEY**
as Hava

SPECTACULAR CAST OF THOUSANDS!

ADDED ATTRACTIONS

Screen Play, Gene Lewis and Richard Brooks Original Story, W. Scott Darling
Directed by ROBERT SIODMAK **A UNIVERSAL PICTURE** Produced by GEORGE WAGGNER

4A

Ad No. 4A—4 Column Mat 60c

**VENOMOUS in HATE!
RAPTUROUS in LOVE!**

**MARIO MONTEZ
JON HALL
SABU**
in **COBRA WOMAN**
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and **LON CHANEY**
as Hava

SPECTACULAR CAST OF THOUSANDS!

ADDED ATTRACTIONS

Screen Play, Gene Lewis and Richard Brooks
Original Story, W. Scott Darling
Directed by ROBERT SIODMAK
Produced by GEORGE WAGGNER
A UNIVERSAL PICTURE
Ad No. 1B—1 Col. Mat 15c

1B

TEMPTRESS OF TERROR!

**MARIO MONTEZ
JON HALL
SABU**
in **COBRA WOMAN**
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and **LON CHANEY**
as Hava

SPECTACULAR CAST OF THOUSANDS!

ADDED ATTRACTIONS

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Original Story, W. Scott Darling
Directed by ROBERT SIODMAK
Produced by GEORGE WAGGNER
A UNIVERSAL PICTURE
Ad No. 1D—1 Col. Mat 15c

1D

FORBIDDEN!
A Witch of the Wilds!
Primeval priestess of a temple of terror... as quick on the kiss as the kill!

**MARIO MONTEZ
JON HALL
SABU**
in **COBRA WOMAN**
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and **LON CHANEY**
as Hava

SPECTACULAR CAST OF THOUSANDS!

ADDED ATTRACTIONS

Screen Play, Gene Lewis and Richard Brooks Original Story, W. Scott Darling
Directed by ROBERT SIODMAK Produced by GEORGE WAGGNER
A UNIVERSAL PICTURE
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3A

**MARIO MONTEZ
JON HALL
SABU**
in **COBRA WOMAN**
in **TECHNICOLOR**
with **EDGAR BARRIER**
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and **LON CHANEY**
as Hava

Ad No. 1F—1 Col. Mat 15c

1F

SHE-SERPENT... no man could resist, or subdue!

**MARIO MONTEZ
JON HALL
SABU**
in **COBRA WOMAN**
in **TECHNICOLOR**
with
EDGAR BARRIER
Lois Collier Mary Nash
Moroni Olsen Samuel S. Hinds
and **LON CHANEY**
as Hava

SPECTACULAR CAST OF THOUSANDS!

Screen Play, Gene Lewis and Richard Brooks Original Story, W. Scott Darling
Directed by ROBERT SIODMAK Produced by GEORGE WAGGNER
A UNIVERSAL PICTURE
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2C