CRY OF THE CITY

VICTOR MATURE · RICHARD CONTE
DRAMA FILMED IN NEWS REALISM TECHNIQUE

Mature and Conte Have Star Roles in "Cry Of The City"

Exciting Melodrama about Gangsters in New York on Channel ______

The vivid struggle of an escaped gangster’s last desperate battle to beat the law, “Cry of the City,” will be telecast _______ day at _________ p.m., on Station ________, Channel ________. Victor Mature’s role as homicide detective Victorio Candella is sharply contrasted with Richard Conte’s as ruthless killer, Martin Rome.

Rome, wounded in a battle-in which he killed a cop, uses his charm to persuade a nurse to find his girl, Teena (Debra Paget), and hide her. While being transferred to a prison hospital, he escapes, murders a crooked lawyer and takes some stolen jewels from the attorney’s safe.

Though the Rome family is friendly to Lt. Candella, they cannot help him locate Marty. Candella nearly traps Rome at Teena’s apartment but the gangster’s kid brother tips him off. Suffering from his wound, Marty looks up Brenda (Shelley Winters), a former girl friend, who finds an unlicensed doctor to treat him.

His wound healing, Marty offers tough Rose Given (Hope Emerson) the key to the subway locker where he has hidden the jewels taken from the attorney, in exchange for $5000 and tickets to South America. Marty then tips off the police and Rose, distrustful, makes him come along to the subway with her.

A gun battle ensues and Lt. Candella is wounded. However, he escapes from the hospital and sets out on Marty’s trail again.

This National Telefilm Associates rv film release was directed by Robert Siodmak and produced by Sel C. Siegel from a screen play by Richard Murphy which was based on a novel by Henry Edward Helseth.

NEW YORK HERALD-TRIBUNE:

The law comes out better in “Cry of the City” than it usually does in motion pictures. A thoroughly unsavory murderer portrayed without Robin Hood qualities is here shown stripped of all glamour and pursued relentlessly by the police ... Victor Mature plays the police lieutenant ... and it must be said he does a fine job. As the gunman, Richard Conte is also right up there in a subdued portrait of a tough guy ... there are several minor roles which are etched sharply ... the chase is exciting as Conte, a cop-killer, escapes from a prison hospital and tries to see his girl ... “Cry of the City” is exciting and at the same time made with taste. In a small role as a crooked lawyer, Berry Kroeger is a suave and menacing villain. Walter Baldwin, too, scores as a dim-witted prisoner. Some of the film was photographed on the streets of New York, which is of great help.

SHOULD TAKES

Mandy Hypo

During the filming of "Cry of the City," which will be telecast _______ day at _________ p.m., Station ________, Channel ________, Director Robert Siodmak decided the script needed some explanatory information on the condition of Richard Conte who recuperates from a bullet wound in the story. Siodmak promptly dashed off four or five lines involving respiration, transfusions and even more difficult technical terms and sent them to the studio physician for double-checking. The doctor sent the lines back with a perfect score for accuracy. Mightily impressed, Victor Mature complimented Siodmak, saying that the director must have had medical experience. "None at all," beamed Siodmak. "It’s just that I’ve been such a hypochondriac in my time."

Man’s Best Friend Outdoes Himself

Shelley Winters who is in “Cry of the City” to be telecast _______ day at _________ p.m. on Station ________, Channel ________, had troubles during the filming that weren’t in the script. Shelley had made friends with Victor Mature’s dog. Genius II, a husky Boxer. Between scenes, Genius invariably rushed at Shelley with enthusiastic, but rough, affection. Soon she was showing the marks of the dog’s sharp-clawed greetings. At last, the actress pleaded with Vic to keep the dog on a leash for a while because she was exhausted. “I can’t,” Mature apologized. “He’s trained to retrieve blondes.”

HIGHLIGHT LISTING

The story of an escaped gangster’s desperate attempt to beat the law is unfolded in a taut, battle-to-death struggle between a sly, but charming killer and a persistent homicide detective. Victor Mature, Richard Conte, Shelley Winters, Debra Paget.
From the heart of its people comes the

Cry of the City

Wounded in a battle in which he killed a cop, tough young Martin Rome (RICHARD CONTE) refuses to reveal to homicide officer Lt. Candella (VICTOR MATUERE) the identity of a girl who secretly visited him the previous night. Candella believes she is implicated in the de Grazia case and swears to find her. Marty uses his charm to persuade Nurse Pruett to find and hide the girl, Teena (DEBRA PAGET), who is innocent.

Transferred to a prison hospital, Marty escapes, murders Niles, a crooked lawyer, when he balks at giving him money to get away, and then discovers the de Grazia jewels in his safe. Marty's family is friendly to Candella but can give no hint as to his or the girl's whereabouts. Candella almost traps Marty in Tenna's apartment, but the gangster isipped off by his admiring kid brother, Tony. Later, Candella stumbles into Marty at the home of his parents, but the gangster pulls a gun and escapes again. Suffering from his wounds, Marty enlists the aid of a former girl friend, Brenda (SHELLEY WINTERS) who arranges for an unlicensed doctor to treat him in a car.

Marty next offers tough and experienced Rose Given the key to a subway locker containing the de Grazia jewels in exchange for $5,000 and steamship tickets to South America. When the deal is made, he calls Candella and tells him where to pick Rose up. Suspicious, however, Rose forces Marty to accompany her to the subway locker, sees the police, aims to shoot Marty but hits Candella instead. Marty gets away.

Confinned to the hospital, Candella, infuriated, "escapes," and on a hunch looks up Nurse Pruett, who reveals that Teena has gone to meet Marty in a neighborhood church. Meanwhile, Marty discovers Candella had influenceen Tony against helping him any further. In the church, Teena tells Marty she can't marry a killer, but is just about to go with him when Candella arrives.

He convinces Teena to leave, and although he shows no gun, challenges Marty to shoot it out. Marty's nerve breaks, and he turns his gun over to Candella and accompanies him to the door. Outside, Candella, weak from loss of blood, sinks to the sidewalk. Marty makes a break for it. Candella rallies enough to fire—and he doesn't miss. Martin Rome, who never gave himself a chance to live decently, is dead.
10 Seconds
A savage manhunt hurls footsteps across the big city's pavements day at ______ p.m. when this station presents, CRY OF THE CITY. See this vivid drama filmed in "news realism" technique.

10 Seconds
An escaped gangster makes a desperate attempt to beat the law in CRY OF THE CITY, ________ day at ________ p.m. on this station. Don't miss this vivid drama keyed to the people and passions of the city.

20 Seconds
One had to flee — one had to follow in the most savage manhunt that ever hurled desperate footsteps across the big city's pavements. You'll see Richard Conte as the dangerous gangster and Victor Mature as the persistent detective who followed him in CRY OF THE CITY, ________ day at ________ p.m., on this station.

20 Seconds
CRY OF THE CITY, a realistic, vivid story of a New York gangster trying to escape the law, stars Richard Conte as the man who was on the conscience of the big city. Victor Mature is the homicide officer who follows him and meets him in a battle to the death. Don't miss this exciting melodrama ______ ______ day at ________ p.m. on this station.

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SLIDE

This 2" x 2" promotion slide or telop is available free of charge four weeks prior to playdate. Order by number from the NTA Promotion Department in New York.
Win A Wider Audience And Higher Ratings For "Cry Of The City" Through Showmanship

Showmanship in selling feature films adds the little touch of magic which stretches your promotional dollar. Not all of these ideas will be adaptable for your station, but perhaps you can use one or two to create interest for your feature film telecast — or maybe these suggestions will serve to remind you of another idea which can effectively attract an audience in your locality.

Perhaps you can interest the local newspaper in editorial coverage work on a homicide detective, on stories of famous manhunts locally or on the history of local crime prevention. All these stories could be tied to characters and situations in the pictures.

Perhaps the local newspaper will assign a reporter for a typical day on duty with local detective pegged to Mature's role for news story and pictorial layout.

Merchant co-op ads based on the title could tie in with "It's the 'Cry of the City' ... the biggest bargain sale in years." Copy would credit picture and telecast date, as well as the station.

Wanted posters can be made up for store displays. These posters could be tacked up and posted around town. Copy: "'The Cry of the City' ... Martin Rome ... Wanted for Murder!" Station credits and telecast date.

STILLS

Order your 8"x10" glossy photos four weeks prior to playdate from the NTA Promotion Department in New York. Additional star heads and production shots are available on request for special promotions.
TV's BEST...TONIGHT

From the heart of its people comes the

CRY OF THE CITY

Starring
VICTOR MATURE • RICHARD CONTE

with Fred Clark • Shelley Winters • Betty Garde • Berry Kroeger • Tommy Cook
Debra Paget • Hope Emerson • Roland Winters • Walter Baldwin

Directed by ROBERT SIODMAK • Produced by SOL C. SIEGEL
Screen Play by Richard Murphy • From a Novel by Henry Edward Helven

Starring
VICTOR MATURE • RICHARD CONTE

Directed by ROBERT SIODMAK • Produced by SOL C. SIEGEL

20TH CENTURY-FOX TV FILM RELEASE

WXXX channel 00 TONIGHT at 0:00

M102

CRY OF THE CITY

TONIGHT at 0:00 P.M.
WXXX channel 00

M101

One-column and two-column ad mats, as well as other sizes, are available to assist you in promoting and merchandising this fine feature. Order by number, four weeks prior to playdate from the NTA Promotion Department in New York. Cooperation in creating special layouts will be readily extended by our Art Department.