

**WHITE-HOT
THRILLS!**

**BLOOD-
RED
KISSES!**

"I, The Jury"
"The Long Wait"
AND NOW

**Mickey
Spillane**

**STRIPS
DOWN TO
NAKED
FURY!**

**KISS ME
DEADLY**

starring
RALPH MEEKER
as **MIKE HAMMER**

PRODUCED AND DIRECTED BY
ROBERT ALDRICH

A **PARKLANE PICTURES, Inc.**
Presentation

**THE SPILLANE DAMES
SPREAD SEXCITEMENT
ACROSS THE NATION ON
A SENSATIONAL PERSONAL
APPEARANCE TOUR!**

UNITED ARTISTS PRESSBOOK

OFFICIAL BILLING

Parklane Pictures, Inc.	25%
presents	
MICKEY SPILLANE'S*	100%
KISS ME DEADLY	100%
starring	
RALPH MEEKER	100%
with	
Albert Dekker (second position)	
Paul Stewart (third position)	No percentage obligations
Juano Hernandez (fourth position)	
and the Spillane Dames (credit optional)	
Produced and Directed by	
ROBERT ALDRICH	50%
Screenplay by A. I. Bezzerides	15%
Released thru United Artists	15%

*Mickey Spillane's name must be above the title and in the same type style as appears on the "Kiss Me Deadly" Signet Book Jacket.

THE STORY

(not for publication)

Private eye Mike Hammer (Ralph Meeker) gives a lift to a girl who calls herself Christina (Cloris Leachman). Waylaid by thugs, Hammer and the young woman are forced over a cliff. Recovering, Mike is told by his girl friend Velda (Maxine Cooper) that Christina died.

Mike then sets out to find out who killed Christina and was trying to kill him. The trail leads him on a bloody path crossed with thugs, shady dames, and nefarious characters, not the least of whom are Christina's former roommate Lily Carver (Gaby Rodgers) and a phony Doctor Soberlin (Albert Dekker).

Mike learns, almost too late, that Soberlin wanted possession of a box containing atomic force, and that Christina stood in his way. He hired a group of thugs headed by Carl Evello (Paul Stewart) to kill her and Hammer, Lily, who had been working with Soberlin, wants the box, kills Soberlin and opens the box, unleashing the atomic force which destroys her, the house, and everyone in it.

Fortunately, Mike and Velda, who were in the house, escape to the water's edge, where they stand watching the flames.

Running Time: 105 Minutes

THE CAST

Mike Hammer	Ralph Meeker
Dr. Soberlin	Albert Dekker
Carl Evello	Paul Stewart
Eddie Yeager	Juano Hernandez
Pat	Wesley Addy
Friday	Marian Carr
Velda	Maxine Cooper
Christina	Cloris Leachman
Lily Carver	Gaby Rodgers
Nick	Nick Dennis
Sugar	Jack Lambert
Charlie Max	Jack Elam
Sammy	Jerry Zinneman
Girl at Pool	Leigh Snowden
Morgue Doctor	Percy Helton
Night Club Singer	Madi Comfort

THE STAFF

Produced and directed by	Robert Aldrich
Screenplay by	A. I. Bezzerides
From the Novel by	Mickey Spillane
Song: "Rather Have The Blues" by	Frank DeVol
Photographed by	Ernest Laszlo, A.S.C.
Music composed and conducted by	Frank Devol
Edited by	Michael Luciano, A.C.E.
Production Supervisor	Jack Berne
Art Director	William Glasgow
Set Decorator	Howard Bristol
Assistant director	Robert Justman
Assistant to the producer	Robert Sherman
Sound	Jack Solomon
Make-up	Bob Schiffer

Released thru United Artists

Mickey Spillane's New Mystery Thriller
'Kiss Me Deadly,' Stars Meeker As Hammer

(General Advance)

"Kiss Me Deadly," opening on at the Theatre through United Artists release, is the third of Mickey Spillane's blood-guts-and-sex novels of the adventures of Mike Hammer to be brought to the screen. In it, Ralph Meeker, star of the Pulitzer Prize-winning play, "Picnic," plays the role of the ultra-tough and irresistible-to-women Mike Hammer.

The forces of villainy—masculine division—are headed up by an assortment of tough cookies that includes Paul Stewart, Albert Dekker, Juano Hernandez and Wesley Addy. The sex and romance department is handled by such toothsome bundles as Marian Carr, Maxine Cooper, Cloris Leachman, Gaby Rodgers and Leigh Snowden.

A Parklane picture, "Kiss Me Deadly" was produced and directed by Robert Aldrich. A. I. Bezzerides adapted the screenplay from the Spillane best-seller, and Ernest Laszlo was chief cameraman. The musical score was composed and conducted by Frank DeVol, who also wrote a new song, "I'd Rather Have the Blues Than What I've Got," sung in the film by Nat King Cole and Madi Comfort.

To date, Mickey Spillane's novelistic exercises in sex and sadism have sold the staggering total of over 60 million copies.

Since the dominant figure in "Kiss Me Deadly"—as with all of the Spillane novels—is that of the violent private eye, Mike Hammer, a good deal of honest and sweaty thought went into the choice of an actor to play the role. He had to be not only a good actor, but someone extremely virile and attractive to women. That narrowed the choice down considerably—in fact, to a field of one, Ralph Meeker.

Villains—always prominent in a Spillane opus—has strong representation in "Kiss Me Deadly" in the persons of Paul Stewart, Albert Dekker and Wesley Addy, imported from the Broadway stage, and such well-known movie heels as Juano Hernandez, Jack Lambert, Jack Elam and Percy Helton.

More than seventy-five percent of "Kiss Me Deadly" was filmed on location in and around Los Angeles, ranging all the way from lush beaches and rich estates to skidrow alleys and dingy tenement hotels.

Movie Blood

"Bucket of blood" turned out to be more than a mere deception of the kind of violent action found in a Mickey Spillane movie. A five gallon can of movie blood—chemically treated water—was expended during the filming of "Kiss Me Deadly," opening on at the Theatre! Among those who drip gore in "Kiss Me Deadly," a United Artists release, are Ralph Meeker, Paul Stewart, Albert Dekker, Cloris Leachman, Gaby Rodgers, Maxine Cooper and Marian Carr.

Popularity!

The blood-guts-and-sex novels of Mickey Spillane, screen version of whose "Kiss Me Deadly" opens on at the Theatre through United Artists release, have sold a total of over 60 million copies. If this doesn't make the violent Mickey the world's best-selling author, it will have to do until someone comes along who can sell more than 60 million copies. The cast of "Kiss Me Deadly" is headed by Ralph Meeker, Albert Dekker, Paul Stewart, Cloris Leachman, Gaby Rodgers, Maxine Cooper and Marian Carr.



Still KD (223)-65

Mat 2D

Velda, one of Mike Hammer's numerous girl friends, portrayed by Maxine Cooper, becomes very affectionate in this scene from the Mickey Spillane movie, "Kiss Me Deadly," a United Artists release opening at the Theatre. Ralph Meeker plays the Mike Hammer role.

Sex and Violence Marks Spillane's 'Kiss Me Deadly'

(Prepared Review)

"Kiss Me Deadly," is the third novel of Mickey Spillane featuring his redoubtable private eye, Mike Hammer, to be brought to the screen, and this reviewer wants to go on record as saying there is as much (if not more) blood, guts and sex in this rousing film as there were in the other two. The picture, A Parklane Pictures Presentation released through United Artists, opened yesterday at the Theatre. In this film Ralph Meeker, star of the Pulitzer Prize winning play, "Picnic," stars as the hard-boiled, hard-to-make, ultra-violent Mike Hammer. With him are many dames (er, pardon us, women) all luscious, all lovely, all lovable, and all equally scorned by Mr. Hammer. The three who feature most prominently in this tale of mayhem and murder are Maxine Cooper as Velda, Mike's ever loyal secretary; Cloris Leachman, a girl who is picked up by Mike, later murdered, and Gaby Rodgers as a pert, sexy suspect.



Still KD (95)-68

Mat 2E

Mike Hammer, played by Ralph Meeker, uses his famous strong-arm method of getting a reluctant witness to be more cooperative. Mickey Spillane's "Kiss Me Deadly" opens at the Theatre through United Artists release.

Plays Hammer Because He Can Wow the Dames

(Ralph Meeker Feature)

Without Mike Hammer, the ultra-tough and practically irresistible—well, let's not qualify it: absolutely irresistible—private eye, the blood-guts-and-sex yaras of Mickey Spillane would cease to exist. Therefore, a good deal of honest and sweaty thought had to be given to the choice of an actor to play Mike Hammer in "Kiss Me Deadly," latest Spillane opus to be brought to the screen.

The lucky man—not to prolong the suspense a second longer than necessary—was Ralph Meeker.

Meeker, in the role of Hammer, heads the cast of "Kiss Me Deadly," which opens on at the Theatre through United Artists release.

Not least among Ralph Meeker's recommendations for his choice as Mike Hammer was the year and a half on Broadway in which, as the hero of the Pulitzer Prize play, "Picnic," he wowed the ladies—onstage and off—with his manly physique and virility, not to mention the fact that, in the role, he proved himself to be one of the best actors in the American theatre.

A Minneapolis lad, Meeker advanced through the usual progression of college dramatics, repertory groups, summer stock and second companies of Broadway hits, to a debut in the big-time. This event took place in "Strange Fruit" with Jose Ferrer, followed by a small role in "Cyrano de Bergerac," another Ferrer vehicle, and a larger role in "Mr. Roberts." But he really made his mark in an all-but-impossible way—by succeeding Marlon Brando in the role of Stanley Kowalski in "A Streetcar Named Desire."

It was this performance that brought him to the attention of director Fred Zinneman, who gave Ralph his first movie role, in "Teresa." This was followed by such pictures as "Four in a Jeep," "Slab, now in the Sky," "The Naked Spar," "Jeopardy," "Code Two" and "Somebody Loves Me."

Then came time out for a return to the stage as the star of "Picnic." Since his return to Hollywood, he has appeared in "Big House, U.S.A." and, now, "Kiss Me Deadly."

Beautiful Dames Are The Bane Of Mickey Spillane's Hectic Life

Shimmy Artist Called In As Sex Appeal Expert

(Feature)

Gilda Gray, an artist of the dance who operated in the highly individual field of the shimmy, returned to films recently in an executive capacity on Mickey Spillane's "Kiss Me Deadly," which opens on at the Theatre through United Artists release.

Miss Gray's official title was: "Sex Appeal Consultant."

It is by now an open secret that sex, along with buckets of blood, is a vital ingredient in the works of Mr. Spillane, whose books have sold a total of 60 million copies to date.

The screen version of "Kiss Me Deadly" contains a copious quantity of both. The blood department is handled by Ralph Meeker, as the famous private eye, Mike Hammer. The sex department, presided over by Gilda Gray, includes such toothsome bundles as Marian Carr, Maxine Cooper, Cloris Leachman, Gaby Rodgers and Leigh Snowden. Overseeing the whole enterprise, a Parklane picture, was Robert Aldrich, producer and director of "Kiss Me Deadly."

The first intimation that sex, or the interpretation thereof for public consumption, was not a cut-and-dried matter, came on the opening day of shooting. Four or five of the beautiful girls in the cast, watching a still photographer pose Leigh Snowden, with emphasis on cheesecake, fell into an academic discussion of what precisely constituted sex appeal. It developed that each had her own notions, relative to how they should kiss, carry themselves; what configurations in the walk; what timbre of voice, etc.

Aldrich, overhearing, decided that—in view of the widely divergent differences of opinion—it might be a good idea to call in an expert to set forth a uniform code of behavior. Hence the hiring of Gilda Gray, who has been dispensing sex appeal for some thirty years.



Still KD (225)-107 Mat 34
Ralph Meeker, as Mike Hammer, Mickey Spillane's ace private eye is surrounded by four luscious ladies in this scene from "Kiss Me Deadly," opening at the Theatre. They are: Gaby Rodgers, Leigh Snowden, Cloris Leachman and Maxine Cooper.

Straight From TV

Two of the list of lovelies in Mickey Spillane's "Kiss Me Deadly," Gaby Rodgers and Cloris Leachman were acquisitions from the world of TV. The two, who are featured with Ralph Meeker in the United Artists release opening.... at the Theatre, were busy in many top television shows when spotted by Robert Aldrich.

Advice!

Gilda Gray, "Sex Appeal Consultant" on Mickey Spillane's "Kiss Me Deadly," opening on at the Theatre through United Artists release, has a very simple formula for the projection of sex. Says Gilda: "It's not what you've got, but what you do with it. So, if you've got it, use it!" Gilda's pupils in "Kiss Me Deadly" included Cloris Leachman, Gaby Rodgers, Marian Carr, Maxine Cooper and Leigh Snowden.

Some Walk!

When blonde bombshell Leigh Snowden wowed an audience of twenty or thirty million recently by the simple expedient of walking across the stage on a Jack Benny telecast, Hollywood producers stampeded in her direction with film contracts. But when they got there, the cupboard was bare—Miss Snowden had already signed to appear in a featured role in Mickey Spillane's "Kiss Me Deadly," opening on at the Theatre through United Artists release. Robert Aldrich producer-director of "Kiss Me Deadly," asked how he had managed to beat the field, smiled and said, "I had seen her walk before!" Heading the cast of "Kiss Me Deadly" are Ralph Meeker, Paul Stewart, Albert Dekker, Gaby Rodgers, Cloris Leachman, Maxine Cooper and Marian Carr.

Pity poor Mike Hammer, private eye. He has more trouble with dames than the average detective has with criminals. Not only do they all make a play for him, but they use such subtle and devious ways of getting his attention and affection that it very often diverts his real purpose in life; i.e. to ditch the dames and dig the crime.

In his latest film adventure, "Kiss Me Deadly," opening at the Theatre, the Mickey Spillane hero as portrayed by Ralph Meeker finds himself in just a

(Special Feature)

predicament. Four gorgeous girls, each one more luscious than the next, all connive, conspire and maneuver to confuse, mislead, and above all, to make love to the reluctant Mike Hammer.

The first dame, a cute little blonde, calls herself Christina. He picks her up on the road one night while she is ostensibly on the lam from someone. Played by the lovely Cloris Leachman, this bundle of cuteness starts all the trouble by getting herself killed and set Mike off to find the murderer or murderers. Her roommate, a gamine type blonde portrayed by Gaby Rodgers, purrs like a kitten but has the temperament of a tiger-cat and what's more she's quite handy with a pistol.

Then there's Friday, a buxom lass, always ready for a little tenderness. Friday is played by Marian Carr, a sure winner in anyone's beauty contest.

None of them register with the determined Mike except his always faithful girl friend, secretary and general trouble-casser, Velda, played by Maxine Cooper (a striking brunette). She seems to be the

only package of charm to make any impression on Hammer—and then not during business hours.



Still KD (122)-25 Mat 1B
Paul Stewart is cast as a gangster determined to kill Mike Hammer (a most ridiculous endeavor) in Mickey Spillane's "Kiss Me Deadly," United Artists release opening at the Theatre.

Turns To Drama

Fortunio Bonanova, who achieved world fame as an opera singer before he turned straight actor, plays a broken-down operatic tenor in "Kiss Me Deadly," the Mickey Spillane film thriller for United Artists release.

Bonanova recently extended his acting career into television as well as movies, appearing on the "I Love Lucy," "Little Margie" and "December Bride" shows.



Still KD (189)-61x Mat 2A
Leigh Snowden and Ralph Meeker get comfortable, but not too comfortable judging from that revolver in his hand, in Mickey Spillane's "Kiss Me Deadly," which opens at the Theatre. Meeker plays Mike Hammer in the United Artists release.



Still KD (40)-110 **Mat 2B**
Two of Spillane's dames give Mike Hammer some trouble in "Kiss Me Deadly," opening at the Theatre through United Artists release. Mike Hammer is played by Ralph Meeker. The women are Maxine Cooper and Gaby Rodgers.

Blonde, Blue-Eyed Gaby One of Spillane Dames

(Gaby Rodgers Feature)

Gaby Rodgers has—in the very literal sense of the word—gotten around. At the still tender age of—well, at a still very tender age—she has already lived in six countries.

Gaby is the blonde, blue-eyed, soft-voiced television favorite who was imported to Hollywood to make her motion picture debut as one of a quartette of toothsome bundles who make private eye Mike Hammer's life interesting in Mickey Spillane's "Kiss Me Deadly," opening on at the Theatre through United Artists release.

Gaby, who was born in Frankfurt, Germany, made her first move at the age of four when Hitler came to power. Her parents fled with her to Amsterdam in Holland. She attended schools there and in Switzerland. In 1940, the family took her on a vacation to England, and within a

few days the Nazis invaded Holland. The Rodgers family remained in England.

The following year they were off to Mexico, where her father became established as an art dealer. Twelve months later, they moved to the United States and Gaby, who had been exposed to environmental influences in Germany, Switzerland, Holland, England and Mexico, settled down to becoming a strictly American girl.

It was at Mount Holyoke College, which she attended for four years, that she became interested in dramatics. In 1950, she entered Sanford Meisner's dramatic classes in New York, and was soon appearing in minor roles in television. These shortly became major roles—and in such important dramatic shows as Kraft Theatre, Philco Playhouse, The Robert Montgomery Show, Omnibus and many others.

Cloris Leachman Lured From TV for 'Kiss Me Deadly'

(Cloris Leachman Feature)

Cloris Leachman had to be begged, cajoled and lured away from the television studios to make her debut in films as one of a quartet of beautiful girls who tangle with private eye Mike Hammer in Mickey Spillane's "Kiss Me Deadly," opening on at the Theatre through United Artists release.

It wasn't that Cloris didn't like Hollywood, and didn't want to be a movie star, it was just that she didn't have the time. As one of television's best and busiest dramatic actresses, she was committed far into the future, and the problem was to squeeze the movie in.

Robert Aldrich, producer-director of "Kiss Me Deadly," determined to have Cloris for the role of Christina in the film, tore his shooting schedule apart, juggled the pieces and then pasted it together again, in order to make it coincide with Cloris' meagre allotment of available time.

Cloris, on her part, cancelled a video show here and there, and so, by dint of much rearranging, she was able to make her movie debut.

She's one of four dames who figure in lively fashion in "Kiss Me

Deadly," which contains the usual generous Spillane quota of blood, guts and sex.

A Des Moines girl who began acting seriously while she was still in high school, Cloris had her own radio program by the time she was eighteen. In that same year she won the title of Miss Chicago in a beauty contest, and was sent on to Atlantic City to compete in the finals.

After understudying in such Broadway plays as "John Loves Mary" and "Happy Birthday," she made her debut on her own in "Sundown Beach," with Julie Harris. Several plays later, she was already beginning to be known as one of television's most sort after actresses.

Dennis Featured

Nick Dennis, the Greek-American character actor who was first brought to Hollywood by Elia Kazan for "A Streetcar Named Desire," plays a garage mechanic pal of Mickey Spillane's hard-hitting hero, Mike Hammer, in "Kiss Me Deadly," Parklane Production, opening..... at the Theatre.

Spillane Hits Popularity Top With 60 Million Avid Followers

(Mickey Spillane Feature)

Mickey Spillane is, apparently, here to stay — in multiples of a million. At the latest reading, his novels, those little exercises in sex and sadism, had rolled up the awesome total of 60 million copies sold. Although there has been some mild divergence of opinion among literary critics—these pundits seem about equally divided between those who think he's horrid and those who think he's unspeakable—Spillane's exciting novels keep selling at a faster rate than those of any other writer extant, and his palpitating public keeps crying for more.

This is also true of the audience which has gobbled up his works in their screen form. These lucky people are about to be regaled with another — the third — film about Spillane's blood-guts-and-sex private eye, Mike Hammer. Mike, played by Ralph Meeker, makes his latest appearance in "Kiss Me Deadly," which opens on at the Theatre through United Artists release.

A Parklane production, "Kiss Me Deadly" was produced and directed by Robert Aldrich. Its supporting cast includes such assorted villains as Albert Dekker, Paul Stewart, Wesley Addy and Juano Hernandez, and such toothsome bundles of sex as Marian Carr, Maxine Cooper, Cloris Leachman, Gaby Rodgers and Leigh Snowden.

It is by no accident that the film is billed as "Mickey Spillane's 'Kiss Me Deadly.'" In a part of the country where billing means no more or less than life's blood, accidents don't happen; a man earns his billing. There are very few writers who rate more than a tiny line in small type at the very bottom of the credit roster of a movie. And of those exceptions, even fewer rate placement in front of the title—Hemingway and Maugham practically finish the list—a spot normally reserved for only the biggest and most glossy of stars.

Spillane's preeminent billing in "Kiss Me Deadly" is the rare instance of a writer being considered as important as an actor—or a third assistant director, for that matter—and all writers, regardless of their private opinion of M. Spillane, will applaud.



Still KD (173)-113 **Mat 1A**
Popular songstress and night club entertainer, Madi Comfort renders a blues number, "I'd Rather Have the Blues Than What I've Got," in the new Mickey Spillane film, "Kiss Me Deadly." The picture opens at the Theatre through United Artists release. It is a song especially composed for the film by Frank DeVol. Miss Comfort sings it as an entertainer in a sleek night club where Ralph Meeker as Mike Hammer comes to get a line on a suspect in a murder case.



Still KD (R3)-38 **Mat 2F**
Maxine Cooper as Mike Hammer's ever-faithful Velda gives him a tip on a murder suspect. Ralph Meeker plays the famous private eye in Mickey Spillane's "Kiss Me Deadly," United Artists release slated to open at the Theatre.

Producer Robert Aldrich Solves Question of Taste

(Robert Aldrich Feature)

If anyone were to accuse Mickey Spillane of being a paragon of good taste—a rather unlikely eventuality—the chances are that Spillane himself would be the first to file a hot protest.

He might just possibly point out that people read his novels for their juicy combination of sex, sadism and excitement; when they want good taste, they go elsewhere. It might also occur to him to mention, in a loose paraphrase of Leo Durocher's injunction that nice guys don't win pennants, that good taste doesn't (or don't, if he prefers) sell 60 million copies.

The whole issue of good taste in connection with Spillane rises at all only because it did present something of a problem in connection with the filming of "Kiss Me Deadly," one of Mr. Spillane's shockers, opening on at the Theatre through United Artists release. In this latest blood-guts-and-

sex venture, Ralph Meeker is the violent private eye, Mike Hammer.

It was Producer-Director Aldrich's dilemma that, while he must retain in "Kiss Me Deadly" the heady elements of violence and undressed women—else why bother to make a Spillane movie—he must also see to it that the family trade, the hard core of moviegoers, be not offended. In short, to clean up the Augean stable, but not too well.

How did he do it? "By guess, for the most part," he says. If it was a question of censorship, he'd have had no difficulty; censors operate by rule and regulation. But this was strictly a matter of good taste, not censorship, and good taste has nothing to do with rules and regulations. It's completely a matter of person interpretation.

Does he think he succeeded? "A man can be just so modest. Yes!"

New Blues Song Composed For Film

An original new song by Frank DeVol titled "I'd Rather Have the Blues Than What I've Got" is featured in the United Artists' "Kiss Me Deadly," which Robert Aldrich produced and directed from the best-selling Mickey Spillane thriller. The picture opens at the Theatre.

It is sung in "Kiss Me Deadly" by popular songstress Madi Comfort. DeVol also wrote the background music for "Kiss Me Deadly," which stars Ralph Meeker as Spillane's "private-eye" hero, Mike Hammer. Others in the cast include Paul Stewart, Cloris Leachman, Albert Dekker, Gaby Rodgers and Leigh Snowden.

Gray Consulted For Sex Appeal Advice

Gilda Gray, who shook the world a few years back with her interpretation of the Shimmy, is back in pictures again, but in an executive capacity. On the credit roster of "Kiss Me Deadly," new Mickey Spillane opus opening on at the Theatre, Gilda is listed under the title of "Sex Appeal Consultant." Any questions? The cast of "Kiss Me Deadly," a United Artists release, is headed by Ralph Meeker, Albert Dekker, and Cloris Leachman.

Picketed!

Robert Aldrich, producer-director of Mickey Spillane's "Kiss Me Deadly," had the rare distinction, recently, of being picketed by a round—and well-rounded—dozen scantily-clad chorus girls from a Hollywood nightclub. The occasion for the picket line was Aldrich's unguarded statement that New York girls had more sex appeal than the Hollywood variety. Retreating slightly—fifty percent from his bold position, Aldrich signed two New York girls (Cloris Leachman and Gaby Rodgers) and two Hollywood girls (Marian Carr and Maxine Cooper) for highly sexed roles in "Kiss Me Deadly," opening on at the Theatre.

Target For Mayhem!

The questionable distinction of being one of the main targets for mayhem at the hands of Mickey Spillane's roughhouse hero, Mike Hammer, has been won by character actor Jack Lambert, who portrays the part of a top underworld character in the United Artists release, "Kiss Me Deadly," opening at the Theatre.