





# THE AMITYVILLE HORROR





**THE  
AMITYVILLE  
HORROR**



PRODUCTION INFORMATION GUIDE

"THE AMITYVILLE HORROR"

AMERICAN INTERNATIONAL PICTURES, INC.

SAMUEL Z. ARKOFF PRESENTS

JAMES BROLIN

MARGOT KIDDER

ROD STEIGER

In

"THE AMITYVILLE HORROR"

Also Starring

MURRAY HAMILTON

MUSIC BY LALO SCHIFRIN

EXECUTIVE IN CHARGE OF PRODUCTION JERE HENSHAW

EXECUTIVE PRODUCER SAMUEL Z. ARKOFF

SCREENPLAY BY SANDOR STERN

BASED ON THE BOOK BY JAY ANSON

PRODUCED BY RONALD SALAND AND ELLIOT GEISINGER

DIRECTED BY STUART ROSENBERG

A PROFESSIONAL FILMS, INC. PRODUCTION

A CINEMA 77 FILM

RELEASED BY AMERICAN INTERNATIONAL



CAST

George Lutz.....JAMES BROLIN  
Kathleen Lutz.....MARGOT KIDDER  
Father Delaney.....ROD STEIGER  
Father Bolen.....DON STROUD  
Father Ryan.....MURRAY HAMILTON  
Father Nuncio.....JOHN LARCH  
Amy.....NATASHA RYAN  
Greg.....K. C. MARTEL  
Matt.....MEENO PELUCE  
Jeff.....MICHAEL SACKS  
Carolyn.....HELEN SHAVER  
Jackie.....AMY WRIGHT  
Sgt. Gionfriddo.....VAL AVERY  
Aunt Helena.....IRENE DAILEY  
Jimmy.....MARC VAHANIAN  
Mrs. Townsend.....ELSA RAVEN  
Bride.....ELLEN SALAND  
Agucci.....EDDIE BARTH

CREDITS

Directed by.....STUART ROSENBERG  
Produced by.....RONALD SALAND and ELLIOT GEISINGER  
Executive Producer.....SAMUEL Z. ARKOFF  
Screenplay by.....SANDOR STERN  
Based on the book by.....JAY ANSON  
Executive in charge of production...JERE HENSHAW  
Music by.....LALO SCHIFRIN  
Director of Photography.....FRED J. KOENEKAMP A.S.C.  
Art Director.....KIM SWADOS  
Editor.....ROBERT BROWN  
Unit Production Manager.....RUSS SAUNDERS  
Visual Effects Designed by.....WILLIAM CRUSE  
Special Effects.....DELWYN RHEAUME  
Animal Trainer.....KARL MILLER  
Production Coordinator.....BARBARA PIETERS  
Production Secretary.....SUSAN ANKER  
Production Executive.....DON KRANZE  
In Charge of Post Production.....SALVATORE BILLITTERI  
Production Controller.....GARY GILLINGHAM  
Unit Publicist.....NED MOSS  
Still Photographer.....RALPH NELSON, Jr.  
Color by.....MOVIELAB

A SAMUEL Z. ARKOFF PRESENTATION  
of a  
CINEMA 77 FILM  
A PROFESSIONAL FILMS, INC. PRODUCTION

Released by American International



# THE AMITYVILLE HORROR



## PRODUCTION NOTES

Jay Anson's non-fiction best seller, "The Amityville Horror," has captured the imagination of the public as have few books printed in the past decade.

Now, American International has transformed "The Amityville Horror" into a compelling major motion picture, a taut screenplay with top stars and utilizing the services of an award-winning director.

George Lutz and his wife, Kathleen, who lived through the 28 day ordeal which took place in the quiet Long Island town of Amityville, are portrayed by two of the screen's most respected young stars, James Brolin and Margot Kidder. They are joined by Academy Award winning actor, Rod Steiger, in the role of a priest who tries to help the couple.

The story of the reign of terror to which the Lutz family was subjected, was directed by Stuart Rosenberg, recipient of an Emmy Award for his two-part "Defenders" television show, and five-time nominee for Outstanding Directorial Achievement by the Directors Guild of America.

Ronald Saland and Elliot Geisinger produced "The Amityville Horror" with American International's president and board chairman, Samuel Z. Arkoff, acting as executive producer.

Academy Award winning cinematographer, Fred Koenekamp, whose credits include "The Towering Inferno" and "The Poseidon Adventure," and most recently

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a remake of "The Champ" starring Jon Voight and Faye Dunaway, joined forces with Rosenberg and screenwriter Sandor Stern to recreate the inexplicable terror experienced by the Lutz family in "The Amityville Horror."

The drama of the young family's bone-chilling encounters with the supernatural is further advanced by an original score composed and conducted by the highly acclaimed Lalo Schifrin who sought out unusual instruments, including some made of glass, to create the "different" sounds needed for the film.

Since the house in Amityville, occupied by the Lutzes for less than a month, was not available for filming, another colonial-style home in Toms River, New Jersey, was transformed through the genius of Hollywood craftsmen, into an exact facsimile.

As a book, "The Amityville Horror" remained on top of the hard-cover non-fiction best-seller lists, including the prestigious New York Times, for nearly a year. This enthusiasm is now spreading further with the enormous success of Bantam Books paperback, currently in its 10th printing and resulting sales exceeding 4 million copies. The excitement created by the book and the interest in the movie have created a deluge of mail to American International's home office of California. To date better than 30,000 letters, requesting information about the film, have been received.

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## THE STORY

"The Amityville Horror" is the bone-chilling story of the terror filled experiences of George Lutz (JAMES BROLIN), his wife, Kathleen (MARGOT KIDDER) and their three children, Matt (MEENO PELUCE), Greg (K.C. MARTEL) and Amy (NATASHA RYAN).

In December, 1975, the Lutzes purchased and moved into their "dream house" in the quiet town of Amityville, Long Island. Previous to their buying it, the house had been the scene of a multiple murder, a fact the family disregarded since they so looked forward to living in their luxurious and bargain priced new home.

The pride and pleasure of owning the three-storied colonial-styled home was soon transformed to fear and confusion, however, when the family was almost immediately tormented by a series of inexplicable events, which convinced them that their "dream house" was possessed by something terribly evil.

When the family sought help from a Catholic priest, Father Delaney (ROD STEIGER), he, too, was suddenly plagued by the diabolical unknown.

Within 28 days from the time they moved into the house, the Lutz family fled for their lives, leaving almost everything they owned behind.

Their story became the horror story of the decade.

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## THE CAST

JAMES BROLIN, one of the busiest and most popular of today's young leading men, portrays George Lutz. In 1969, Brolin won the coveted Emmy Award for his portrayal of Dr. Steve Kiley in the very first episode of Universal Television's hit series, "Marcus Welby, M.D." He was one of the last young leading men to launch his career under the old Hollywood studio contract player system at 20th Century-Fox where he appeared in "Take Her, She's Mine," "Von Ryan's Express" with Frank Sinatra, "The Fantastic Voyage," "Our Man Flint" and "The Capetown Affair," co-starring Jacqueline Bisset. In 1969, he was signed for the "Marcus Welby" series starring Robert Young, which ran for six years, completing 180 programs which can still be seen in reruns throughout the country. During the "Welby" hiatus periods, he starred in two motion pictures, "Skyjacked" and "Westworld" and in Universal's made-for-television features, "A Short Walk to Daylight" and "Trapped." He then starred with Jill Clayburgh in Universal's film, "Gable and Lombard," followed by the Warner Bros. hit film, "Capricorn One." Just before beginning his assignment in "The Amityville Horror," he completed the film version of William McGivern's 1976 best seller, "The Night of the Juggler," scheduled for release next fall.

MARGOT KIDDER, who catapulted to international stardom as Lois Lane in "Superman," plays the compelling role of Kathleen Lutz. Born in the little goldmining town of Yellow Knife in Canada's Northwest territories, Margot started her professional career at sixteen doing television roles in Vancouver. On Canadian television she portrayed an assortment of diverse characters (including a murderess and an alcoholic) and was spotted by Canadian director, Norman Jewison. He promised to do what he could for her career in Hollywood if she managed to get there on her own. She managed, and after a screen test, made her film debut with Beau Bridges in "Gaily, Gaily." She returned to Canada

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and resumed doing television until she was cast in "Quackser Fortune" opposite Gene Wilder on the stage in Ireland.

She returned to Vancouver to study film editing at the CBC with Robert Altman who was shooting "Brewster McCloud." Back in Hollywood, she starred with James Garner in the "Nichols" television series and has subsequently appeared in "Gravy Train" with Stacey Keach, "The Great Waldo Pepper" with Robert Redford and "The Reincarnation of Peter Proud," with Michael Sarrazin. Margot is currently starring in the new Paul Mazursky film, "Willie & Phil" to be followed by "Superman II" and her own production of "Lady Oracle."

ROD STEIGER, an Academy Award winner and three time Oscar nominee, is an actor whose versatility as an artist is illustrated by his wide range of screen characterizations. In "The Amityville Horror" he portrays Father Delaney, the troubled priest who attempts to help the Lutzes, but instead, falls victim to the evil powers of the house.

When Steiger received the Academy Award for his role as the red-necked Southern sheriff in "In the Heat of the Night," critics agreed that it was an Award he received not only for his performance in that picture, but for outstanding past work in such films as "The Pawnbroker" (his second nomination), "The Mark," "On the Waterfront" (his first nomination) and "Al Capone." From Joy Boy in "The Loved One" and Kameronfsky in "Dr. Zhivago," to Charlie in "On the Waterfront" and Jud in the hit musical "Oklahoma," Steiger's diverse talents have created a permanent niche in the figurative "Actor's Hall of Fame."

More recent films in which he has starred include "W.C. Fields & Me," "F.I.S.T." with Sylvester Stallone and "Love and Bullets, Charlie," starring Charles Bronson.

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In coming to the "Amityville" location in Toms River, Steiger is returning to his boyhood stomping grounds, for although he was born in West Hampton, Long Island, he was raised in Newark, New Jersey.

DON STROUD, who portrays Father Bolen, has recently won critical acclaim for his co-starring role with Gary Busey in "The Buddy Holly Story." Among his many other credits are a number of previous American International films including "Bloody Mama" with Shelley Winters, Robert De Niro and Bruce Dern. He also gave standout performances in Universal's "Games," "Madigan" and "The Ballad of Josie." Stroud also had a key role in "The Choir Boys."

MURRAY HAMILTON came to Hollywood to become an actor, didn't, then went to New York where he did, and now works in Hollywood all the time as one of the finest character actors around.

Hamilton, who portrays Father Ryan, has appeared in over a dozen Broadway plays, about 50 feature films and hundreds of television shows.

Among his films are "Bright Victory," "Whistle at Eaton Falls," "The Spirit of St. Louis," "Jaws" I and II, "The Way We Were," "The Graduate," "The Hustler," "Casey's Shadow," "The Drowning Pool" and many, many more.

VAL AVERY, who portrays the tenacious detective sergeant, Gionfriddo, is one of the screen's best-known character actors.

Among his motion picture credits are "The Anderson Tapes," "Edge of the City," "The Long Hot Summer," "Faces," "Minnie and Moskowitz," "Papillon," "The Traveling Executioner," "Heroes," "The Laughing Policeman" and "Love and Bullets," the latter two also directed by Stuart Rosenberg.

He has appeared in scores of television plays, among them many distinguished productions, and Broadway audiences have seen him in "No Way To Go But Up," "Cafe Crown" and the revival of "The Front Page," with Robert Ryan and Helen Hayes.

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JOHN LARCH, who plays the role of a Franciscan priest, previously starred in two television movies, "Fire in the Sky" and "Critical List." Among his many film credits are "Play Misty for Me," "Dirty Harry," "The Wrecking Crew," "Hail Hero," "Framed," "Santee," and "The Great Bank Robbery." He has also been seen on many television shows including "Six Million Dollar Man," "Charlie's Angels," "Police Story," "Policewoman," "Hawaii Five-0," "Lucan" and "Lou Grant."

NATASHA RYAN - Black-haired little Natasha is already known to millions as tiny Hope Williams in the popular TV soap opera, "Days of Our Lives," for which she won an award as best child actress in a daytime series. She also won Emmy nominations for her roles in two highly-rated TV movies, "Sybil" and "Mary Jane Harper Cried Last Night." At the University of California in Los Angeles, where she was studied at kindergarten age, and where her father, Dr. James Ryan, does preventive medicine research, it was found that her vocabulary was already at high school level. Now eight years old, she has appeared in a half-a-dozen television movies, in four features, including "The Number" and "Boulevard Nights," in two specials, "Comedy in America" and "The National Disasters Survival Test," and has made guest star appearances in many top-rated TV series including "Six Million Dollar Man," "Starsky and Hutch," "The Lou Grant Show" and "Police Story."

MEENO PELUCE - For a young man of his age, eight years old, Meeno has a lot of varied interests. He is reading his way through Shakespeare and to date has read nine of the plays. He is learning to play the electric guitar, dabbles on the drums and has a special interest in astronomy. He likes skateboarding, bike riding, sports cars and "Charlie's Angels." His current hero is John Travolta, with whom he hopes some day to perform. Meeno likes to watch his older and more famous colleagues when they're before the camera to pick

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up helpful hints, which bodes well for his professional future. Among his credits are television movies, "The Pirate" and "Loose Change" and guest star appearances on "The Incredible Hulk," "The Lou Grant Show," "Eight Is Enough" and "Starsky and Hutch."

K.C. MARTEL - K.C. is a bright 11-year-old, fun-loving boy who has been acting for only two years but has already done extremely well and obviously has a bright future. He lives with his parents and two sisters, both older, and is an all-star shortstop in his baseball league; he reads avidly and collects baseball cards, various hand tools and what his mother calls "junk." His TV movies include "Mulligan Stew," "Mad Bull" and "Having Babies." He also appeared as a regular in the "Mulligan Stew" TV series and on such programs as "The Bob Newhart Show," "CHIPS," "Wonder Woman" and "Lucan." You can hardly miss him in commercials, of which he has done many.

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## THE FILM MAKERS

### ABOUT THE DIRECTOR

STUART ROSENBERG is a director who has turned his academic aptitude, intense energy and a sophisticated sense of cinema into an enviable career which began with the enormously successful "Cool Hand Luke." Before that he was an award-winning television director who was responsible for some of the most brilliant--and now classic--programs in that medium.

Rosenberg is one of the few, if not the only, film directors with a Doctor of Philosophy degree, which he acquired at New York University, where he majored in literature and drama.

He began his cinema career as an apprentice film editor. After several years of editing he directed the filmed segments of two live TV series with integrated film portions, "The Big Story" and "T-Men In Action."

His first film directing job came with a series titled "Decoy," followed by a "Naked City" segment. He eventually directed 22 episodes of that award-winning show, as well as scores of other top television programs, including "The Untouchables," "The Defenders" and shows for the Chrysler, Philco and Alcoa program.

In 1963, he won the directorial Emmy for the initial two-part "Defenders" titled "The Madman." Rosenberg's feature career which began with "Cool Hand Luke," has proceeded rapidly with such films as "Voyage of the Damned," "WUSA" and "The Laughing Policeman."

### ABOUT THE PRODUCERS

RONALD SALAND is no novice in the film industry. He learned the business practically at his father's knee. After graduating from New York University, he went to work for his father who owned a motion picture laboratory. Later he got a job in television production, first as an apprentice film editor and then as a production manager. Next, he produced a children's educational

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series called "Junior Science" and then formed a post-production service with Marcel Broekman which they called Professional Films. Soon they went into the production of documentaries, commercials, sales films and syndicated television series.

ELLIOT GEISINGER joined Professional Films at this time and they branched out to produce featurttes, short films showing feature pictures in the process of production, which are shown on television as fillers and often in theatres.

In the classic, up-from-the-ranks manner, Elliot Geisinger began his career in the entertainment industry as an executive trainee in the NBC mail room following graduation from Columbia University.

He rose rapidly from the mail room to become manager of the network's film library before he went on his own to produce and direct several syndicated TV shows including 52 segments of "America's Newsreel Album" with Dennis James and "Retrospect," with Douglas Edwards as host.

After merging his production firm with Professional Films, Inc., he and Saland decided to get into feature production. First they produced a children's feature musical called "The Adventures of the Prince and the Pauper," which was filmed entirely in Ireland and achieved a modest success.

Their involvement in "The Amityville Horror" came about through Jay Anson himself, who has written most of the featurttes produced by Professional Films. Knowing Anson was writing a book and long before its publication turned the book into a sales blockbuster, Saland and Geisinger approached him and all agreed to produce a film based on the book. They took the project to American International and the way was cleared to bring "The Amityville Horror" to the screen.

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THE AUTHOR

At 55, JAY ANSON wrote his first book, "The Amityville Horror," which topped the New York Times non fiction, best-seller list for over nine months with over 400,000 hard-cover books sold while sales of the Bantam paperback exceeded 4 million copies. No newcomer to writing, he has been a professional for over 30 years starting with newspapers and he has written hundreds of film featurettes that are shown on television on the making of motion pictures. His account of the 28 days of terror endured by the Lutzes is the result of 20 tapes made with them and interviews with everyone else, including a Catholic priest and the police, connected with the bone-chilling story.

THE SCREENWRITER

SANDOR STERN is a medical doctor who found that the demand for his creative talents became so great that he decided to give up medicine and pursue a full time writing career.

Stern sold his first television script to the Canadian Broadcasting Corporation in his final year in medical school and following his decision to devote himself to writing, he worked for CBC for two years before moving to Hollywood. Two days after his arrival, he was given his first assignment to script a medical segment of "The Bold Ones." After writing a number of episodic TV dramas, he authored the movie of the week, "Say Goodbye, Maggie Cole," starring Susan Hayward in her final performance. Following a stint as writer/producer on "The Bold Ones," he wrote and produced such television movies as "Strange and Deadly Occurrence," "Killer On Board," "Separation," "Red Alert" and "True Grit: A Further Adventure," among others. He recently scripted the feature film, "Fast Break," starring Gabe Kaplan.

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ABOUT THE MUSIC

LALO SCHIFRIN not only composed and conducted the score for "The Amityville Horror," he 'invented' special glass instruments to create the special eerie sounds to establish the moods of the film.

Among his more than 60 feature film credits are "The Cincinnati Kid," "Bullet," "The Fox," "Dirty Harry," "Magnum Force" and "The Eagle Has Landed."

His television credits include the themes and music for such shows as "Medical Center," "Petrocelli," "Starsky and Hutch," "Making of a President, 1964," "The Rise and Fall of the Third Reich" and "The World of Jacques Cousteau."

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# THE AMITYVILLE HORROR



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## JAMES BROLIN

### Biography

One of the screen's most handsome and charismatic leading men, James Brolin portrays George Lutz in American International's film version of Jay Anson's non-fiction best-seller "The Amityville Horror," directed by Stuart Rosenberg. Co-starring with Margot Kidder and Rod Steiger, Brolin plays a young husband who, with his family, is forced to flee his suburban dream house after 28 days of inexplicable, terrifying events.

The star's work in "Amityville" comes on the heels of three months of location filming in New York on the suspense thriller "Night of the Juggler." The imminent release of the two films promise to make 1979 a banner year for James Brolin.

A candid and unpretentious man, Brolin does not shirk challenges. Asked about the lavish and controversial "Gable and Lombard" in which he co-starred with Jill Clayburgh, the actor responds, "In one way the movie was successful: it gave us an impossible exercise to do, and everyone should have one of those in their lives." An avid sportsman, the actor carries this philosophy into his off-screen life, competing as a professional race car driver on the International Motor Sports Association circuit.

Although he rose to national prominence as Dr. Steve Kiley in Universal Television's "Marcus Welby, M.D.", (for which he won an Emmy), Brolin is, in fact, no stranger to theatrical motion pictures. He has 13 films to his credit, and has been

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plying his trade in Hollywood since 1960.

The son of a contractor and mathematician, the Los Angeles native graduated from University High School, attended Santa Monica Junior College for a year, then enrolled at UCLA as a theatre arts major. Feeling his UCLA classes were too theoretical, Brolin left to study with acting coach Robert Paris and at the Film Industry Workshop.

After a short period as a Twentieth Century-Fox studio contractee, Brolin appeared in featured roles in "Take Her, She's Mine," "Von Ryan's Express," "Morituri," "Fantastic Voyage" and "Our Man Flint." He then starred with Jacqueline Bisset in "The Capetown Affair."

During his highly successful television career, Brolin also starred in two motion pictures, "Skyjacked" and "Westworld"; and Universal's made-for-television features "A Short Walk To Daylight" and "Trapped." Following "Gable and Lombard," he appeared in the science fiction thriller "The Car," directed by Elliot Silverstein.

James Brolin's most recently released feature was the boxoffice favorite "Capricorn One" in which he co-starred with Elliot Gould and Brenda Vaccaro as an astronaut caught in a web of government intrigue.

Brolin's most passionate off-screen interest these days is in the International Motor Sports Association circuit on which he races his silver 300 horse power Datsun Z. The actor finished second in his last race, a pro-celebrity competition sponsored by the Toyota Company in September, 1978 at Watkins Glen, New York.

Home for Brolin is a 230-acre ranch in Paso Robles, California where he raises thoroughbred horses. The actor lives there with his wife, the former Jane Cameron Agee, and his two sons, Josh and Jess.

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# THE AMITYVILLE HORROR



## MARGOT KIDDER

### Biography

Margot Kidder, catapulted to major stardom playing Lois Lane in "Superman," portrays Kathleen Lutz in American International's "The Amityville Horror." Co-starring with James Brolin and Rod Steiger, Margot plays a young housewife who is forced to flee in terror from her suburban dream house in director Stuart Rosenberg's film version of Jay Anson's non-fiction best-seller.

The combined impact of "Superman," followed by "The Amityville Horror," the runaway best-seller for more than a year, should lift the Canadian-born actress into that most rarified of categories: Superstar.

But ask Margot about her newly found stardom and she'll laugh. "People have been telling me that for ten years. I still have awe for 'movie' movie stars and I can't see myself as that because I'm not very mysterious or glamorous. Besides, success may change the way people perceive you, but you're still the same inside. The insecurities and hang-ups don't disappear; people just think they do."

Born in the gold-mining town of Yellow Knife in Canada's Northwest Territories, Margot lived in a variety of remote areas with her parents and four brothers and sisters until a move to Vancouver allowed her to start a career in local television at the age of sixteen. After a few years of portraying everything from teenage alcoholics to murderesses, Margot was spotted by

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director Norman Jewison who asked her if she would go to Hollywood to test for a role in his film "Gaily, Gaily" opposite Beau Bridges. She paid her own way out to the coast and won her first film role.

"Gaily, Gaily" was followed by another plum, the female lead opposite Gene Wilder in "Quackser Fortune Has A Cousin In the Bronx," but by this time Margot had grown disenchanted with Hollywood and the film business. She returned to Vancouver to study film editing at CBC and with Robert Altman, who was making "Brewster McCloud" at the time.

Armed with a firm sense of her behind-the-scene capabilities, Margot returned to acting in the T.V. series "Nichols" opposite James Garner. Moving back to features, she portrayed Siamese twins in Brian DePalma's cult favorite "Sisters" (also for American International) as well as appearing opposite Robert Redford in "The Great Waldo Pepper" and Michael Sarrazin in "The Reincarnation of Peter Proud." Margot's other feature credits during this period include "The Gravy Train" and "Quiet Days in Belfast."

The young actress then directed her own short film, "Again," as part of the American Film Institute's Women's Directing Workshop. Next came "92 In the Shade" and marriage to the film's writer and director, novelist Thomas McGuane. Margot and McGuane became parents of a daughter, Margaret (Maggie) Kidder McGuane.

Currently a single parent residing in Malibu in her newly-purchased beach house, Margot is literally booked for the next two years. She's currently starring in Paul Mazursky's new film "Willie & Phil" to be followed by "Superman II" and her own production of "Lady Oracle." In her increasingly rare spare time Margot remains an avid horsewoman, but lists roller skating as her and her daughter's favorite sport.

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## ROD STEIGER

### Biography

Rod Steiger, one of the screen's most distinguished actors, adds another to his long list of diverse characterizations starring with James Brolin and Margot Kidder in American International's "The Amityville Horror," under the direction of Stuart Rosenberg. In the film version of Jay Anson's non-fiction best seller, Steiger portrays Father Delaney, a priest who attempts to counsel George and Kathleen Lutz, a young couple who encounter 28 days of terror in their suburban dream house in Amityville, Long Island.

Twice honored with Academy Award nominations for his performances in "On the Waterfront" and "The Pawnbroker," Steiger won the coveted prize for his memorable portrayal of a tough Southern policeman in "In the Heat of the Night," the film also brought Steiger the New York Film Critics Award and the Golden Globe; for his work in "The Pawnbroker" he received the Best Actor Award from the Berlin Film Festival. Among the many other memorable screen portrayals which Steiger has etched in filmgoers' memories are Al Capone in the film of the same name, Napoleon in "Waterloo" and W.C. Fields in "W.C. Fields and Me."

Born in West Hampton, Long Island on April 14, 1925, Steiger was raised in Newark, New Jersey and attended grammar and high school there. After a five-year hitch in the Navy, he took a civil service job with the Veterans Administration. Joining a theatre group in his division of the VA, Steiger immediately realized he had found his calling.

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The actor's next stops were the New York Theatre Wing, then the Dramatic Workshop, and finally Elia Kazan's Actors Studio. His first professional role was a bit in the national company of "The Trial of Mary Dugan," followed by his Broadway bow in ANTA's revival of Clifford Odet's "Night Music." Steiger, in his twenties, was praised by New York drama critics for his portrayal of a 55-year-old detective.

His first film was "Teresa," followed by "On the Waterfront." Meanwhile, he was appearing regularly on television with such success that he won the 1953 Sylvania Award for delivering five top performances during the year.

An unusually versatile actor, Steiger has never been type-cast. He had neither sung nor danced professionally when Fred Zinnemann cast him as Jud in the film version of "Oklahoma!" His roles have run the gamut--of nationalities, accents and types, ranging from Irish priest to Mexican bandit, from Napoleon to Al Capone, from red-neck Southerner to U.S. Senator.

Included in Rod Steiger's many other motion picture credits are "The Big Knife," "The Court Martial of Billy Mitchell," "Jubal," "The Harder They Fall," "Back From Eternity," "Run of the Arrow," "Unholy Wife," "Seven Thieves," "The Mark," "Reprieve," "13 West Street," "The Girl and the General," "No Way To Treat A Lady," "And A Man Came," "The Illustrated Man," "Three Into Two Won't Go," "Duck, You Sucker," "Happy Birthday, Wanda June," "The Lolly Madonna War," "Lucky Luciano," "Hennessy" and "F.I.S.T."

When not working, Steiger makes his home in Malibu, California. He has a daughter, Anna Justine, from a former marriage to actress Claire Bloom.

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STUART ROSENBERG

## Biography

Stuart Rosenberg is a director who has turned his academic aptitude, intense energy and a sophisticated sense of cinema into an enviable career in cinema which began with the enormously successful "Cool Hand Luke." Before that he was an award-winning television director who was responsible for some of the most brilliant--and now classic--programs in that medium.

Rosenberg has most recently completed filming American International's "The Amityville Horror," based on the non-fiction best seller by Jay Anson about a family driven from their "dream house" after 28 days of baffling, inexplicable and horrifying events. The book, which was on the New York Times best-seller list for nine months, has sold almost 400,000 in hardcover and 4,000,000 in paperback. Starring are James Brolin, Margot Kidder, Rod Steiger and Don Stroud. Ronald SaLand and Elliot Geisinger produced, with Samuel Z. Arkoff as executive producer, from the screenplay by Sandor Stern.

Rosenberg is one of the few, if not the only, film directors with a Doctor of Philosophy degree, which he acquired at New York University, where he majored in literature and drama. His doctoral thesis was on Irish literature, which he also taught at the University for a year following his PhD award.

Rosenberg found, however, that his interest lay more in the world of drama than in the halls of learning and he left the academic world for a job

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as an apprentice film editor. After several years of editing he directed the filmed segments of two live TV series with integrated film portions, "The Big Story" and "T-Men in Action."

His first film job directing a complete program came with a series titled "Decoy" followed by a "Naked City" segment. He eventually did 22 episodes of that award-winning show, as well as scores of other top television programs, including "The Untouchables," "The Defenders" and shows for the Chrysler, Philco and Alcoa programs.

In all he directed 300 television shows from 1958 to 1965, to rising acclaim.

In 1963 he won the directorial Emmy for the initial two-part "Defenders" titled "The Madman."

For 1963-64, he was nominated for "The Blacklist" in the same series and won in the latter year at the Cannes Film Festival. For five years in a row, between 1962 and 1966, he was nominated for best director by the Directors Guild.

Rosenberg's feature career which began with "Cool Hand Luke" has proceeded rapidly with such films as "Voyage of the Damned," "WUSA" and "The Laughing Policeman."

Rosenberg was born in Brooklyn on August 11, 1928. He is married to the former Margot Pohoryles, who was a student in his class at NYU. They have a son Benjy, 22, who is starting his own film career and was the second assistant director on "The Amityville Horror." The Rosenbergs live in a book-lined house in Beverly Hills with a swimming pool which the director seldom has time to use.

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# THE AMITYVILLE HORROR



## ELLIOT GEISINGER

### Biography

In the classic, up-from-the-ranks manner, Elliot Geisinger began his career in the entertainment industry as an executive trainee in the NBC mail room. The label proved prophetic for Geisinger, who co-produced, with Ronald Saland, American International's "The Amityville Horror," his latest effort in an already successful career behind the cameras.

Geisinger was born in Brooklyn and attended Lafayette High School. After two years in the army, he matriculated at Columbia University and graduated with a Bachelor of Science degree in English. He then took a job as advertising manager of a small Long Island weekly, but continued his education by taking "various esoteric courses" at a number of institutions of higher learning, including City College of New York, Brooklyn College and New York University.

After his entry into the corporate ranks via NBC, Geisinger rose rapidly from the mail room to become manager of the network's film library before he went on his own to produce and direct several syndicated TV shows including 52 segments of "America's Newsreel Album" with Dennis James and "Retrospect" with Douglas Edwards as host.

After thus attaining firm ground in television, Geisinger merged his production firm with Professional Films, Inc., which Ronald Saland

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had earlier formed with Marcel Broekman to produce documentaries, commercials, sales films and syndicated TV series.

Professional Films soon began also to produce featurettes, ten-minute movies showing feature motion pictures being made which are shown on television around the world. The firm has made several hundred of these featurettes to date, each a well shot, leanly-edited film itself, for every major studio and many independent producers.

But Geisinger and Saland always wanted to get into feature production. Their first effort in this direction was a children's musical called "The Adventures of the Prince and the Pauper," which was followed by "Cry of the Wild," starring Jack Palance and Joan Collins.

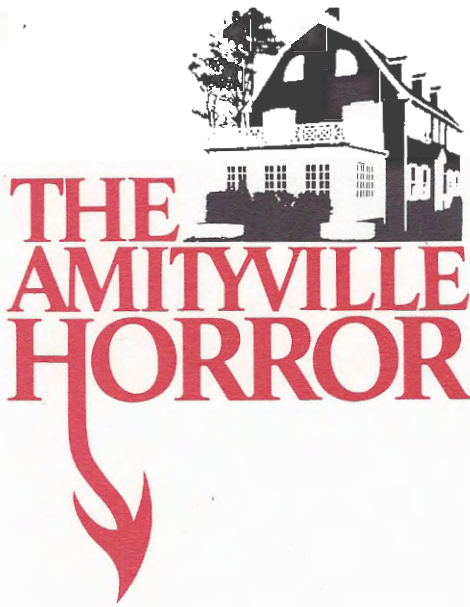
When Jay Anson, who had written most of Professional Films' featurettes, began writing "The Amityville Horror," and long before it became a national sensation, Geisinger and Saland approached him about the film rights and a deal was struck and presented to American International.

Geisinger is married to the well-known sculptress, Elaine Geisinger. They have three children, Caryn, 21, who manages the Professional Films office in New York; Barrie, 19, who is preparing to become an actress, and Michael, 17, a student at Boston University.

The Geisingers live on a three-acre spread in the fashionable community of Sands Point, Long Island, where Geisinger loves to garden, play tennis, read a lot and look across his lawn to the sparkling Long Island Sound.

Directed by Stuart Rosenberg and produced by Ronald Saland and Elliot Geisinger of Professional Films, Inc., with American International's Samuel Z. Arkoff acting as executive producer, "The Amityville Horror" is based on the book by Jay Anson with a screenplay by Sandor Stern.

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RONALD SALAND

Biography

Ronald Saland is no novice in the film industry. He learned the business practically at his father's knee.

Saland is the co-producer, with Elliot Geisinger, of American International's "The Amityville Horror," based on the national non-fiction best-seller by Jay Anson about a family driven in terror from what they fondly believed was to be their dream house. It was directed by Stuart Rosenberg from the screenplay by Sandor Stern, with James Brolin, Margot Kidder, Rod Steiger and Don Stroud starring. Samuel Z. Arkoff was the executive producer.

Saland was born in Brooklyn in 1929 and attended Fort Hamilton High School in that borough before matriculating at New York University, from which he graduated with a major in biology and a bachelor of arts degree.

His father, Nat, owned a motion picture laboratory and was a pioneer in raising funds for independent film production. For the younger Saland, who had virtually grown up in the business and loved it, it was a natural step to go to work for his father. He learned about all there was to know in the handling of film and in a couple of years got a job on his own working in television production, first as an apprentice film editor and then as a production manger.

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Within a short time, after producing a children's educational series called "Junior Science," he went into business with Marcel Broekman and the two formed Professional Films as a post-production service. The firm's next move was into production of documentaries, commercials, sales films and syndicated television series.

At this time Saland and Broekman were joined by Elliot Geisinger and Howard Kuperman and the firm also began to produce featurettes, little movies showing feature pictures in the process of filming which are shown on television around the world. Professional Films has made several hundred of these featurettes to date, each an immaculate small film of its own, for every major studio and many independent producers.

But Saland, and Geisinger, too, always had the objective of getting into feature production themselves. First they produced a children's feature musical called "The Adventures of the Prince and the Pauper," which was filmed entirely in Ireland and achieved a modest success.

Their involvement in "The Amityville Horror" came about through Jay Anson himself, who has written most of the featurettes produced by Professional Films. Knowing Anson was writing a book and long before its publication turned the true story into a sales blockbuster, Saland and Geisinger approached him and all hands agreed on a deal which was presented to American International. The book, which topped the New York Times best-seller list for over nine months, has sold almost 400,000 in hardcover and 4,000,000 in paperback, giving the film a vast pre-sold audience.

Saland and his wife, Marilyn, are the parents of three daughters, Stephanie, 24, who dances professionally with the New York City Ballet; Ellen, 22, a graduate of NYU's School of Fine Arts where she majored in acting and who is pursuing an acting career, and Amy, 17, a student at Tulane University.

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Although Saland's principal interest, outside of his family, is in his work, he does find time to read a lot, build model sailing boats and do a bit of fishing. The Salands make their home in the pleasant New York suburb of Great Neck, Long Island.

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# THE AMITYVILLE HORROR



JAY ANSON

Biography

At the age of 55, Jay Anson, a mild mannered New York documentary film writer, decided to write his first book.

What followed was the runaway best seller, "The Amityville Horror," which remained on the New York Times hard-cover best-seller list for over nine months with the ensuing Bantam Books paperback selling over 4 million copies.

Now, the bone-chilling story has been made into a major motion picture by American International. The film version of "The Amityville Horror" stars James Brolin in the role of George Lutz, Margot Kidder as his wife, Kathleen, and Academy Award winning actor, Rod Steiger, as the priest who tries to help them.

Over 70 newspapers across the country serialized Anson's story about the Lutzes, who had purchased a colonial-type house in the quiet village of Amityville, Long Island, and after 28 days of horrendous happenings, were forced to flee their dream home, leaving most of their possessions behind.

How did Anson, a professional writer for over thirty years, happen to write his first book?

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It all began when he was preparing a documentary film script for the motion picture, "The Exorcist," and on the set, met the film's technical consultant, Father John Nicola, the Roman Catholic church's occult investigator in America.

The two talked about doing a book to be called "The Psychology of the Devil." The project never got off the ground but later, when Prentice-Hall editor Tam Mossman heard the Lutzes catastrophic story, he remembered Anson and telephoned him. "Just listen to their story," the editor urged.

When Anson finally wrote the book, it was the result of 20 tapes the Lutzes made recalling their experiences, interviews with a priest, the couple's relatives and the Long Island police.

Although "The Amityville Horror" is Anson's first book, he is no newcomer to writing having begun his career as a copy boy on the New York Evening Journal in 1937. Later, after working as a reporter in advertising and publicity, he joined a documentary film company as a writer. Over the years he has written six screenplays and hundreds of featurettes used on television about the making of motion pictures.

Anson is currently writing his second book and has a third in the planning stage.

"The Amityville Horror" was produced by Ronald Saland and Elliot Geisinger and directed by Stuart Rosenberg from a screenplay by Sandor Stern. Samuel Z. Arkoff was executive producer.

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# THE AMITYVILLE HORROR



## LALO SCHIFRIN

### Biography

Lalo Schifrin is one of the premier composers of his day, with more than 60 feature motion picture scores to his credit and an equal number of television series themes and scores.

In his latest effort, Schifrin composed and conducted the musical score for American International's spine-chilling drama, "The Amityville Horror," based on the non-fiction best-seller by Jay Anson. The film stars James Brolin, Margot Kidder, Rod Steiger and Don Stroud, and was directed by Stuart Rosenberg.

Born in Buenos Aires, Argentina, Schifrin began his musical training at an early age. His father was the concert master of the Buenos Aires Philharmonic for 30 years.

In 1953, Schifrin went to the Paris Conservatory of Music to continue his studies. There, he took an interest in modern American jazz. Upon returning to Buenos Aires, he began writing ballets and music for films, television and the theatre, and in 1957 he won the Argentinian equivalent of an Oscar for the film, "El Jefe."

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Schifrin moved to New York in 1958 to join the Dizzy Gillespie Band as the pianist. Later he toured the United States and Europe as a member of the Norman Granz Jazz at the Philharmonic. He moved to California in 1963 and began his brilliant career as a film and television composer.

Among his film credits, in addition to "The Amityville Horror," are "Cincinnati Kid," "Bullet," "The Fox," "Hell in the Pacific," "The Hellstrom Chronicle," "Dirty Harry," "Magnum Force," "The Four Musketeers," "Voyage of the Damned," "The Eagle Has Landed" and "Rollercoaster."

Schifrin's television credits include themes and music for "Medical Center," "Petrocelli," "Starsky and Hutch," "Bronk," "The Most Wanted," "The Making of a President, 1964," "The Rise and Fall of the Third Reich" and "The World of Jacques Cousteau."

As a conductor, he has performed at the Hollywood Bowl, the Monterey Jazz Festival, Lincoln Center and the Ojai Music Festival, among others. In addition, he has returned to making albums as an artist/producer with Tabu Records, distributed by CBS. His newest album is "Gypsies."

Schifrin has won four Grammy awards, been nominated three times for the Academy Award and has received many Emmy nominations for his work in television.

For his score for "The Amityville Horror," Schifrin was called upon to produce musical sounds never before heard in a film. For certain eerie sounds he modified or invented special glass instruments to help create the desired moods.

"The Amityville Horror" was produced by Ronald Saland and Elliot Geisinger from a screenplay by Sandor Stern.

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# THE AMITYVILLE HORROR



## FEATURE

### JAMES BROLIN - THE RUGGED OUTDOOR TYPE

James Brolin, who stars in American International's spine-chilling drama, "The Amityville Horror," based on Jay Anson's non-fiction best-seller, is a rugged outdoorsman in the tradition of John Wayne and the late Clark Gable.

Brolin now stars with Margot Kidder and Rod Steiger in the film which chronicles the strange and malevolent events which drove a young family from their "dream home" at Amityville, Long Island.

Even while "The Amityville Horror" was filming at MGM Studios in Hollywood, Brolin indulged his love for the outdoors. A licensed pilot, he rented a plane every Friday night after shooting was completed and flew to his 230-acre ranch in central California to join his wife and two children.

"If they wanted to see me," he said, "they had to come outdoors most of the time. I was either tending the cattle I run or helping train a horse or fixing a fence or doing any of the chores you have to do around a ranch."

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Brolin's "other life," when he is not acting includes riding his motorcycle into the hills around his ranch or taking his race car out for a spin. "My contract for 'The Amityville Horror' precluded competition racing until shooting was finished," he said. "Stuart Rosenberg had run into the same situation before when he directed Paul Newman, who's a real racing fan, in 'Cool Hand Luke.'"

Away from a studio's protective custody, Brolin actively participates in competition racing. In the recent Long Beach Grand Prix, he raced against such other celebrities as Clint Eastwood, Bruce Jenner and Kitty O'Neil, holder of the women's land speed record at 518 m.p.h.

Brolin's affection for motorcycles was first demonstrated to the public when, as a young doctor, he rode one in Universal's hit television series, "Marcus Welby, M.D.," in which he co-starred with Robert Young. His son, Josh, although only ten years old, has just received his fifth motorcycle. "He's been riding a cycle since he was four," Brolin says. "He's never had an accident, either. Of course, we don't allow him to ride on public roads. He's limited to the ones on our ranch."

Another activity on Brolin's ranch is raising thoroughbred horses. "We have about four born on the ranch every year and mostly we sell them at auction. While 'The Amityville Horror' was filming, we had one that really looked good, the best we've ever had, and I'm keeping him."

The colt is as yet unnamed but Brolin is thinking hard...possibly "Amityville Ace."

"The Amityville Horror" was directed by Stuart Rosenberg from a screenplay by Sandor Stern based on Jay Anson's best-selling book. Ronald Saland and Elliot Geisinger co-produced. Samuel Z. Arkoff was executive producer.





# THE AMITYVILLE HORROR



## FEATURE

### MARGOT KIDDER--MOVIE STAR

As far as being a movie star, Margot Kidder knows where it's at. "I think it's a very cushy job," says Margot, the outspoken feminine lead of American International's "The Amityville Horror," in which she stars with James Brolin, Rod Steiger and Don Stroud under the direction of Stuart Rosenberg.

The girl from Yellow Knife, in Canada's Northwest Territories, wasn't always a movie star. And there were many times when it seemed just a dream and other times almost a reality that slipped from her grasp. Once she was a waitress and once she sold vibrating machines. She got her acting start in local television in Vancouver, which is not exactly Hollywood.

Catapulted to the ranks of international superstar playing Lois Lane in "Superman," Margot portrays the terrorized housewife Kathleen Lutz in "The Amityville Horror," the non-fiction best-seller which has become the runaway success of the year.

"Where else would I have all these lovely people taking care of me?" asks Margot rhetorically. "Where else would I have my own costumer and my own hairdresser? Where else would I have not only my own dressing room on the set but a huge motor home with it's own bathroom and kitchen sitting outside the stage? And a nice assistant director who lets me read or take a nap and then calls me when they're ready for me? I'd have to have pots of money

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to duplicate all this lovely attention if I weren't working in pictures.

"People ask, aren't you bored doing the same take ten times? No, I'm not. I'm not exactly a bus driver, tired of driving the same route day after day. Probably even the bus driver doesn't get bored. He must see new things along his route every day. And I always see new and exciting things in the work I do. And I make what is to me lots of money. I grew up kind of poor, not exactly poverty-stricken but not rolling in it either. So it's nice to have some financial security."

One thing about being a movie star hasn't affected Margot yet. She is far from being blase about it. "You know what?" she says, "I'm still overawed when I meet a movie star."

Directed by Stuart Rosenberg and produced by Ronald Saland and Elliot Geisinger of Professional Films, Inc., with American International's Samuel Z. Arkoff acting as executive producer, "The Amityville Horror" is based on the non-fiction best-seller by Jay Anson with a screenplay by Sandor Stern.

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# THE AMITYVILLE HORROR



## FEATURE

### ROD STEIGER - A BELIEVER

As an actor, Rod Steiger is completely believable as the priest who falls victim to the "forces" of the house in American International's terrifying dramatization of the best-selling book "The Amityville Horror." As a person, he maintains a respect for the supernatural as well.

Steiger plays Father Delaney, a Franciscan priest who experiences some of the horrors that the Lutz family itself endures in the Amityville, Long Island house that is the locale of the non-fiction best seller by Jay Anson on which the film is based.

Father Delaney has ample cause to believe other worldly forces may be behind some of the evil manifestations which surround and inhabit the house. He becomes ill when he attempts to bless the house for its new occupants, he is attacked by swarms of menacing house flies, he is injured when the steering wheel breaks on his car, he hears voices and feels a definite presence in the house which is beyond his priestly ken.

That's the problem that confronts him in the role of Father Delaney. As Rod Steiger, he can't help but feel an empathy.

"As a priest, Father Delaney's intelligence tells him that something is there, something is happening which he fears," says Steiger, who stars

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ROD STEIGER - A BELIEVER...

Page 2

in "The Amityville Horror" with James Brolin and Margot Kidder under the direction of Stuart Rosenberg. "He appeals to his superiors in the Church, but they haven't experienced what he has and they don't really believe it at all. They think a vacation would do him a lot of good."

"Well, man has always invented things new to believe in, gods and idols and even stones. The mysterious draws people. The supernatural finds many willing believers. I don't discount the supernatural myself. I think, actually, one does well never to discount any phenomenon of nature."

Steiger is right, of course, that the supernatural, the arcane and the eerie fascinate millions of people around the world. Proof of that is the fact that the book itself was on the best-seller list for almost a year and the Bantam paperback edition has sold more than four million copies. That's a lot of fascination...

Produced by Ronald Saland and Elliot Geisinger of Professional Films, Inc., with American International's Samuel Z. Arkoff acting as executive producer, "The Amityville Horror" is based on the book by Jay Anson with a screenplay by Sandor Stern. Music is by Lalo Schifrin.

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# THE AMITYVILLE HORROR



## Synopsis

(not for publication)

In the dark of night, the house loomed through the blackness like a prehistoric monster waiting to devour its unsuspecting prey. The lighted windows, on opposite sides of its facade glared out like two baleful eyes, a constant reminder of the six brutal murders which had occurred there just the year before. The murderer -- an older brother in the household -- had been convicted of the multiple crime and jailed, and the house had remained empty since the bloody incident.

Seen in the bright light of day, it was a beautiful three-storied colonial type house, nestled in a green, well-kept lawn which sloped away gently to the bay. With its attendant boathouse, the property was obviously worth much more than the eighty-thousand George (JAMES BROLIN) and Kathleen (MARGOT KIDDER) Lutz were "stealing" it for. Even in the small but well-to-do community of Amityville, New York, it was a showplace.

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Completely entranced and absorbed in their love for one another, the recently wed George and Kathleen, her children by a former marriage, Matt (MEENO PELUCE), Greg (K.C. MARTEL), little Amy (NATASHA RYAN) and Harry, the family dog, raced around inspecting the property with all the excitement and pride of anticipated new ownership. Completely pushed to the back of the newlyweds' minds were the macabre events of the year before. Nobody took notice of the sudden gust of cold air which swept up from the partially-opened cellar door, disturbing the warmth of the bright day and angrily rustling the transfer of ownership papers the realtor was hurriedly making out in the kitchen before the Lutzes could change their minds. It was a great day, but as night fell and the row of first-floor windows was lighted, they seemed to add a malevolent smile to the two lighted eyes of the upstairs windows glaring evilly into the night.

The series of incidents which, in their mounting intensity, finally drove the Lutzes to flee in terror, began the next day. Father Delaney (ROD STEIGER), the elderly parish priest who, with his young assistant, Father Bolen (DON STROUD), took care of the spiritual needs of the little community, was en route to bless the Lutzes' new residence when an ominous power took control of his car, causing it to move erratically down the busy highway. As the cleric was fighting for control of the steering wheel, a malignant force tore loose one of the hood hinges, causing the hood to fly back into the windshield. Finally fighting the recalcitrant machine to a stop, the badly shaken Father Delaney made his way back to the parish house. There, young Father Bolen put his mentor to bed suffering from some strange malady which caused his hands to break out in ugly welts and a persistent feeling of nausea which kept him weak from constant regurgitating.

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The eerie events began to develop rapidly. The children's Aunt Helena (IRENE DAILEY), a nun, visiting the family in their new home, recoiled in complete disorder after a brief confrontation with the house's evil manifestations; bizarre smelling liquids erupted when toilets were flushed; attempted telephone communication between Kathy and Father Delaney was consistently interrupted with inexplicable cutoffs and reoccurrences of the priest's malady; glimpses of evilly-glowing red eyes were glimpsed at the windows; closed and locked-from-the-inside windows were suspiciously found open. When one shut on young Matt's hand, all the applied male strength of George and a friend, Jeff (MICHAEL SACKS), failed to open it until it suddenly flew up of its own volition. To add to the frightening confusion, little Amy acquired a playmate named Jody -- visible only to her -- who seemed to occupy her rocking chair at odd hours.

The growing tension of their situation began to create a rift in the close relationship of George and Kathleen. George, in particular, began to neglect his business and, even worse, himself. In his increasingly unkempt and disheveled condition, more and more of the townspeople began to look askance at him because he seemed to be taking on the appearance of the convicted murderer! Even Harry, the friendly family dog, failed to remain unscathed. His unexplainable constant whining and scratching at a basement cupboard door was adding to the Lutzes' apprehensions.

When they awoke one morning to find that the locked basement door and the heavy oaken front door had been torn from their hinges -- from the inside -- by some horrifying brute force, the Lutzes decided to abandon their "dream house." Amid a series of weird, unearthly noises, green slime exuding from the walls, violent vibrations and a house filled with hellish heat -- even though it was cold and stormy outside -- the Lutzes fled for their lives. A couple

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of blocks away, they discovered that the dog was missing! Giving way to the pleas of the children, George decided to go back for him...to brave the hell-hole of the basement where he was almost certain the dog...and God only knew what else...was to be found...

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FEATURE

STEIGER...ON ACTING

When Rod Steiger talks about acting, people listen, especially other actors.

Steiger is one of the screen's most brilliant performers, possessor of the coveted Oscar, an actor whose entire career has been marked by a high degree of creativity and professionalism. He is a standout in a world of standouts.

Steiger's latest role is that of the aging priest, Father Delaney, in American International's adaptation of Jay Anson's best seller, "The Amityville Horror," in which he stars with James Brolin, Margot Kidder and Don Stroud. The film was directed by Stuart Rosenberg, from the screenplay by Sandor Stern, with Ronald Saland and Elliot Giesinger producing. Samuel Z. Arkoff is executive producer.

Acting, to Steiger, is hardly static. Variety is what appeals to him. "It's a form of education for me," he says. "It's the variety and the challenge that bring you to life. I think an actor should create different people and different images. I don't understand actors who say something is bad for their image. What does that mean? What image?"

Steiger's hero is the late Paul Muni, whom he considers "the greatest actor in the English language and in films. He created different people, that's what

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an actor is supposed to do. Another thing I don't understand is when they use the phrase character actor or straight actor. You're not supposed to be in a mold. You're supposed to create a different person if you call yourself an actor."

In other words, there should be no 'image' of Rod Steiger. "The Pawnbroker" was different from "Al Capone," Capone was different from Napoleon and Napoleon was different from W.C. Fields, all characters, of course, that Steiger has created.

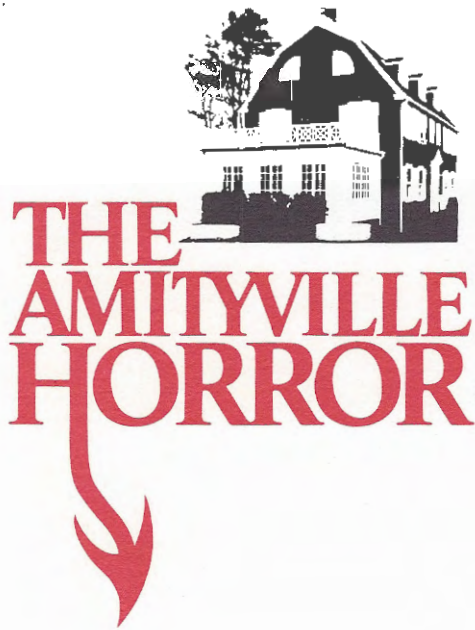
Steiger thinks actors are different from other people only in that "we make mistakes in front of the whole world when we make them. If you do something good, it's wonderful. You do something bad and it keeps coming back to haunt you on television like a recurring disease."

Steiger won the Academy Award for his memorable performance of the tough redneck cop in "In the Heat of the Night" and with the prize from his peers came what Steiger considers even more responsibility. "The problem with success is that you have to sustain it."

Which, of course, he certainly has.

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## FEATURE

### "PEOPLE ARE THE KEY" SAYS DIRECTOR ROSENBERG

As a film director, Stuart Rosenberg believes that people are the essential part of any story, whether it be film, plays, books or written on stone tablets.

Rosenberg is the director of American International's "The Amityville Horror," which is based on Jay Anson's non-fiction best-seller about a young couple and their three children who are driven from their dream home by a series of mysterious and horrifying events after living in the house for only 28 days. The book was on the New York Times non-fiction best-seller list for nine months and to date has sold over 400,000 copies in hardcover and an astounding 4,000,000 in paperback.

"The Amityville Horror" stars James Brolin, Margot Kidder and Rod Steiger. It was produced by Ronald Saland and Elliot Geisinger, with a screenplay by Sandor Stern. The executive producer was Samuel Z. Arkoff.

Despite the title, Rosenberg does not see the film as being in the "horror" genre. "It's a film about people," he says flatly, "in situations that are very real."

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Especially as a basis for movies, Rosenberg's interest has always been primarily in the relationship between people, which he amply demonstrated with his first and highly successful feature film, "Cool Hand Luke."

"No matter what a story is about," he says, "it should primarily concern the interaction between people. It doesn't make any difference whether someone gets off a horse or out of a taxi. It's still about people."

Rosenberg's interest in humans and how they react may well stem from his background in literature. He is probably the only film director who has a Doctor of Philosophy degree. He got his degree at New York University, where he majored in literature and drama. His doctoral thesis was on Irish literature, which he also taught at the University for a year.

Before he became a successful movie director, Rosenberg was one of the most sought-after television directors, an Emmy-winner who was responsible for some of the best of the earlier TV series, including critically-acclaimed episodes of "The Untouchables," "The Nurses" and "The Defenders."

When it comes to directing a feature motion picture, Rosenberg sees film as a personal statement to which a director can bring everything in his experience. He calls himself, for instance, "a city person who loves to walk the streets and observe how people react and respond. I learn things that evolve into some statement in a film."

For Stuart Rosenberg, people-watching has paid off.

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# THE AMITYVILLE HORROR



## FEATURE

### NATASHA'S A GENIUS BUT DOESN'T KNOW IT

Natasha Ryan has been called a genius but doesn't know it. Maybe it's because she's only eight years old.

Natasha plays Amy Lutz, the daughter of George and Kathleen Lutz in American International's "The Amityville Horror," based on the non-fiction best-seller by Jay Anson which relates the spine-chilling story of a family beset by unrelenting terror in a mysterious house on Long Island.

The film, directed by Stuart Rosenberg, stars James Brolin, Margot Kidder, Rod Steiger and Don Stroud. Amy has two brothers in the picture, played by Meeno Peluce and K.C. Martel.

Seen skipping along the street, Natasha's just another little, black-haired kid. But she's known to millions as Hope Williams in the enormously popular soap opera, "Days of Our Lives," for which she won an award as best child actress in a daytime series. She also was an Emmy nominee for her roles in two highly-rated television movies, "Sybil" and "Mary Jane Harper Cried Last Night."

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As an exceptional child, Natasha has been studied at the University of California at Los Angeles, where her father, Dr. James Ryan, does preventive medicine research. It was discovered that although she was just of kindergarten age, her vocabulary was at the high school level. Not strange, since at the age of 13 months she could recite the alphabet and converse in complete sentences.

Her parents have never indicated to Natasha that she was at all precocious. At the time, they wanted to guide her undoubted mental ability into some creative channel that might also be fun for the little girl. That's how Natasha became an actress.

Natasha, along with Meeno and K.C., went to school every day on the set of "The Amityville Horror," where a special schoolroom had been built for them. A fully accredited teacher instructed the three youngsters, along with their stand-ins, in math, science, art and other subjects.

Natasha hasn't given much thought to her future, although at one time she thought being a glass-blower might be interesting. Considering her acting talent, though, she's got only one way to go.

Directed by Stuart Rosenberg and produced by Ronald Saland and Elliot Geisinger of Professional Films, Inc., with American International's Samuel Z. Arkoff acting as executive producer, "The Amityville Horror" is based on the non-fiction best-seller by Jay Anson with a screenplay by Sandor Stern.

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# THE AMITYVILLE HORROR



## FEATURE

### LOOKING FOR AN OFFBEAT PROFESSION:

#### WHAT ABOUT FLY WRANGLER?

How do you get an ordinary housefly to star in a scene in a Hollywood movie without becoming temperamental? Just put the matter in the hands of big Jim Danaldson.

Danaldson was listed as "fly wrangler" on the staff of "The Amityville Horror," starring James Brolin, Margot Kidder and Rod Steiger, with Stuart Rosenberg directing.

The scene required a closeup of a fly on the hand of Rod Steiger. He was to move, but only a little, just to indicate that he was alive, well and functioning.

First Danaldson removed one of half-a-dozen flies from a small plastic container which had been placed in an ice bucket like a bottle of champagne. This rendered the flies dormant. With the camera trained in an extreme closeup on Steiger's hand, the fly selected for the scene was laid gently on the third finger of Steiger's left hand. As he (the fly) slowly came to life under the heat of camera lights, he moved slightly. Breathing gently through a straw, Danaldson moved him right, then left.

(more)

"A beautiful performance," director Rosenberg said as he called cut.  
"He may very well win an award."

Directed by Stuart Rosenberg and produced by Ronald Saland and Elliot Geisinger, with American International's Samuel Z. Arkoff acting as executive producer, "The Amityville Horror" is based on the non-fiction best-seller by Jay Anson with a screenplay by Sandor Stern. Music was composed and conducted by LaLo Schifrin.

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# THE AMITYVILLE HORROR



## FILLERS AND SHORTS

### THE MISSING DISH

Rod Steiger is a Chinese food freak but he has yet to find the one celestial dish which has intrigued him above all others, he disclosed on the set of American International's "The Amityville Horror," in which he stars with James Brolin and Margot Kidder.

The (hopefully) epicurean delight consists of a whole chicken cooked inside a watermelon. It's prepared in an oven by itself, it all blends together and is eaten with a spoon through an opening in the top which was cut to insert the chicken.

"I have friends who know about this dish and I keep hearing about it all the time but I've never found it," says Steiger, a bit plaintively.

\* \* \*

### TWO OF A KIND

James Brolin's brother, Brian, made his film debut playing his brother's mirror image in a scene in American International's "The Amityville Horror."

Brian, the owner of a recording company, consented to do the part because he so closely resembles his brother. In the scene, Jim sees what looks like his own reflection off the dark basement brick but, of course, it will be Brian.

(more)

Stuart Rosenberg directed "The Amityville Horror," which also stars Margot Kidder and Rod Steiger.

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EVERY DOG HAS HIS DAY

Proof that an actor's reputation precedes him swiftly when he gives a good performance was furnished by Harry, the black Labrador dog who did a sensational job for director Stuart Rosenberg in American International's "The Amityville Horror."

As soon as Harry completed his role as the Lutz family pet in the film, he was snatched up by Paramount for a role in "Letters From Frank," the new Art Carney movie.

Unlike other actors, however, Harry will undergo a change of name for the forthcoming picture. Harry will now be known as Shontz.

\* \* \*

A NEW BREED OF TRAINER

Dog trainers, cat trainers, lion trainers and even elephant trainers are no rarity on Hollywood movie sets, but a fly trainer? Exactly. Listed on the staff list of American International's "The Amityville Horror" is "fly trainer, Jim Danaldson."

Danaldson trains other fauna but for "The Amityville Horror" he was in charge, whip and all, of some 10,000 ordinary black houseflies which are important in scenes guaranteed to raise the hairs on an angel's neck.

The flies were being raised, or reared, in a special laboratory devoted to insect research before they made their first and probably last appearance in a film.

\* \* \*

THE AXE HANDLER

There was an element of real terror for Margot Kidder in a scene for American International's "The Amityville Horror" in which her co-star, James Brolin, not only threatens her with an axe but actually brings it down close to her face as he sinks it into the floor.

"It was the real thing, not a rubber axe which they sometimes use," says Margot. "Director Stuart Rosenberg wanted a real axe because anything else wouldn't have had the heft to it. I did a lot of scenes in 'Superman' that had elements of danger, but it was up to me then. I had some control. Not for this scene, though. I had to have faith in Jim."

Her faith was not misplaced. Brolin, who had cut lots of cordwood at his ranch, handled the lethal weapon perfectly and Margot and her head are still together.

\* \* \*

Directed by Stuart Rosenberg and produced by Ronald Saland and Elliot Geisinger of Professional Films, Inc., with American International's Samuel Z. Arkoff acting as executive producer, "The Amityville Horror" is based on the non-fiction best-seller by Jay Anson with a screenplay by Sandor Stern.

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AH-24-C DREAM TURNED NIGHTMARE--With the 'house' in the background, popular young stars James Brolin and Margot Kidder portray the unfortunate Lutz couple who, after purchasing what they considered to be their 'dream house,' fled in fear of their lives after just 28 days of living with terrifying unexplainable manifestations in American International's adaptation of the Jay Anson best seller, "The Amityville Horror." Stuart Rosenberg directed the tense screenplay by Sandor Stern.

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7904-86-23A WORRIED WIFE--Margot Kidder as Kathleen Lutz first feels concern, then terror over her husband's increasingly bizarre behavior brought on by the weird, otherworldly manifestations they are subjected to in their newly-purchased home in American International's taut film adaptation of Jay Anson's non-fiction best seller, "The Amityville Horror." Also starring James Brolin and Rod Steiger, "The Amityville Horror" was directed by Stuart Rosenberg from a screenplay by Sandor Stern.

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7904-93-31 ON THE SCENE--Director Stuart Rosenberg prepares stars Margot Kidder and James Brolin, as George and Kathleen Lutz, for one of the tense scenes in American International's suspenseful film drama adapted from Jay Anson's best seller, "The Amityville Horror." Also starring Rod Steiger, "The Amityville Horror's" screenplay was written by Sandor Stern.

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7904-4-34A HAPPY COUPLE...UNTIL--Popular young stars James Brolin and Margot Kidder portray the unfortunate Lutz couple who, after purchasing what they considered to be their 'dream house,' fled in fear of their lives after just 28 days of living with horrible, unexplainable manifestations in American International's taut film adaptation of Jay Anson's non-fiction best seller, "The Amityville Horror." Also starring Rod Steiger, "The Amityville Horror" was directed by Stuart Rosenberg from a screenplay by Sandor Stern.

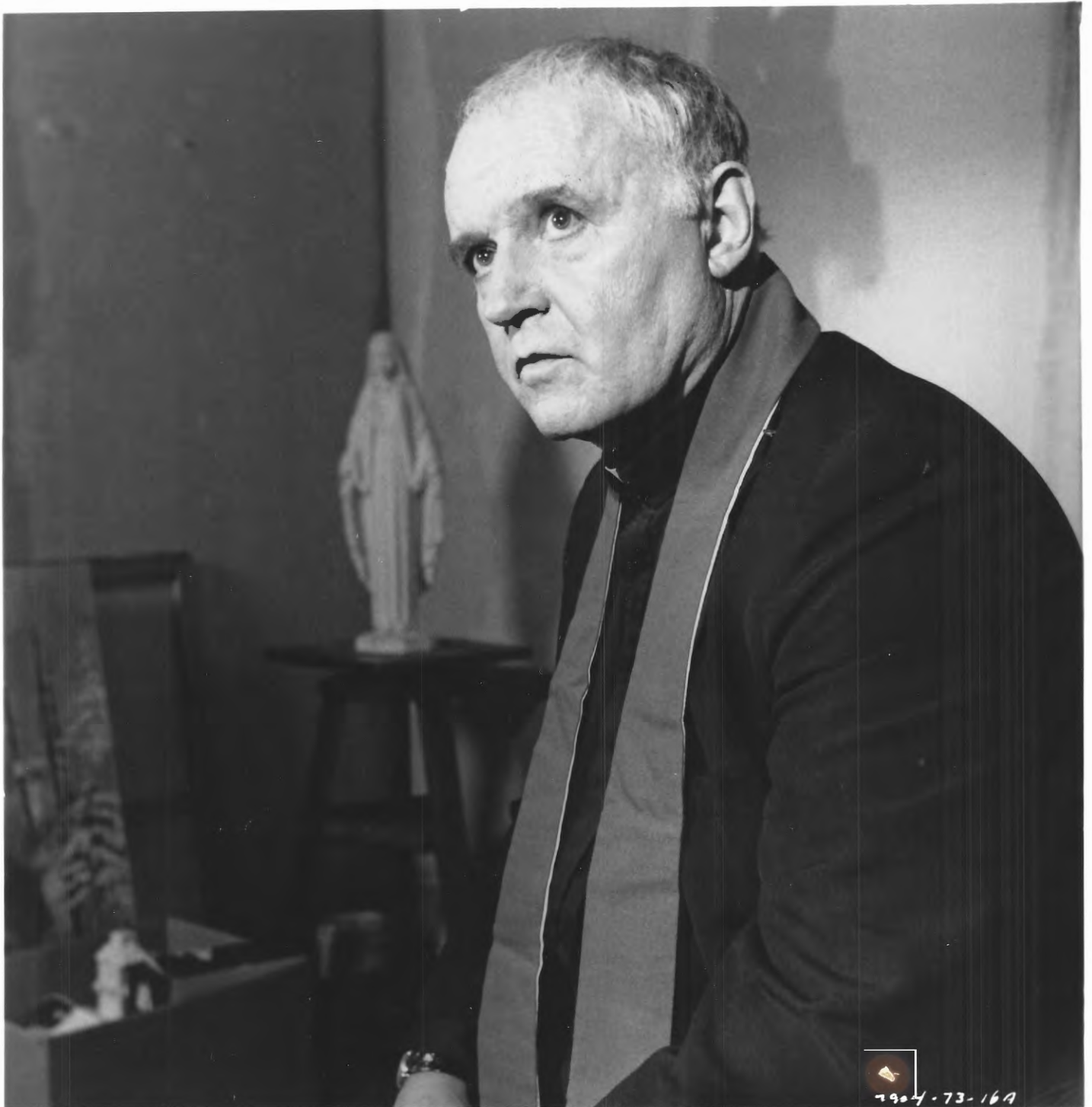
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7904-128-18 FACE OF FEAR--Peering through the rain splattered window of her recently purchased 'dream house,' Margot Kidder, as Kathleen Lutz, realizes that unexplained forces in the house are trying to destroy her and her family in American International's chilling adaptation of Jay Anson's best seller, "The Amityville Horror." Also starring James Brolin and Rod Steiger, Sandor Stern wrote the screenplay which was directed by Stuart Rosenberg.

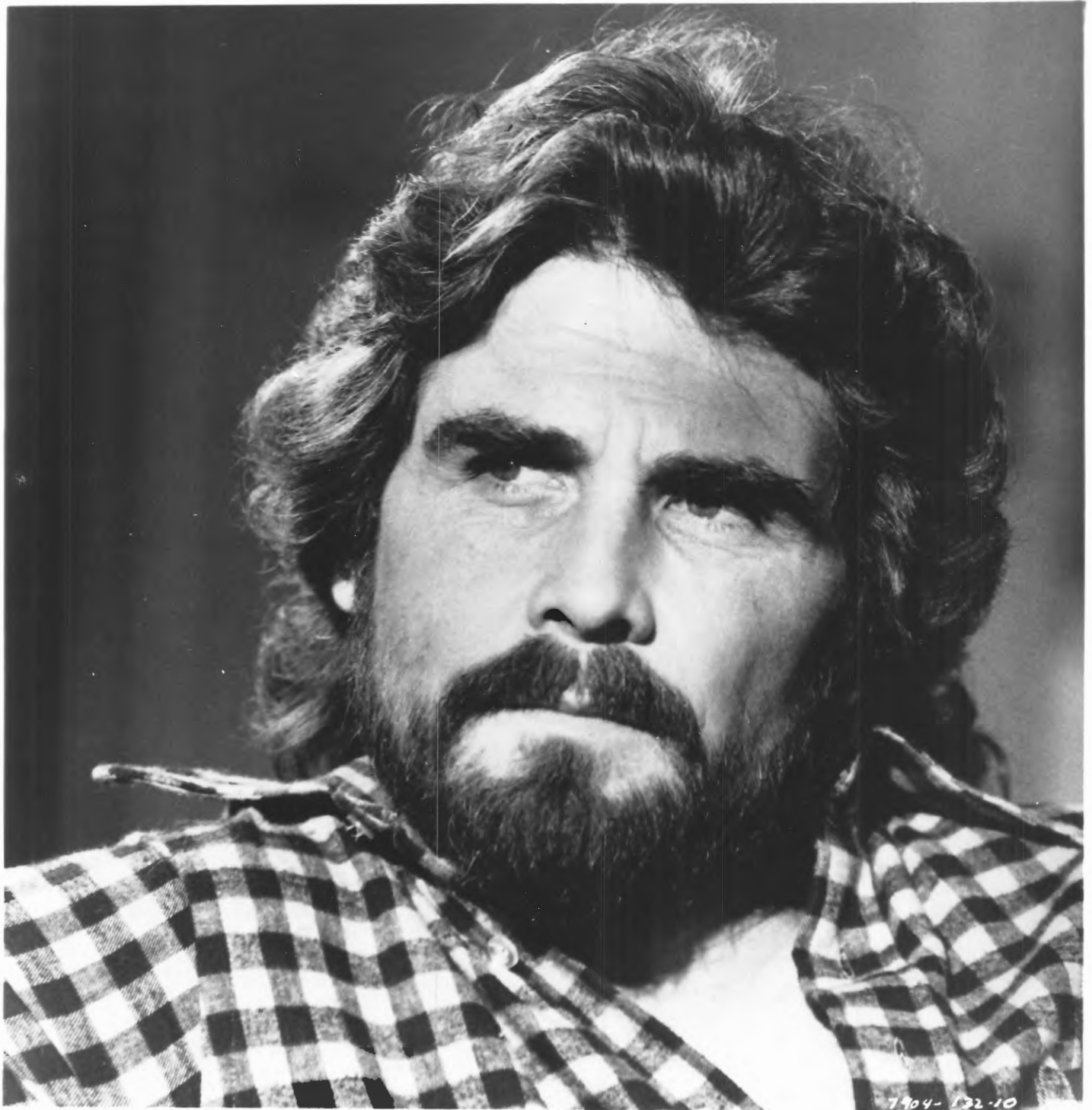
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7904-73-16A PRIEST IN PERIL--Rod Steiger, Academy Award winning actor noted for the versatility of his roles, adds yet another facet in his portrayal of Father Delaney, a Catholic priest who, in trying to help the bedeviled Lutz family, brings unspeakable pain and agony upon himself in American International's tense film adaptation of Jay Anson's non-fiction best seller, "The Amityville Horror." Also starring James Brolin and Margot Kidder, "The Amityville Horror" was directed by Stuart Rosenberg from a screenplay by Sandor Stern.

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7904-132-10 SUBTLE CHANGE--James Brolin stars in American International's taut adaptation of Jay Anson's best seller, "The Amityville Horror," as George Lutz who is driven to near madness by the strange and terrifying manifestations in his newly-purchased "dream house." Also starring are Margot Kidder and Rod Steiger. "The Amityville Horror" was directed by Stuart Rosenberg from a screenplay by Sandor Stern.

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