

THE SMASH SURPRISE HIT OF THE SEASON!

From New World Pictures

● AUGUST 1, 1977
Boxoffice

**You can't trust your mother
...your best friend
...the neighbor next door**

one minute
they're
perfectly
normal,
**THE
NEXT
...**

RABID

pray it doesn't happen to you!

DUNNING / LINK / REITMAN present
MARILYN CHAMBERS
in RABID

starring **JOE SILVER · HOWARD RYSPAN · PATRICIA GAGE · SUSAN ROMAN** and **FRANK MOORE** as READ
executive producers **ANDRE LINK · IVAN REITMAN** produced by **JOHN DUNNING** written & directed by **DAVID CRONENBERG**
A NEW WORLD PICTURE

R RESTRICTED -22-
Under 17 requires accompanying Parent or Adult Guardian

**TOTAL
GROSSES
TO DATE**

\$2,322,850

with
openings in

**LOS ANGELES
PHILADELPHIA
CLEVELAND
SEATTLE
SALT LAKE
MINNEAPOLIS
COLUMBUS
DALLAS
HOUSTON**

For information
call your local
New World office
or New World Pictures,
Los Angeles, CA.
(213) 820-6733

THE CASE of the MISSING TRAILER



the crime:

It is 8PM on any night of the week. A packed movie house is assembled to see the current smash hit—the perfect atmosphere for showing a trailer on your next attraction—when THE SCREEN GOES BLANK! There is no trailer!

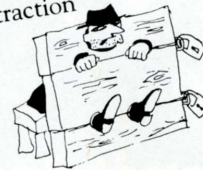
NSS is blamed for the missing trailer.

But the real culprit is the exhibitor who did not return his trailer on time, so that NSS could not supply it to you.



the solution:

With the aid of Detective AUTEXNET (a Super-Automated Information System) NSS can now locate the missing trailer and the guilty exhibitor **will be charged for failure to return his trailer on time . . .** so that next time you will not lose out on your opportunity to pre-sell your current audience on your next attraction . . . and you will not be penalized for another exhibitor's crime!



For the complete story of
"The Case of the Missing Trailer"
write or phone for your
free copies to

NSS National Screen Service, 1600 Broadway, New York, N.Y. 10019, Dept. A, 212/246-5700

**You can't trust your mother
...your best friend
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RABID

A New World Pictures Release

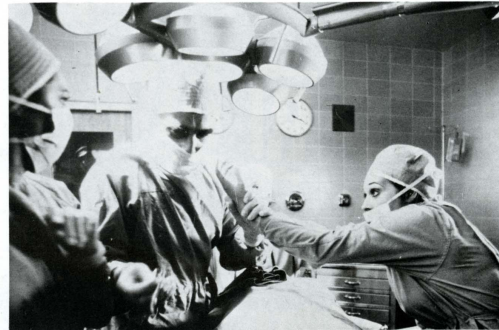
**EXECUTIVE PRODUCER: Andre Link
PRODUCER: John Dunning**

ANDRE LINK, who was born in 1932 and educated in Budapest, London and Paris, left his studies in law in 1954 and emigrated to Canada. Arriving in Montreal, Link received a position as assistant booker for a film distributor — where he remained for eight years learning the in's and out's of the film distribution business. In 1961, while working for International Telepix in television sales, he met with John Dunning.

Born and educated in Montreal, John Dunning entered the film business as an exhibitor. In 1957, Mr. Dunning went on to further increase his knowledge of the business, working in French television and "Movies of the Week".

Together, Dunning and Link founded Cinepix Inc. in 1962, one of Canada's most important independent distribution companies with offices in Toronto, Montreal and Paris.

They almost single handedly created a market for French Canadian films with their incredibly successful VALERIE and L'INITIATION, and since 1968, have produced or executive produced over twenty feature films.



ACCESSORIES

AVAILABLE FROM NATIONAL SCREEN SERVICE:

ONE-SHEETS

A 10 STILL BLACK AND WHITE STILL SET

THEATRICAL TRAILER: R RATED AN HARD-SELL ACTION TRAILER

GUARANTEED TO SHOCK AND AMAZE!

ORDER FROM NATIONAL SCREEN.

AVAILABLE FROM YOUR LOCAL NEW WORLD PICTURES DISTRIBUTOR OR FROM:

ADVERTISING DEPARTMENT

NEW WORLD PICTURES

11600 SAN VICENTE BOULEVARD

LOS ANGELES, CALIFORNIA 90049

TV SPOTS:

THREE 30 SECOND TV SPOTS — TWO HARD SELL, ACTION SPOTS,

ONE EMPHASIZING THE STARS;

AND ONE SLIGHTLY SOFTER ACTION SPOT ARE AVAILABLE FREE.

RADIO SPOTS:

TWO ROUSING, TERRIFYING 30 SECOND SPOTS ARE AVAILABLE FREE.

PRESSKITS — PRESSBOOKS — ADVERTISING SLICKS AVAILABLE FREE.