

## Document Citation

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**Brutal Murder...  
Barbaric Reprisals...  
Savage Love...**

ONE MAN'S LUST FOR VENGEANCE EXPLODES IN VIOLENCE!!



With

**LIANA ORFEI ■ ARMAND MESTRAL ■ LISA GASTONI**

Directed by  
**UMBERTO LENZI**



Produced by **FORTUNATO MISIANO ■ A ROMANA FILM**

**AN AMERICAN INTERNATIONAL PICTURE**

### the story

Dashing Fernando Lamas as Antonio dedicates his life to avenging the rape and brutal murder of his young sister. He meets one of the cutthroats and kills him in self defense.

Hiding from the law he meets the beautiful Maruzza (Liana Orfei) and her brother, Nilo, who Antonio learns, is a member of the gang he has been searching for. Concealing his true identity, Antonio is introduced to and welcomed by the brigands, and participates in their raids. He and Maruzza fall in love and are married.

A lovely English woman, Miss Parker (Lisa Gastoni), arrives on an assignment for her paper to interview the brigand chief, Rocco (Armand Mestral). Antonio enlists her aid to learn the identity of the six members of Rocco's band who committed his sister's outrageous murder. She does, and while revealing their identity to Antonio, is killed. His true identity is revealed, and he now learns that Maruzza's brother was involved in the bestial rape.

Antonio is granted the right of fighting a pistol duel with Rocco, which he wins. He then challenges the other brigands together. With great courage, Antonio disposes of five of them, before he is killed by Nilo who used his sister, Antonio's wife, as a shield.

Maruzza, who had flung herself between the two, is also killed, and dies clasping Antonio in her arms. As the terrified Nilo tries to escape, he is killed by the law.

### the cast

FERNANDO LAMAS ..... Antonio  
LIANA ORFEI ..... Maruzza

LISA GASTONI ..... Miss Parker  
ARMAND MESTRAL ..... Rocco

### the credits

Produced by ..... FORTUNATO MISIANO  
Directed by ..... UMBERTO LENZI  
Production Manager ..... NINO MISIANO  
Screenplay by ..... LUCIANO MARTINO AND UGO GUERRA

Director of Photography ..... AUGUSTO TIEZZI  
Set Designer ..... PEPPINO PICCOLO  
Costume Designer ..... WALTER PATRIARCA  
Music ..... M. GINO FILIPPINI

DUEL OF FIRE / A ROMANO PRODUCTION / AN AMERICAN INTERNATIONAL PICTURE

exhibitor's campaign manual



# FERNANDO LAMAS, A JACK OF ALL TRADES HAS FOUND HIS NICHE IN THE ROLE OF ACTOR

Fernando Lamas, star of American International Pictures' "Duel of Fire," was born in Buenos Aires and attended schools in Argentina, Spain and Italy.

At the age of fifteen, he returned to Argentina, and joined a repertory group called "Teatro Experimental" and was with it for four years in which he studied drama, diction, projection and played everything from bits to leads and toward the end, directing. While he was building the basis of his very solid theatrical background he also worked actively in radio where he starred in and directed many "soap operas."

At the age of twenty two Mr. Lamas made his degree as a stage star in the play "The Man Who Came at Night."

The movies lured him and in his fifth film, he became a star playing opposite Dolores del Rio in "Lady Windermere's Fan." This picture made him one of the most popular latin stars and he worked incessantly in pictures, stage and radio.

His career in Hollywood was an immediate success and the list of pictures in which he starred and the beauty and importance of his leading ladies is really impressive:

"Rich, Young and Pretty" which starred Jane Powell and Daniele Darrieux

"The Law and the Lady" with Greer Garson

"The Merry Widow" with Lana Turner

"The Girl Who Had Everything" with Elizabeth Taylor

"Dangerous When Wet" with Esther Williams

"Sangaree" with Arlene Dahl

"Diamond Queen" with Rhonda Fleming

"Rose Marie" with Ann Blyth

"The Girl Rush" with Rosalind Russell

and now

"Duel of Fire" with Liana Orfei

His popularity all over the world is extraordinary. For his acting ability, Fernando Lamas has received several awards, among them:

1952 Look Magazine (Best new-comer of the Year).

1952 Modern Screen Magazine (Most promising star).

1953 Box Office Blue Ribbon (as Danile in "The Merry Widow").

1954 Most popular star in Latin America (Vote of Editors of Newspapers, magazines and radio and TV stations).

1955 Box Office Blue Ribbon (As Jim in "Rose Marie").

1956 Number One Latin Star (Vote of Latin American Magazine).

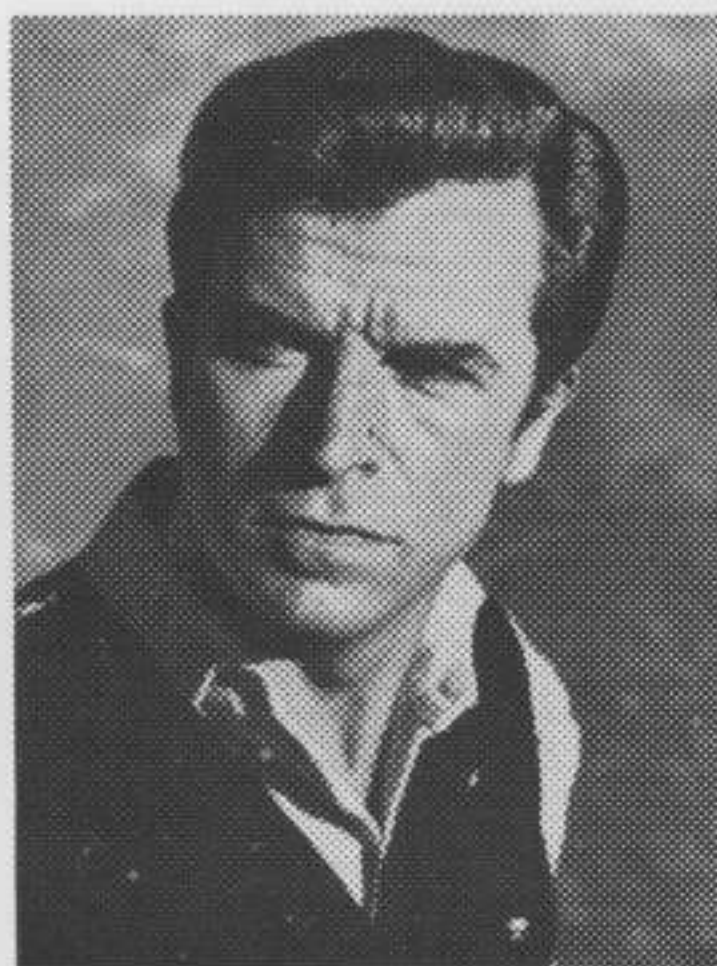
In 1955 he starred in a West Coast production of "Lilliom" opposite Arlene Dahl and the critics praised his performance unanimously.

In 1956 Fernando Lamas made his Broadway debut opposite Ethel Merman in "Happy Hunting."

His success in this play was spectacular and his performance in it won him innumerable awards—among them:

"New York Drama Critics Award" (Poll by Weekly Variety).

Nomination for "Antoinette



Fernando Lamas portrays Antonio, bent on revenge for the sinister murder of his sister in American International Pictures' Totalscope-Eastmancolor saga "Duel of Fire" opening at the Theater.

SCENE MAT 1C

Perry Award" (Broadway's Oscar).

Mr. Lamas has starred in some of the United States' best television dramas and in a couple of spectaculars.

In the world of sports, Fernando Lamas was at one time quite a name. At sixteen he was intercollegiate boxing champion and at eighteen, represented his country in many international swimming competitions winning among others the South American Championship.

His ability as a horseman and fencer are also well-known.

An international star, he has travelled all over the world and lived in different countries from an early age.

As a result, he speaks Spanish, Italian, English, French and Portuguese. This, he has used to great advantage in an album of international songs he recorded for Roulette Records. He also appeared with big critical acclaim in one of Las Vegas' most important night clubs.

In 1958, Mr. Lamas starred in "The King and I." His performance in this play was received with magnificent reviews and had tremendous public impact.

He has also starred in "Once More with Feeling" in Los Angeles and San Francisco and also in the famous La Jolla Playhouse in which he also directed the play.

Fernando Lamas is a lover of classic painting, classical and modern music. A student of Philosophy, he has given lectures on the subject.

He has recently completed his most challenging role as Antonio, in American International Pictures' "Duel of Fire."



Fernando Lamas as Antonio passionately embraces Liana Orfei Maruzza, in American International Pictures' thrilling Totalscope-Eastmancolor adventure tale "Duel of Fire" opening at the Theater.

SCENE MAT 1B

## "Duel Of Fire" Is An Exciting Tale Of Love, Hate And Deadly Violence

The exciting, colorful topography of wild countryside in the 19th Century comes into full bloom as "Duel of Fire" pits the intrepid Fernando Lamas (as Antonio), in one of his most challenging roles, against an entire band of villainous cutthroats. Bent on revenge for the cruel rape of his innocent young sister, Lamas, as the courageous Antonio, rejects the passion of a love affair in order to carry out his drive for retribution.

From out of the vivid pages of the mid-19th century, an era of menacing gangs, of unruly, of violent hatreds and illicit romances, comes this dramatic portrayal of heartbreak and revenge.

The voluptuous Liana Orfei (as Maruzza), gives a sensitive performance as Antonio's love who tries vainly to stop the sinister forces of fate. Lisa Gastoni as the charming journalist, Miss Parker, once again turns in a sparkling performance, as she assists Antonio in his quest for the identity of the savage killers. The countryside trembles as death awaits the outcome of the inevitable duel, in "Duel of Fire."

Tension slowly mounts as the agile Lamas comes closer to uncovering the identity of the brutal killers. Director Lenzi focuses his camera on the bestiality of man, as he probes the conscience of the murderer and finds it missing. Death in its barest realities, where man has no chance of survival against this formidable foe, is shown in all its gruesomeness and nakedness. In a vendetta—which results in a fight to the finish—it is death who reigns victorious in "Duel of Fire."

## "DUEL OF FIRE" FEATURES SURE-FIRE BOX OFFICE INGREDIENTS

Passion, love, hate and violence leads to a "Duel of Fire." Fernando Lamas stars as a hotblooded young man on the trail of cutthroats who brutally raped his beautiful sister.

Tension mounts as Lamas joins the gang he has been searching for by concealing his true identity. Irony creeps into the plot as Lamas, and the sister of one of the mob, portrayed by the voluptuous Liana Orfei, fall deeply in love. His raging desire for retribution, however, destroys what chance there was for love, and hate becomes his master and undoing in a powerful and violent climax. Never has Lamas been more exciting, more convincing. American International Pictures' "Duel of Fire" should not be missed.



## LAMAS STARS IN FILM DEPICTING ERA OF VIOLENCE

American International Pictures' "Duel of Fire" starring Fernando Lamas (as Antonio), Liana Orfei (as Maruzza), Armand Mestral (as Rocco) and Lisa Gastoni (as Miss Parker), opens at the Theater.

The Totalscope, Eastmancolor film, which was directed by Umberto Lenzi, is set in the 19th Century, when bands of cutthroats terrorized the countryside. Lamas, as the heroic Antonio, bent on revenge for the brutal and sinister rape of his beautiful sister, turns in a powerful performance which ranks with his best efforts. Liana Orfei turns in an equally effective performance in the role of Antonio's lover.



Armand Mestral as Rocco the outlaw chief, attempts to molest a screaming Lisa Gastoni (Miss Parker) in a vivid scene from American International Pictures' "Duel of Fire." The Totalscope-Eastmancolor production opens at the Theater.

SCENE MAT 2B



Fernando Lamas as Antonio grabs a defiant Liana Orfei (Maruzza) in American International Pictures' "Duel of Fire." The Totalscope-Eastmancolor adventure thriller set in the 19th century opens at the Theater.

SCENE MAT 2A



## Fernando Lamas, Is Well Suited For This Swashbuckling Role In "DUEL OF FIRE"

Dashing Fernando Lamas, whose handsome face is familiar to thousands of movie patrons throughout the world, stars in the role of a swashbuckling avenger in American International Pictures' "Duel of Fire," which opens at the Theater.

Lamas received his big break when Metro Goldwyn Mayer signed him to an exclusive contract after appearing in more than twenty starring roles in movies made outside the United States. He received his first dramatic training when he joined a repertory group in Latin America. At the age of twenty two Mr. Lamas took his first steps to stardom when he starred in the play "The Man Who Came At Night." His fame in Latin America rocketed, and the movies lured him. In his fifth film he became a full fledged movie star when he appeared opposite Dolores del Rio in "Lady Windermere's Fan." The picture made him one of the most popular Latin stars and he worked continuously in pictures, stage and radio in Latin America.

Lamas is physically well suited for his challenging role of Antonio in "Duel of Fire" in which he must

single handedly combat a band of thieves and cutthroat murderers. At the age of 16 he was intercollegiate boxing champion, and at 18 he represented his country in many international swimming competitions, winning among others, the South American Championship. His ability as a horseman and fencer are also well known.

An international star, Lamas has travelled all over the world and lived in various countries. As a result, he speaks Spanish, Italian, English, French and Portuguese. He is a lover of classic painting, classical and modern music.

Among his past movie roles are "Rich, Young and Pretty," with Jane Powell; "The Law and the Lady," with Greer Garson; "The Merry Widow," with Lana Turner, and "The Girl Who Had Everything," with Elizabeth Taylor.



Sexy Liana Orfei as Maruzza is featured in American International Pictures' "Duel of Fire." The Totalscope-Eastmancolor production of love and revenge opens at the Theater.

SCENE MAT 1A







Fernando Lamas as Antonio, in a tense moment in American International Pictures' "Duel of Fire." The Totalscope-Eastmancolor adventure drama opens . . . . . at the . . . . . Theater.

SCENE MAT 2C

## SEAT SELLING SLANTS

1. Purchase cigarette lighters that are shaped like guns and light up when you pull the trigger. "Duel of Fire" tag lines can be pasted or inscribed on and sent to drama critics, radio and TV people and the press.

2. A look-a-like Fernando Lamas contest can be held.

3. Hire two actors to fake a gun duel in front of your theater at intervals coinciding with the end of the film before the new show starts. Equip them with pistols and have them count off the usual ten paces and shoot. Instead of bullets firing, a flag is shot out with a banner reading, "Go see Duel of Fire now Playing at the . . . . . Theater." This can also be done in the middle of a downtown shopping area; or in a department store.

4. Modern and ancient firearm weapons can be put on display in the lobby of your theater. This will be of great interest to

patrons interested in firearms as well as to the general public.

5. Distribute a supply of printed envelopes each with a safety match inside (copy) LIGHT UP YOUR DAY BY SEEING FERNANDO LAMAS IN DUEL OF FIRE. In reverse a supply of match covers can be located and attached to a herald (copy) FOR HOT/SPARKLING ENTERTAINMENT SEE DUEL OF FIRE.

6. Adapt a symbol of DUEL OF FIRE (a gun shooting forth fire; images of Lamas, dueling with Rocco through a burning flame), utilize this symbol all over town through the use of stickers. Imprint same on theater lobby windows, rest rooms, etc. You can even lead a path to your theater via use of these stickers.

7. Hire a human fire-eater and exhibit him in your lobby or under marquee. You can also use him as a roving fire-eater staging his act periodically in the midst of a busy downtown area.

## advertising

**FERNANDO LAMAS** in  
**DUEL OF FIRE**  
A ROMANA FILM TOTALSCOPE/EASTMANCOLOR  
AN AMERICAN INTERNATIONAL PICTURE

MAT 101—1 Col. x 1 1/8"—16 Lines



**BRUTAL MURDER...**  
**BARBARIC REPRISALS...**  
**SAVAGE LOVE...**

ONE MAN'S LUST FOR VENGEANCE EXPLODES IN VIOLENCE!!

**FERNANDO LAMAS** in



**DUEL OF FIRE**

With **LIANA ORFEI** • **ARMAND MESTRAL** • **LISA GASTONI** Directed by **UMBERTO LENZI**  
Produced by **FORTUNATO MISIANO** • A ROMANA FILM **AN AMERICAN INTERNATIONAL PICTURE**  
**TOTALSCOPE • EASTMANCOLOR**

MAT 301—3 Col. x 7 3/4"—32 4 Lines

**BRUTAL MURDER...**  
**BARBARIC REPRISALS...**  
**SAVAGE LOVE...**

One man's  
lust for  
vengeance  
explodes in  
violence!



**FERNANDO LAMAS** in  
**DUEL OF FIRE**

With **LIANA ORFEI** • **ARMAND MESTRAL** • **LISA GASTONI** Directed by **UMBERTO LENZI**  
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**TOTALSCOPE • EASTMANCOLOR**

MAT 203—2 Col. x 7 3/8"—206 Lines



# advertising

## BRUTAL MURDER!!

**BARBARIC REPRISALS! SAVAGE LOVE!!!**

One man's lust for vengeance explodes in violence!!



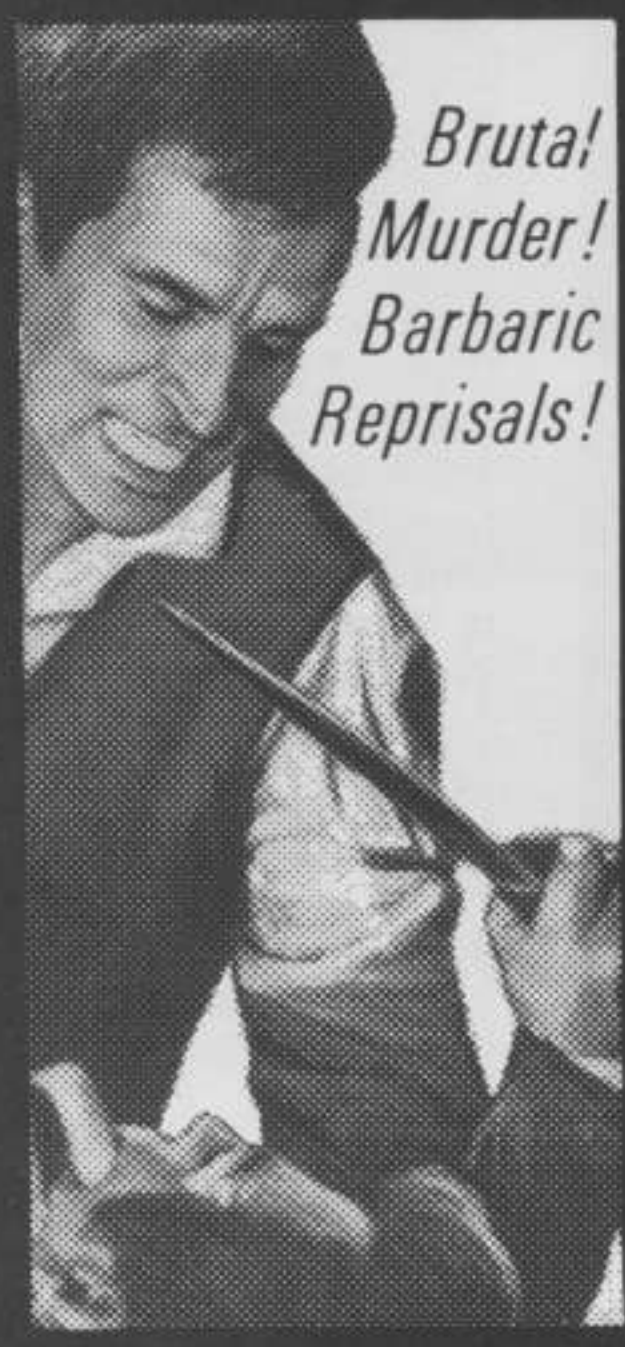
**FERNANDO LAMAS** in  
**DUEL OF FIRE**

With **LIANA ORFEI • ARMAND MESTRAL • LISA GASTONI** Directed by **UMBERTO LENZI**  
A ROMANA FILM  
Produced by **FORTUNATO MISIANO** **TOTALSCOPE • EASTMANCOLOR • AN AMERICAN INTERNATIONAL PICTURE**

MAT 202—2 Col. x 5 3/8"—152 Lines

ONE MAN'S LUST FOR  
VENGEANCE EXPLODES  
IN VIOLENCE!!!!!!

*Bruta!  
Murder!  
Barbaric  
Reprisals!*



**FERNANDO LAMAS**  
in  
**DUEL OF FIRE**

With **LIANA ORFEI • ARMAND MESTRAL**  
**LISA GASTONI** Directed by **UMBERTO LENZI** Produced by **FORTUNATO MISIANO**  
**AN AMERICAN INTERNATIONAL PICTURE**  
A ROMANA FILM **TOTALSCOPE • EASTMANCOLOR**

MAT 102—1 Col. x 7 7/8"—110 Lines

BRUTAL MURDER!!!

**FERNANDO LAMAS** in  
**DUEL OF FIRE**



A ROMANA FILM • **TOTALSCOPE • EASTMANCOLOR • AN AMERICAN INTERNATIONAL PICTURE**

MAT 201—2 Col. x 2 1/2"—70 Lines

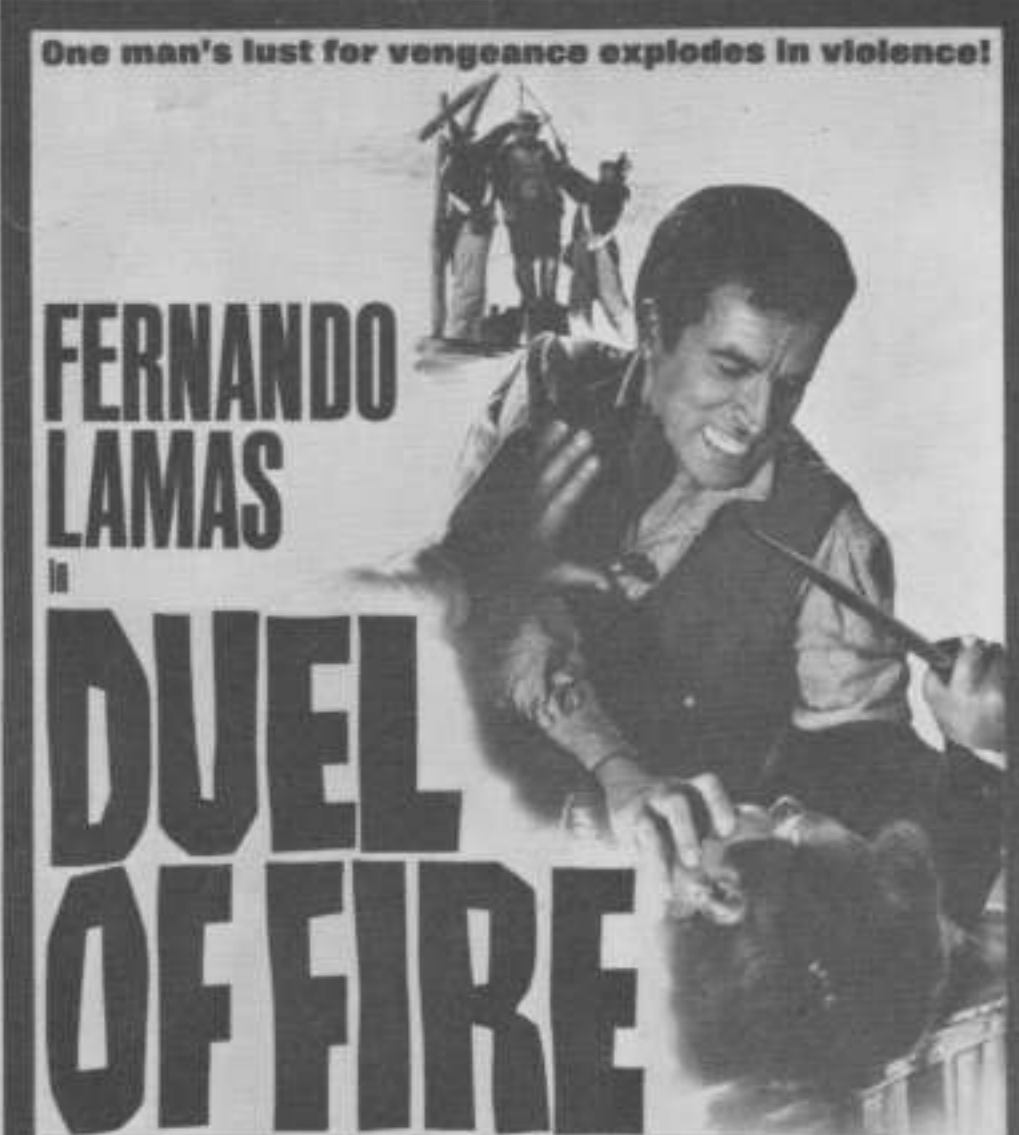
ALL ACCESSORIES ARE ON ORDER  
FROM THE HOME OFFICE:  
ADVERTISING DEPARTMENT,

American International Pictures  
Export Corporation  
165 West 46th Street  
New York, N. Y.

## Posters and Lobbies

**Brutal Murder...  
Barbaric Reprisals...  
Savage Love...**

One man's lust for vengeance explodes in violence!



**FERNANDO LAMAS**  
in  
**DUEL OF FIRE**

**TOTALSCOPE • EASTMANCOLOR**

With **LIANA ORFEI • ARMAND MESTRAL • LISA GASTONI** Directed by **UMBERTO LENZI**  
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THREE SHEET

ONE SHEET

**Brutal Murder...  
Barbaric Reprisals...  
Savage Love...**

ONE MAN'S LUST FOR VENGEANCE EXPLODES IN VIOLENCE!!



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also available:  
**SET OF 8—  
11 x 14 LOBBIES**