IT'S GOT THAT ROCK-AND-SOCK APPEAL

with that SIZZLING young STAR

JOHN ERICSON

... in his greatest role yet!

HIGH, HARD and HOT!
Savage story of the raw, reckless guys who live on the towering edge of danger...and the man-wrecking dames who push them into a pit of violence and passion!

ALLIED ARTISTS presents

THE CRUELTower

starring
JOHN ERICSON • MARI BLANCHARD
CHARLES McGRAW • STEVE BRODIE
LINDSEY PARSONS PRODUCTION

The KID had never climbed so high
so the BABE showed him
step by step!

Associate Producer JOHN H. BURROWS • Directed by LEW LANDERS • Screenplay by WARREN DOUGLAS • Based on the Novel by WILLIAM B. HARTLEY

Your ALLIED ARTISTS Showmanship Campaign Book
JOHN ERICSON IS STEEPLE JACK IN 'THE CRUEL TOWER'  
John Ericsson plays a steely watchdog with a grip of steel in the Allied Artists' 'The Cruel Tower,' now at the Playhouse.

Despite the casting, the six-foot-two-inch star has been constantly drinking in his meteoric rise to motion picture stardom. In his five years in the acting trade, Ericsson has played an outstanding array of film roles. It all started in 1941 when he made his film debut in MGM's 'There's No Business Like Show Business.' He got the role by mere chance, actually. He and a friend had learned the part called for a young actor of a certain height. Word of Ericsson's work in this picture reached Jose Ferrer, who staged 'Sailing 11' on Broadway, and offered Ericsson his New York debut in that play.

His Metro contract, which followed, was the result of his brilliant performance in the picture which ran for a year and a half, followed by a second run. Ferrer's friendship held him at the studio. John appeared in five pictures: "Teresa," "Happy," "The Student Prince," "Green Fire" and "Bad Day at Black Rock." Ericsson's career as a freelance screen star started then. His contract and begun with his stellar role in Allied Artists' hi-profile melodrama "Waving the Blue Flag." Then, he was playing a friend to actor Gary Cooper in "Drum." And then came "The Cruel Tower." He co-stars with Ericson, Charles McGray and Steve Brodie. The story is of a group of spies and spymakers who, after being discovered by their enemies, plan their escape, but are thwarted at every turn. The picture is directed by Lew Landers from the book of the same title by William B. Hartley, Warren Douglas did the screenplay. 

THE CAST

JOHN ERICSON
Mary Thompson
MARI BLANCHARD
Strach
CHARLES McGRAY
Casey
STEVE BRODIE
PETER WHITNEY
Alan Hale
BICO ALAMZ
DIANA DARRIN

THE CRUEL TOWER No. 5


TEAMED

The Story (Not For Publication)

Tom (John Ericson) is thrown from a height by a villain who then tops his head with three vengeful guns. He is found unconscious alongside the tights by three insectile steely jacks. The men, Joe (Peter Whitney), Casey (Steve Brodie) and the handsome, strict (Charles McGray), take him to their trailer camp. Here he is nursed by Mary Thompson (Mari Blanchard), the blonde girl friend. His health restored, Tom joins the boys in their high tower booth, but his fear of high places never leaves. Tom and Mary fall in love with each other, and try to keep their secret from Stech, who is drinking heavily. Stech keeps telling Mary about his Trevy back- ground as a burlesque dancer, and that she wouldn't dare love him. However, Tom wins Mary's heart, and they plan to escape from the tower. But Stech, who has been waiting for his chance, tries to destroy them. He kills Mary and steals the Tower, and plans to use the tower's power to control the world. But Tom and Mary manages to escape, and the story ends with them living happily ever after.

CREDITS

AUTHOR
"The Cruel Tower," the savage return to the world of espionage plays to a room of steady occupants and stars John Ericson, Mari Blanchard, Charles McGray and Steve Brodie. Ericson is the chief villain, a master spy who has been living in retirement, only to be drawn back into the world of espionage by a group of fellow agents. He is aided by his beautiful blonde companion, Mari Blanchard, and is opposed by a group of spymakers, led by Charles McGray and Steve Brodie. The story is based on the popular novel by William B. Hartley, author, son of a clergyman, has been, by turns, a steely jack, a semi-pro boxer, a writer and a magazine editor. His stories have appeared in many of the leading national magazines and "The Cruel Tower" is his first novel.
THE CRUEL TOWER HAS POWERFUL SCREEN IMPACT

(Review)

"The Cruel Tower," Allied Artists' tense and exciting screen drama of tramp steeple jacks, reckless in life and love, opened and is highly recommended to all filmgoers who are looking for adventure.

STEEL JACK

Charles McGraw and Steve Brodie are the stars of this rough and savage tale of illegal workers who take love where they find it while working on dangerous jobs no normal man would touch.

The Cruel Tower" is based on the popular novel of the same title, and is the first book by the famed short-story writer, William H. Hartley. The author's vivid account of the lives of the steeple jacks during and after working hours is robustly realistic, since he knows his subject matter at first hand.

Tail, handsome and blonde Ericson does a standout performance in "The Cruel Tower" in the exciting role of Tom, an ex-Out who "blew up" during combat and then began to doubt his own courage. He was trying to run away from himself, get himself injured in an accident, and was picked up and canned back to health by a crew of tramp steeple jacks. Picked up by his desire to join the crew, and caught by its attraction to the crew boss' girl, Bobbi, he barely overcame his fear of high places.

Blonde and slyly Miss Blanchard, beautifully endowed by nature, gives an unusually fine performance as the ex-stripper girl friended of the tough crew boss. She is excellent as the hard-boiled, wise-cracking gal catering to the whims of the steeple-jack foreman as she gradually falls in love with the younger man.

McGraw, one of the screen's best character actors, plays the part of Stretch, the hard-case boss of the steeple jack gang, and whose hatred for his men grows step by step, devastatingly. Once the cheating gambler who always needed more money for his woman chasing and gambling, is the

Cruel Tower" Is
Unusual Story


The unusual story, based on the popular novel by William H. Hartley, tells of the life and conflict among a group of tramp steeple jacks, risk workers who face danger daily hundreds of feet up in the air.

The rugged adventure teams Ericson and Miss Blanchard for the second time, their first film together having been the highly successful "Return of Jack Blade."

Peter Whitney and Alan Hale top the featured cast in "The Cruel Tower," a Lindsey Parsons production, with John H. Burroughs as associate producer. Lee Landers was the director.

SKYWARD

It's rugged adventure all the way as "The Cruel Tower," starring John Ericson, Mari Blanchard, Charles McGraw and Steve Brodie, and now at the Tower. Under the tense drama of a group of tramp steeple jacks who make their living working up high. Allied Artists screen release is a Lindsey Parsons production, with John H. Burroughs as associate producer.

NOVEL

Starring John Ericson, Mari Blanchard, Charles McGraw, Steve Brodie, "The Cruel Tower," now at the Tower. Theatre, is based on the rough, tough, popular novel about a modern steeple jack written by William H. Hartley. The Lindsey Parsons production, with John H. Burroughs as associate producer, is an Allied Artists release, and was directed by Lee Landers.

BUBBLE QUEEN

MARI BLANCHARD

Mari Blanchard, co-starring with John Ericson, Charles McGraw and Steve Brodie in the steeple jack drama, "The Cruel Tower," now at the Tower Theatre, is known as the "bubble gum queen of Mexico."

The blonde beauty got that title during her stay below the border when she starred in the all-Spanish dialogue motion picture, "The Basket," with Pedro Armendariz and Arturo De Córdova.

She introduced the bubbly gum-chewing routine to her co-workers on the Mexican set, and they all became advocates of the youthfully American custom.

"The Cruel Tower" was produced by Lindsey Parsons and his associate, John H. Burroughs, for Allied Artists release, and was directed by Lee Landers.

STEEL JACKET

(Advances)

"The Cruel Tower," Allied Artists' rugged adventure of a group of itinerant steeple jacks--each with his own brand of fear--is scheduled to open next at the Tower. Theatre, with John Ericson, Mari Blanchard, Charles McGraw and Steve Brodie in starring roles.

The motion picture drama is based on the rough, tough, popular novel about a modern steeple jack, written by William H. Hartley.

Top featured roles in "The Cruel Tower," a Lindsey Parsons production, with John H. Burroughs as associate producer, are played by Peter Whitney and Alan Hale. It was directed by Lee Landers.

TOWERING FURY!

The KID had never climbed so high ... so the BABE showed him the way ... step by step!

"The Cruel Tower" by Allied Artists is a screen drama of tramp steeple jacks, reckless in life and love.

THE CRUEL TOWER No. 2

John Ericson is cast as the itinerant worker, fearful of high places, in Allied Artists' "The Cruel Tower," rugged adventure drama with Mari Blanchard, Charles McGraw and Steve Brodie as his co-stars.

role played by talented Steve Brodie. Other key characterizations in "The Cruel Tower," also portrayed with a sure knowledge and understanding of human weaknesses, are by Peter Whitney and Alan Hale.

Produced by Lindsey Parsons and his associate producer, John H. Burroughs, "The Cruel Tower" was directed by Lee Landers, with the screenplay of the Hartley novel by Warren Douglas. They all succeeded in their task to produce a state of suspense in the film's beginning and carry it through to its bitterly satisfying climax.
HIGH, HARD and HOT!
Savage story of the raw, reckless guys
who live on the towering edge of danger...
and the man-wrecking dames who push
them into a pit of violence and passion!

ALLIED ARTISTS presents

THE CRUEL TOWER

JOHN ERICSON - BLANCHARD
CHARLES McGRAW
McGRAW
with PETER WHITNEY - ALAN HALE

TOWERING TERROR!
Every thrill of the
savage novel about the
toughest men in the
world... and the
man-wrecking
dames they
go for!

The BABE was worth
the risk!

LINDSLEY PARSONS PRODUCTION - Associate Producer JOHN H. BURROWS - Directed by LEW LANDERS

The Savage Peak
of Man-Woman Fury!

A LINDSLEY PARSONS PRODUCTION - Associate Producer JOHN H. BURROWS - Directed by LEW LANDERS
Screenplay by WARREN DOUGLAS - Based on the Novel by WILLIAM B. HARTLEY
COMPLETE CAMPAIGN MAT 35c

ALL THE AD AND SCENE CUTS BELOW AVAILABLE ON ONE BIG BARGAIN MAT!

ORDER "THE CRUEL TOWER" SPECIAL MAT NO. 1 FROM NATIONAL SCREEN

NOTE: Any of These Mats May Be Ordered Singly at the Regular Price. Order by Number Under the Cut.

EVERY SHOCKING THRILL OF THE SAVAGE BOOK ABOUT THE WORLD'S TOUGHEST MEN...and the DAMES THEY GO FOR!

ALLIED ARTISTS presents

THE CRUEL TOWER

Starring
JOHN ERICSON
MARI BLANCHARD
CHARLES McGRAW

STEVE BRODIE - PETER WHITNEY - ALAN HALE

A LINGGLEY PARSONS PRODUCTION • Associate Producer JOHN W. GORDONS
Directed by LEN LINGGLEY • Screenplay by MARSH BURLINGSE • Based on the Novel by WILLIAM B. ANGBLEY

Ad No. 206
2 cols. x 6" [188 lines]

Ad No. 102
1 col. x 2" [28 lines]

A MAN-KILLING GAME AND A MAN-WRECKING DAME!

THE CRUEL TOWER

Starring
JOHN ERICSON
MARI BLANCHARD
CHARLES McGRAW

STEVE BRODIE - PETER WHITNEY - ALAN HALE

An ALLIED ARTISTS Picture

Ad No. 202
2 cols. x 2" [56 lines]

Ad No. 101
1 col. x 1½" [14 lines]

Ad No. 103
1 col. x 3½" [49 lines]

THE PEAK OF MAN-WOMAN FURY!

THE CRUEL TOWER

Ad No. 102
1 col. x 2" [28 lines]

Ad No. 202
2 cols. x 2" [56 lines]
EXPLOITATION

PAPER BACK EDITION IS BEST SELLER

The 25c paper back edition of "The Cruel Tower," published by Popular Library, Inc., of New York is one of the biggest current best sellers. Take full advantage of this tie-in by contacting every spot in your town where the book is available. This can be done easily by getting in touch with the regional distributor who will give you this information. Go after special windows in drug and periodical stores, and lending libraries. Surround book display with production stills and tie-in copy. In addition, use newsstands, see the suggestion below.

CARDS FOR PAPER BACK BOOK RACKS

An inexpensive card that can be handled by your local printer, illustrated right, is for display on the paper back edition racks. The card measures about 9 x 12 and should be printed on color stock. For illustration, use pressbook mat No. 206, as the copy refers to the book.

NEwsPAPER CONTEST

Run a newspaper contest that will test the ingenuity of each entrant. The idea is to write two or three sentences like the sample shown below, starting each line with a letter that will spell out the title of the picture when read vertically. Give them a brief synopsis of the picture to give them a start. Offer guest tickets as prizes.

T he Cruel Tower is a
H air-raising and
E xciting story, picturing a little known
C cross-section of life as tough,
R ed-blooded steeple jacks work and fight
U nders perilous and
E xciting conditions with
L ove and gold as the prize.
T he Cruel Tower, reaching high
O ver the earth, is a picture you
W ill long remember—for John
E ricson's great performance, and it's dramatic
R ealism and spine-tingling thrills.

DISTRIBUTE HERALDS FROM ATOP A HIGH SPOT

Here's something really novel! Print up several thousand numbered throwaways, displaying one of the larger pressbook ads. Arrange to have a steeple jack climb one of the high chimneys or water towers in your town. Supply him with plenty of the heralds to throw down to the spectators below. Publicize the event well in advance to insure a crowd. Advance publicity of the stunt should inform the public that 100 of the heralds bear lucky numbers which entitle the receiver to be the guests of the theatre management.

LOCAL STEEPLE JACK TELLS HOW HE CONQUERED ACROPHOBIA

Every town has at least one or two steeple jacks. Arrange to have one interviewed on radio or TV. Interviewer should dwell on the average person's dread of high places—acrophobia. Steeple jack should relate how he happened to get into such a dangerous trade and have him tell about his first big climb plus any unusual experiences while on the job. To make interview run smoothly, brief steeple jack in advance concerning the nature of the questions.

COPY FOR LIVE RADIO SPOTS

THE CRUEL TOWER! . . . for the first time on the screen—the story of the death-defying steeple jacks working high above the ground where one false step means certain death! . . . It's the story of the roughest, toughest guys alive . . . in the world's most "killing" game . . . and the brave who hit the road to share their dangers, fun and "kicks." THE CRUEL TOWER re-unites cool John Ericson and torrid Mari Blanchard in the screen's latest love affair! For a picture that tops every thrill by miles, see the never-told drama of the human flies who go up the world's highest bell! (Have announce come in with local tie-in copy).

THE CRUEL TOWER! . . . The lusty, brawling saga of the bolo steeple jacks . . . the guys who live on borrowed time! The never-told-before story of the men and women who take a chance on anything! Men who live high, fight hard . . . and of women who tag along for the "kicks." THE CRUEL TOWER . . . topping every thrill by miles . . . the story of the human flies, the men with ice water in their veins, who go up to the world's highest bell! See cool John Ericson and torrid Mari Blanchard in THE CRUEL TOWER . . . (Announce with local tie-in copy).

TELEVISION SLIDE

The television slide on "The Cruel Tower" has been designed so that it can be adapted for use with or without station LD. Space has been left open on the right hand corner for this purpose.

Classified Ad

An unusual ad in the classified section of your newspaper will help create interest in your engagement of "The Cruel Tower." It should be in a single column box and read something like this:

Do You Know A Steeple Jack?

If you do, please get in touch with the manager of the Strand Theatre. We are looking for a man who has worked atop water towers, flag poles, steeple chimneys and other high spots. Men hired will be used to publicize "The Cruel Tower," an exciting movie of the men who defy death every working day.

MERCHANDISING STILLS

The specially posed photos of Mari Blanchard, pictured here, show her in a swim suit, play togs, and a robe. The stills are particularly adaptable for tie-ins with department stores, women's shops, etc. The set of three is available at 50c. Order Mari Blanchard publicity Stills 81, 81A and 81B from Allied Artists Exploitation Department, 4376 Sunset Dr., Hollywood, Calif.
POSTERS and LOBBIES

THE CRUEL TOWER

SIX SHEET

THREE SHEET

SET OF TWO 22x28 CARDS

INSERT CARD

Set of eight full color 11 x 14's also available
The full line of Posters and Lobbies is available through National Screen Service Exchanges

ALLIED ARTISTS PICTURES, CORP.
4376 Sunset Drive • Hollywood 27, California
and
1560 Broadway • New York, N. Y.