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For Those Who Book
"Cry of the Werewolf" and "The Soul of a Monster"
as a
DOUBLE HORROR BILL

. . . Here Is Your Campaign!

Columbia presents
"CRY OF THE WEREWOLF"
SEE! DREAD VOODOO MURDERS!
SEE! HORRIFYING TRIBAL RITES!
SEE! THE FRANTIC FEAST OF DEATH!
with **NINA FOCH • STEPHEN CRANE**
OSA MASSEN • BLANCHE YURKA • BARTON MacLANE
Screen Play by Griffin Jay and Charles O'Neal • Produced by WALLACE MacDONALD • Directed by HENRY LEVIN

DOUBLE HORROR! DOUBLE TERROR! DOUBLE CHILLS!

Columbia presents
"THE SOUL OF A MONSTER"
SEE! A Beauty Walk with Death!
SEE! A Scientist Go Mad!
SEE! A Female Monster's Revenge!
with **ROSE HOBART • GEORGE MACREADY**
JIM BANNON • JEANNE BATES • ERIK ROLF
Original Screen Play by Edward Dein
Produced by TED RICHMOND • Directed by WILL JASON

600-Line Ad Mat CWSM-3D—4 Cols. x 150 Lines

WHEN THE WOLF CRIES... SOMEONE DIES!

Columbia presents

"CRY OF THE WEREWOLF"

with
 Nina FOCH • Stephen CRANE
 Osa MASSEN • Blanche YURKA
 Barton MacLANE

Screen Play by Griffin Jay and Charles O'Neal • Produced by WALLACE MacDONALD • Directed by HENRY LEVIN

ALL-NEW CHILLS AND TERROR IN THIS SUPERNATURAL DOUBLE-HORROR SHOW!

CAN YOU STAND THE HORROR...

when tortured beings are forced by a blood-chilling female monster... to kill... in order to live?

Columbia presents

"THE SOUL OF A MONSTER"

with
 ROSE HOBART • GEORGE MACREADY
 JIM BANNON • JEANNE BATES
 ERIK ROLF

Original Screen Play by Edward Dein

Produced by TED RICHMOND • Directed by WILL JASON

400-Line Ad Mat CWSM-4C—3 Cols. x 133 Lines

TWICE THE CHILLS! TWICE THE THRILLS!

TWO QUEENS OF HORROR EXPLODE A DOUBLE DOSE OF INTERROR IN YOUR HEART!

***As A Werewolf
She Wanted Blood!***



***She
Was
Married
To A
Walking
Dead
Man!***

Columbia presents

**"THE
SOUL
OF A
MONSTER"**

with
**ROSE HOBART
GEORGE MACREADY
JIM BANNON
JEANNE BATES
ERIK ROLF**

Original Screen Play by Edward Dein
Produced by TED RICHMOND
Directed by WILL JASON

Columbia presents
**"CRY OF THE
WEREWOLF"**



with
**NINA FOCH • STEPHEN CRANE
OSA MASSEN • BLANCHE YURKA
BARTON MacLANE**

Screen Play by Griffin Jay and Charles O'Neal
Produced by WALLACE MacDONALD
Directed by HENRY LEVIN



400-Line Ad Mat CWSM-17C—3 Cols. x 133 Lines

**TWO FEMALE MONSTERS PIERCE THE MYSTERY OF THE
HALF-WORLD...TO BRING TERROR TO YOUR HEART!**

WHEN MIDNIGHT
STROCK ON THE
OLD CLOCK...
SHE WALKED
WITH MURDER
AS A WEREWOLF

Columbia presents ...

**"CRY OF THE
WEREWOLF"**

with NINA FOCH • STEPHEN CRANE • OSA MASSEN
BLANCHE YURKA • BARTON MACLANE
Screen Play by Griffin Jay and Charles O'Neal
Produced by WALLACE MacDONALD
Directed by HENRY LEVIN

SHE BROUGHT MEN BACK
FROM DEATH TO COMMIT HER
GRUESOME MURDERS!

Columbia presents ...

**"THE SOUL OF A
MONSTER"**

with ROSE HOBART • GEORGE MACREADY
JIM BANNON • JEANNE BATES • ERIK ROLF
Original Screen Play by Edward Dein
Produced by TED RICHMOND
Directed by WILL JASON

366-Line Ad Mat CWSM-5C—3 Cols. x 122 Lines

...TERRIFYING... FASCINATING... **TWO FEMALE MONSTERS**
IN 2 BLOOD CHILLING HORROR DRAMAS!

**ONE...
HALF-
WOMAN...
HALF-
WOLF!**

Columbia's
**"CRY OF THE
WEREWOLF"**

with NINA FOCH
Stephen CRANE • Osa MASSEN
Blanche YURKA • Barton MacLANE
Screen Play by Griffin Jay and
Charles O'Neal • Produced by
WALLACE MacDONALD • Directed
by HENRY LEVIN

**ONE...
GHOSTLY
LEADER
OF THE
GHASTLY
DEAD!**

Columbia's
**"THE
SOUL
OF A
MONSTER"**

with ROSE HOBART • GEORGE MACREADY
JIM BANNON • JEANNE BATES • ERIK ROLF
Original Screen Play by
Edward Dein • Produced
by TED RICHMOND
Directed by WILL JASON

150-Line Ad Mat CWSM-8B—2 Cols. x 75 Lines



200-Line Ad Mat CWSM-7B—2 Cols. x 100 Lines



80-Line Ad Mat CWSM-9B—2 Cols. x 40 Lines



54-Line Ad Mat CWSM-6B—2 Cols. x 27 Lines



86-Line Ad Mat CWSM-15B—2 Cols. x 43 Lines



30-Line Ad Mat CWSM-16B—2 Cols. x 15 Lines



99 Lines—I-Col. Ad Mat CWSM-13A



45 Lines—I-Col. Ad Mat CWSM-14A



73 Lines—I-Col. Ad Mat CWSM-10A

All Mats:
15c
Per Column
at your
Columbia
Exchange



15 Lines—I-Col. Ad Mat CWSM-11A



26 Lines—I-Col. Ad Mat CWSM-12A

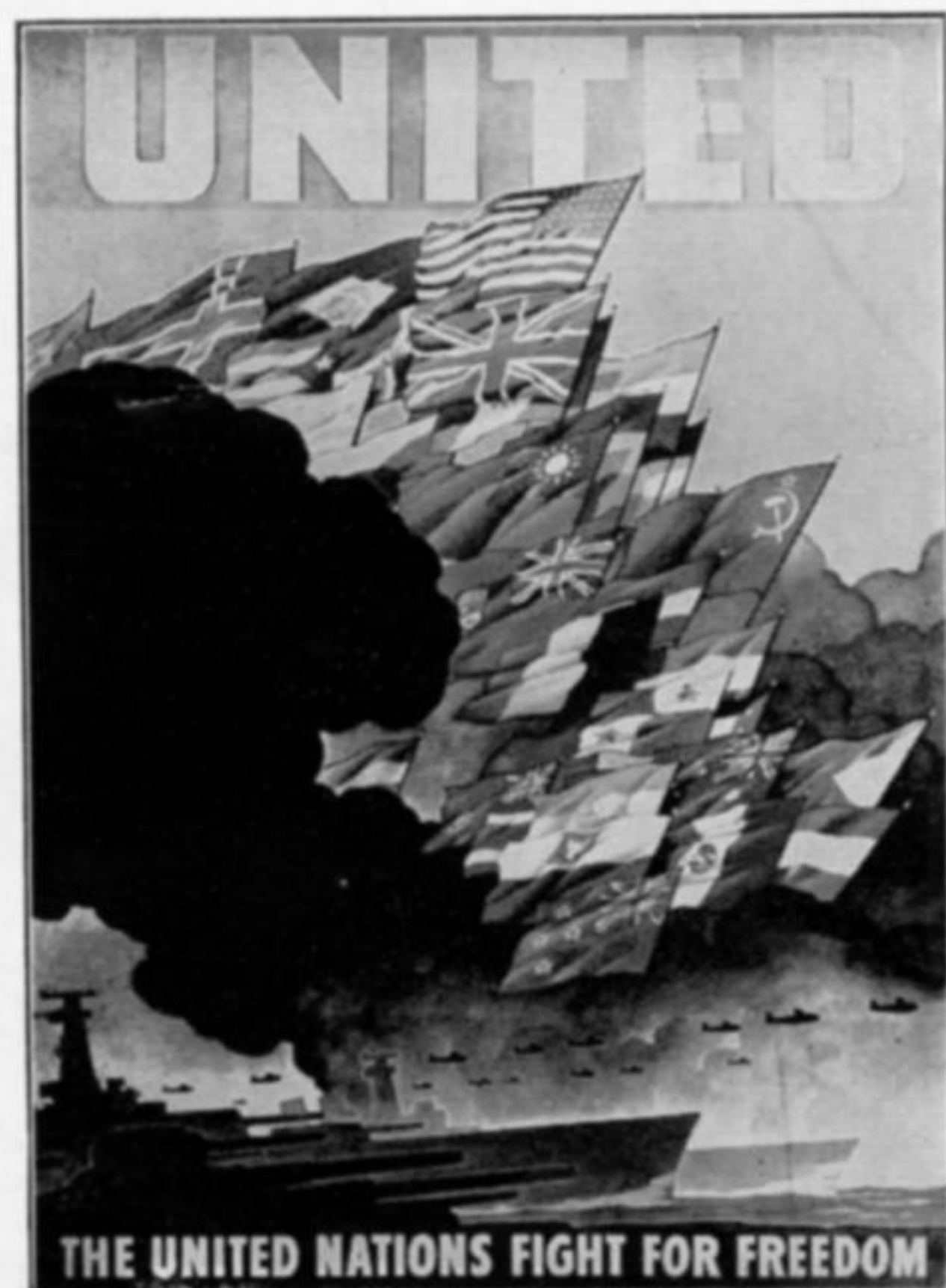
Display O. W. I. Posters

America's finest artists are all at work creating Uncle Sam's war posters.

Through an arrangement with the OWI, the War Activities Committee of the Motion Picture Industry has worked out a plan with National Screen Service to have these posters distributed FREE through its various exchanges. If you're not receiving copies of these posters regularly, get in touch with your nearest National Screen exchange AT ONCE.

Illustrated at the right is one of the recent OWI displays. Each month new issues are made and you should put them to work for VICTORY.

We suggest that you snipe the bottom of each poster with this line. "This poster displayed by the Theatre, as a contribution to the war effort."



PUBLICITY: DOUBLE HORROR BILL

(Review)

Foch, Hobart Bring Icicles to Spine In New Horror Fare

For the many fans who have been clamoring more and more of late for their favorite filmfare, the horror story, Columbia Pictures is currently offering double terror, chills and thrills at the Theatre where "Cry of the Werewolf" and "The Soul of a Monster" are shocking and sending icicles through the hearts of its many patrons.

Both stories, while different in plot content, have to do with the fiendishness of two queens of horror who pierce the mysteries of the half-world . . . terrifying . . . fascinating in their other-worldliness.

In "Cry of the Werewolf" it is the brilliant young player, Nina Foch, who is the bewitched beauty who kills men to keep them from learning the blood-freezing truth about her past.

In "The Soul of a Monster," Rose Hobart is the ghostly leader of the ghostly walking dead. Tortured beings are forced by this blood-chilling, female menace to kill in order to live. When she wants to kill, dead men murder in her name.

Others in the cast of "Cry of the Werewolf" who distinguish themselves by bringing out the goose pimples are Osa Massen, Stephen Crane, Blanche Yurka and the two-fisted Barton MacLane.

In "The Soul of a Monster" the devilry of Rose Hobart is furthered and abetted by Erik Rolf, Jeanne Bates, Jim Bannon and George Macready.

Both tight and tense screenplays were directed with equal deftness and feeling for their supernatural qualities, the former by Henry Levin, the latter by Will Jason.

For double horror, double terror, double chills don't miss this double bill at the Theatre.



Stills used are 1037-3 and 1044-Art 1.

1-Col. Pub. Scene Mat CWSM-1A

Double horror! . . . Double terror! . . . Double chills! Above, Nina Foch lures Stephen Crane with her gypsy wiles in "Cry of the Werewolf." Below, Jeanne Bates tries desperately to avoid the arms of her husband, the dead man brought to horrible life by the supernatural power of Rose Hobart in "The Soul of a Monster." Both Columbia pictures are currently playing at the Theatre.

NOTE!

On this page are special scene mats and publicity stories for your double feature showing of "Cry of the Werewolf" and "The Soul of a Monster." Additional material on each of the two pictures is available in the publicity sections of the separate press-books.

(Feature)

Horror Screenplays Are Wartime Escape

Outside of Westerns and serials, the murder mystery or horror filmplay has apparently been the most popular at the boxoffice. Studio statistics prove it. And it seems to be even more true in wartime. A delving into the occult we are told, gives an outlet for pent-up feelings whether it be in visiting fortune tellers, dabbling with ouija boards, studying psychic phenomena, mystery novels or a trip to the moving picture theatre where surcease may be found from real and pressing anxieties.

Realizing this public demand, Columbia Pictures is foremost in presenting a double bill of horror at the Theatre where "Cry of the Werewolf" and "The Soul of a Monster" are answering this call for chills, thrills and supernatural phenomena.

"Cry of the Werewolf" tells the story of Celeste, a gypsy queen, half-woman, half-wolf, and her attempts to keep not only her secret, but that of her mother, who disappeared after the wolf-murder of her husband.

Nina Foch is the wolf-woman and other members of the cast are Stephen Crane, Osa Massen, Blanche Yurka and Barton MacLane.

"The Soul of a Monster," on the other hand, is a supernatural story about a man who is saved from death by a fiendish woman, only to be kept under her hypnotic power to accomplish her ghoulish desires.

Rose Hobart plays the Satanic female while others in the cast include George Macready, Jeanne Bates, Erik Rolf and Jim Bannon.

(Opening Notice)

Two Horror Films Chill Local Screen

Columbia Pictures' double horror bill opens at the Theatre on . . . The two features, said to be filled with terror, are "Cry of the Werewolf" with Nina Foch, Stephen Crane, Osa Massen, Blanche Yurka and Barton MacLane, directed by Henry Levin; and "The Soul of a Monster" with Rose Hobart, George Macready, Erik Rolf, Jeanne Bates and Jim Bannon, directed by Will Jason.

(Closing Notice)

Double Horrors Call It Enough

Columbia Pictures' "Cry of the Werewolf" and "The Soul of a Monster," the double horror bill currently playing at the Theatre, will close its chill-packed run on . . .

In the cast of the former are Nina Foch, Stephen Crane, Osa Massen, Blanche Yurka and Barton MacLane. In the latter are Rose Hobart, Erik Rolf, Jeanne Bates, Jim Bannon and George Macready.

New 'Chill-o-Meter' Registers Thrills

"Chill-o-Meter," a new device to register audience reaction to horror pictures, was used by Columbia Pictures for the first time in the sneak previews of the double bill, "The Soul of a Monster" and "Cry of the Werewolf," currently at the Theatre.

(General Advance)

State to Get Double Bill Of New Horror Films Soon



Stills used are 1037-55 and 1037-Art 1, 1044-6 and 1044-Art 2.

2-Col. Publicity Scene Mat CWSM-2B

From the underworld of the prince of darkness come two half-human horrors to sear your soul in Columbia Pictures' current combination bill at the Theatre. Nina Foch as a werewolf princess of the gypsies almost gets Stephen Crane in "Cry of the Werewolf," while Rose Hobart raises a man from the dead to force him into murder in "The Soul of a Monster."

(General Biography)

Double Horror Bill Has Casts of Fine Players

Columbia Pictures' double horror bill, "Cry of the Werewolf" and "The Soul of a Monster," currently chilling the customers at the Theatre, is distinguished by a stellar cast of players as well as by the two tightly knit screenplays.

Nina Foch, the werewolf woman, is Columbia's ace young dramatic actress, who will be remembered for her performances in that other chiller, "Return of the Vampire," and more recently in the exciting "Shadows in the Night," third in the "Crime Doctor" series. Dutch born, Nina gained her dramatic training from the New York stage.

In the same picture, Stephen Crane is making his Columbia debut. He hails from Crawfordsville, Indiana and received his dramatic training at school, and college. Recently discharged from the Army because of an injury to his feet, he was signed by Columbia which expects great things from this handsome and likeable young man.

Osa Massen is Danish. She started her picture career as a camerawoman and newspaper correspondent. Under the persuasion of a European director, she turned to acting. Her first film was the foreign-made "Kidnapped," based on the novel by Robert Louis Stevenson. Her last film for Columbia was "The Black Parachute."

Blanche Yurka was a well-known stage star of Broadway before turning her talents to the screen. Her latest films include "Hitler's Hangman" and "The Song of Bernadette."

Barton MacLane is famous for the fist fights he has put on the screen, his most recent being with Pat O'Brien in "Secret Command." Other films in which he has appeared include "Bonbardier" and "The Underdog." He was born in Columbia, S. C.

"The Soul of a Monster" boasts of a cast equally as good. Rose Hobart, who plays the menacing woman, who forces murder on a man whom she brings back from the dead, had

many years training on the legitimate stage before she came to Hollywood to add her biting performances to many a tense drama. Her recent films include "A Gentleman At Heart," "Who Is Hope Schuyler?" and for Columbia, "The Crime Doctor's Strangest Case."

Jeanne Bates, young starlet, has appeared in many Columbia pictures during recent months. There was her thrilling performance in the serial starring Tom Tyler, "The Phantom." She also appeared in "The Racket Man" and the third "Crime Doctor" thriller, "Shadows in the Night."

Erik Rolf has turned in many sharp and memorable performances during his sojourn at Columbia. Probably the outstanding of these until his current one, was in "None Shall Escape," in which he played an anti-Nazi German who appeared as a witness against war criminals after the end of the war. His last was as Kapitän Ganz in the exciting adventure, "U-Boat Prisoner."

"Cry of the Werewolf" was written by Griffin Jay and Charles O'Neal. It was directed by Henry Levin. "The Soul of a Monster" was written by Edward Dein and directed by Will Jason.

Nina Protects Steve Against 'Wolf' Wiles

Lovely Nina Foch's role in Columbia's "Cry of the Werewolf" now playing at the Theatre, along with that other supernatural shocker, "The Soul of a Monster," is so shocking that she is almost frightened of herself. Realizing that Stephen Crane, who is making his film debut in the picture might feel the same way about her, the actress arrived on the set the first day of shooting bearing a bouquet of wolfsbane for him. She explained that down through the ages, wolfsbane has been known as a wonderful defense against werewolves, and it would protect him against her powers.

Horror fans are in for a thrill when Columbia Pictures presents its double bill of chillers, "Cry of the Werewolf" and "The Soul of a Monster," at the Theatre commencing on . . .

Advance reports say that here are two of the scariest yet to come from the cameras of this studio which has heretofore produced so many scary ones. From the underworld of the prince of darkness, come two half-human horrors to sear an audience's soul.

"Cry of the Werewolf" is said to be the story of dread voodoo murders, horrifying tribal rites and a fanatic feast of death in which the lovely and talented Nina Foch plays the woman werewolf whose mother terrorized millions and because of whose sins Nina can never marry.

Also in the cast are Stephen Crane, Osa Massen, Blanche Yurka and Barton MacLane. It was directed by Henry Levin from the screenplay of Griffin Jay and Charles O'Neal.

"The Soul of a Monster" is said to tell the horrifying story of a woman, Rose Hobart, who brings a man back to life only to use her power over him to make him commit murder at her will. Reports from preview audiences say that in your wildest nightmares you have never seen a woman so beautiful . . . and so deadly. It is torturing and blood-chilling and, reports tell us, that Rose plays this fiendish female with her hands right on the audience's throat and heart.

George Macready, Erik Rolf, Jeanne Bates, Jim Bannon are also featured in the cast.

"The Soul of a Monster" was written by Edward Dein and was directed by Will Jason.

With this double bill of horror, Columbia is giving its answer to the many mystery fans who seem these days to be clamoring more than ever for terror films.

(Catchline Reader)

Two Queens Horrify In New State Bill

Double horror! Double terror! Double thrills!

That's what patrons of the Theatre are getting where Columbia's two supernatural horror films, "Cry of the Werewolf" and "The Soul of a Monster," are currently chilling the celluloid.

Two queens of horror pierce the mystery of the half-world . . . to bring icicles to your heart. In "Cry of the Werewolf," Nina Foch as a woman wants love, as a werewolf she wants blood! . . . In "The Soul of a Monster," Rose Hobart raises a man from the dead and makes him a slave to murder.

They are terrifying . . . fascinating . . . soul searing!

Besides Miss Foch, the "Cry of the Werewolf" cast includes Stephen Crane, Osa Massen, Blanche Yurka and Barton MacLane. It was directed by Henry Levin.

"The Soul of a Monster," besides Rose Hobart, has a cast including Jim Bannon, Erik Rolf, Jeanne Bates and George Macready. It was directed by Will Jason.

Necromancy Rules In New Horror Bill

The ability to switch souls between two people through the powers of necromancy is a belief that is as old as the world and one to be found in the ancient records of Chaldea, Egypt and India. Under the supervision of technical director Dr. Fraime Serotorodos, eminent Transylvanian psychiatrist and student of the occult, this phenomena is portrayed in both "Cry of the Werewolf" and "The Soul of a Monster," Columbia Pictures' double horror bill currently playing at the Theatre.

EXPLOITATION: DOUBLE HORROR BILL

Build a Front Display

Don't whisper! Shout the news about your double dish of horror entertainment by adapting the available posters on "The Soul of a Monster" and "Cry of the Werewolf" for a sock theatre front display that sells the combination! The side panels are compositions of the three-sheets on both pictures. The overhead panel utilizes the lettering and art from the six-sheets. The combination one-sheet poster has been used to advantage in front of the boxoffice. Your front may not be large enough for the display as shown here but you will be missing a money-getting bet if you don't do something special on this pair of chillers. A record of screams or moaning will add to the general effect.



'DOUBLES' SCREENING

With the cooperation of a newspaper or radio station find the best matched pair of twins (young women) in your town. Offer a War Bond to each if they will sit in your completely darkened and empty theatre in widely separated seats through the entire showing of the two pictures with neither one making an audible sound. The screening will be more valuable if you sneak newspaper men into the theatre, without the girls' knowledge. Get pictures in the papers of the girls seated all by themselves in the darkened theatre.

WEIRD RADIO MUSIC

Suggest to your radio station program director that a short program of weird music would be a novel idea. Suggest that his announcement might be in a "kidding" vein—something like this:

"... and now, you nice people, we are going to play some music for the next ten minutes to lull you to sleep—so that you will dream sweet dreams, about werewolves... or vampires, perhaps... we DO try to help you sleep well... the program is inspired, by the way, by the showing at the State Theatre of two, lovely, gruesome, horror pictures called, "The Soul of a Monster" and "Cry of the Werewolf." Go see them—go ahead, scare yourselves to death! This number is called it suggests GHOSTS!

'THRILLER' SPOTS

Arrange spot announcements on your local radio stations immediately following such horror shows as "The Inner Sanctum," on CBS; "Thin Man," CBS; "Mystery Theatre," NBC; "The Shadow," Mutual; "Suspense," CBS. There are many similar programs. Consult your newspaper or local radio outlets for broadcast times.

DOUBLE TRAILER

A special combination trailer has been prepared to sell "double value" pictures. Order the COMBINATION trailer on "The Soul of a Monster" and "Cry of the Werewolf" from your nearest branch of

NATIONAL SCREEN SERVICE.

SEE OTHER PAGES

The exploitation activities suggested for "Cry of the Werewolf" and "The Soul of a Monster" in the separate pressbooks can in many instances be adapted to serve the purpose of selling this "double horror" show.

INVITE ALL TWINS

Through newspaper stories and lobby posters invite all twins to be your guests at the opening of this twin horror show. Photograph all the twins in front of your theatre (with the posters in the background) for planting in the local press. It's a swell human interest gag.

RADIO SPOTS

100 WORDS

Come, good people, come to the State Theatre any day this week for a delightful, refreshing evening of murder and mystery and dead people who walk. Not just one picture of horror and terror and screams in the night! Oh, no. You'll have a whole evening of fun (cackling laugh) with Columbia's supernatural dual horror bill... "Cry of the Werewolf" and "The Soul of a Monster." You'll just love the bewitched beauty who kills at the stroke of twelve... or the sweet young female monster who makes the dead rise up and murder. Yes, don't miss "Cry of the Werewolf" and "The Soul of a Monster" at the State Theatre.

75 WORDS

Evenings dull and dreary? Feeling low and stodgy? Ah, here's the perfect remedy for you... an evening of murder and horror at the State Theatre. Not just one picture but a whole big spine-chilling, terror-striking double bill... Columbia's "Cry of the Werewolf" and "The Soul of a Monster." Yes, get those cold, delightful creeps down your spine with "Cry of the Werewolf" and "The Soul of a Monster"... at the State Theatre now.

50 WORDS

Afraid of the dark? Goblins? Dead people who walk? Oh, then you'll just love the double bill at the State Theatre. Listen to this... "Cry of the Werewolf" and "The Soul of a Monster." Don't they just give you the creeps! Don't miss this supernatural double-horror show... at the State Theatre now.

Your Double Bill, Double Punch Accessories



Get the news up on your billboards and around town with this special 1-sheet and herald. Selling both parts of your double horror bill, the 1-sheet (below, left) is a "must" on your "must do" list. The front cover of the herald (below, center) measures 6" x 9" while the center spread (below, right) opens to a 9" x 12" flash of selling dynamite. Order this colored herald at these attractive prices:

\$3.00
per M for 5M.
and over.

\$3.25
per M for less
than 5M.

1-SHEET
15c each



6" x 9" COVER



9" x 12" CENTER SPREAD