Pay or Die!
"It has as much similarity to most crime melodramas as "Ben-Hur" has to a 30-minute TV show... a brilliant screenplay that explodes into violent action... always remains true to its characterization... Director Wilson was fine for 'Al Capone' but that was just practice for this effort... the action scenes crackle with violence... THIS IS CERTAINLY A RAVE REVIEW AND NO MORE THAN THE FILM DESERVES... all types of audiences will be engrossed... sure to be one of the year's big ones... word-of-mouth should be terrific."

—MOTION PICTURE EXHIBITOR

"PAY OR DIE has the heart of 'MARTY' and the guts of 'AL CAPONE'!"

—Amy Archerd...DAILY VARIETY

"Sure of big boxoffice response!... Borgnine is superb... graphic, actionful, factually-based melodrama dealing with the Mafia... tremendous sequence where the Mafia attempt to kill Enrico Caruso... a great story... suspenseful... compelling... the largest cast—80 speaking parts, 800 extras... brilliantly... violently... splendidly assigned. The picture is a natural for all kinds of people and places... a sure entertainer."

—William R. Weaver...THE FILM DAILY

"A highly exploitable follow-up to Allied Artists' last year's top grosser 'Al Capone' which should garner plenty of additional playdates... realistic, unrelenting... Borgnine delivers strongly!"

—Whit...WEEKLY VARIETY

"Will be a boxoffice success... exciting Mafia terrorist drama... another big-budget gangster film with an original and hitherto unexplored subject... the first outcropping of the Mafia in this country... handled with excitement and human interest... good boxoffice bet!"

—James Powers...HOLLYWOOD REPORTER

"Should guarantee profitable patronage and extended playing time... intriguing title... extraordinary topicalness... supercharged with action, violence, excitement... widely desired qualities with hair-raising effect!"

—Ivan Spear...BOXOFFICE

"Certain to achieve top results at the boxoffice... classic treatment... rare combination of outstanding performances, suspenseful violent action... heart-warming situations... tremendous street scenes authenticated by a huge, select group of actors... Ernest Borgnine delivers another Academy-calibered performance... the warmth of 'Marty', the brute strength of 'From Here to Eternity'... Rating: Excellent."

—Samuel D. Berns...MOTION PICTURE HERALD

"Has all the ingredients for a big grosser with great appeal for all age groups... looks like a big winner for Allied Artists... a taut, well-written screenplay highlighted by a powerful performance by Ernest Borgnine who adds the same depth and perception to his role as Rod Steiger did in Allied Artists' recent hit 'Al Capone'... loaded with action... will provide positive word-of-mouth... a strong exploitable title... there is no doubt that Allied Artists will go all out on this one."

—THE INDEPENDENT FILM JOURNAL

"Hard-hitting melodrama that fairly crackles with excitement... vivid detail depicts bombings, the kidnappings and murders... well made action!"

—Rose Pelswick, NEW YORK JOURNAL-AMERICAN

"Borgnine a masterful figure... a triumph for Richard Wilson in the wake of his recent 'Al Capone'... a journey both stirring and affectionate into New York's bursting almanac... authentic... wonderful... convincing!"

—NEW YORK WORLD-TELEGRAM

★★★ 1/2

"THREE AND ONE-HALF STARS!"

—Wanda Hale, N.Y. DAILY NEWS

"...fast paced... blood-curdlingly realistic... grim and tense... forthright and factual. Directed intelligently by Richard ('Al Capone') Wilson... Ernest Borgnine makes the role come alive... Zora Lampert vivid!"

—Irene Thier, NEW YORK POST

"Pay or Die has grim fascination... production true to life. The choice of Borgnine is ideal!"

—NEW YORK HERALD-TRIBUNE
A GREAT TITLE makes
A GREAT TEASER AD CAMPAIGN!

Allied Artists has planted the title in the minds of millions of customers across the nation with a great NATIONAL MAGAZINE AD CAMPAIGN in which the title alone was used as a teaser!

...selling the title in
16 NATIONAL MAGAZINES
including leading group publications...

PENETRATING the 50 states to more than 72 MILLION PEOPLE!

Pay or Die! teasers have started the ball rolling for great word-of-mouth...the kind of A.A. showmanship that pays off!
CAST

<table>
<thead>
<tr>
<th>Character</th>
<th>Actor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lio</td>
<td>Joseph Petrosino</td>
</tr>
<tr>
<td>Adalina Salva</td>
<td>Ernest Borgnine</td>
</tr>
<tr>
<td>Johnny Viscardi</td>
<td>Alan Austin</td>
</tr>
<tr>
<td>Marco Salva</td>
<td>Renata Vanni</td>
</tr>
<tr>
<td>Peter Viscardi</td>
<td>Bruno Dela Santina</td>
</tr>
<tr>
<td>Vito Zorillo</td>
<td>Franco Corsaro</td>
</tr>
<tr>
<td>Commissioner</td>
<td>Robert F. Simon</td>
</tr>
<tr>
<td>Luigi Zorillo</td>
<td>Paul Herk</td>
</tr>
<tr>
<td>Enrico Curcio</td>
<td>Howard Caime</td>
</tr>
<tr>
<td>Lupe Miano</td>
<td>John Duke</td>
</tr>
<tr>
<td>Lenio</td>
<td>John Marley</td>
</tr>
<tr>
<td>Nini</td>
<td>Mario Sirti</td>
</tr>
<tr>
<td>Mrs. Rossi</td>
<td>Minnie Doyle</td>
</tr>
<tr>
<td>Mayor</td>
<td>Mary Carver</td>
</tr>
<tr>
<td>Simonetti</td>
<td>Paul Herk</td>
</tr>
<tr>
<td>Pulumbo</td>
<td>Vito Scotti</td>
</tr>
<tr>
<td>Fabbrica</td>
<td>Nick Pauk</td>
</tr>
<tr>
<td>Giorgio Zorillo</td>
<td>Vincent Barbi</td>
</tr>
<tr>
<td>Girl at Home</td>
<td>Shirley Peroni</td>
</tr>
<tr>
<td>Boimm</td>
<td>Leslie Glenn</td>
</tr>
<tr>
<td>Don Cesare</td>
<td>Carlo Tricali</td>
</tr>
<tr>
<td>Nicolao</td>
<td>Bart Bradford</td>
</tr>
<tr>
<td>Girl from Opera</td>
<td>Marian Colier</td>
</tr>
<tr>
<td>Sorgente</td>
<td>Joseph D. Sargent</td>
</tr>
<tr>
<td>Rossi</td>
<td>Sam Capuano</td>
</tr>
<tr>
<td>Morici Rossi</td>
<td>Judy Strangis</td>
</tr>
</tbody>
</table>

The story of Mafia's first foe is vividly brought to life in the film titled 'Pay Or Die'. The film, directed by Richard Wilson, stars Ernest Borgnine and Alan Austin in the lead roles. The story revolves around the Zorro Lampert, a character who has 1000 faces, symbolizing his many disguises and identities. The film is a tribute to the New York Police Detective Joseph Petrosino, who was killed in the line of duty. The film also explores the complexities of the Mafia's power structure and the struggles of the police to bring them to justice. The film is a critique of the institutional flaws that allowed the Mafia to flourish, and the failures of law enforcement to stop them. The film's cinematography, direction, and acting all contribute to its success in capturing the essence of the era and the tension between law and crime.
Every Man Has Two Faces, Ernest Borgnine Believes

He believes that every man has two faces—the saint's, so to speak, and the brute's. "And I've been lucky enough," says Ernest Borgnine with a grin, "to cash in on both of mine. But this is the first chance I've had to do it on both at one and the same time." He's speaking of "Pay or Die," the Allied Artists picture opening at the . . . Theatre. It was with his "great face" that Borgnine won the Academy Award in the role of the gentle butler in "Marty." But what first brought him critical acclaim and established him as a screen actor of the first rank was his brutal sergeant, Paul Judin, in "From Here to Eternity." In "Pay or Die," which Richard ("Al Capone") Wilson produced and directed, he appears in the "faces" as Joe Petrosino, the sturdy New Yorker who swept down in Petrolito, N.Y., in 1906, while obtaining the first conclusive evidence that the Mafia was infiltrating America.

"Petrosino," he says, explaining his conception of the role, "was a good man and Theodore Roosevelt called him that—A good man and a great one. But his very goodness brought out the brute in him in his work against the Mafia, which he hated with all the power of his soul because of the evil and cruelty of the Petrosino.

"He was a man who loved the opera and played the violin, and I think he was the only Mafia man to wear a tie to the opera," he says. "And he was a brute when he was not a gentleman. You really got the feeling that he loved because he thought he was only a brute."

"I don't think you could have a fight in this picture in which I beat a man unconscious and then go on beating him with sledgehammer blows, nearly killing him, until three other cops pull me off the man."

"And he was a dedicated man. That was why he walked right into the Mafia's den at Palmero Italian-American still reveres his name, and I regard it as a privilege to have been able to play on the screen what happened there among the gangsters."

"Pay or Die" co-stars Zohra Lampert, a young new dramatic discovery from the New York stage, as a girl bride, and Alan Austin, as her background. Also featured are Franco Cesar, Robert Beatty, John Dole, Bruno Dellai Santina, and Renata Alami in the cast.

OFFICIAL BILLING
The following are the contractual advertising stunters:

Alfred Armitage

Ernest Borgnine

100%.

Zohra Lampert

"Sensational In Her First
Screen Role" or similar "Introducing line.

Alan Austin

75%.

Robert P. Simon

Produced and Directed by

Richard Wilson

Written by

Richard Collins

Katharin Millhouses

15%.

PIT OR DIE

John Drake and Larry Chance, as Black Hand extortionists, serve a New York baker (Bruno Dellai Santina) in this scene from Allied Artists' "Pay or Die," which opened at the . . . Theatre. Ernest Borgnine, Zohra Lampert and Alan Austin are starred.

Caruso Seen in Film Studio

Enrico Caruso had variety recovered from his orders of the San Francisco Earthquake in the film "The Other Side of the Mountain." ("Bless me I have worn pajamas right up to my elbows threatened by the Mafia.

How Detective Joe Petrosino, head of New York's Italian Squad, thwarted the murderous "Black Hand" plot by surrounding the Metropolitan Opera House with squads during a performance of "La Traviata," and then attempting to take a taxi instead of his usual carriage home, is related in Allied Artists' "Pay or Die," now at the . . . Theatre.

The picture stars Ernest Borgnine as Petrosino, co-stars Zohra Lampert and Alan Austin. It is directed by Richard Wilson, who directed "Al Capone" for the same studio.

Wilson Explains Scenario Choice

The list of gangsters whose stories were submitted to producer-director Richard Wilson by eager studio officials after the smash success of "Al Capone," which he'd directed for Allied Artists last year, included for the FBI's public-relations file dating from 1906 to 1926.

He rejected the lot, and for his next subject chose the story of a New York detective's battle of the side of the law, which comes to the screen in "Pay or Die," starring Ernest Borgnine, Zohra Lampert and Wilson.

It is the story of New York Detective Lieutenant Joseph Petrosino, whose name is almost synonomous with the name of the Mafia in the turn of the century and the early 20th century.

It is a story that gpointered the gangster bly, but I really wasn't interested in gangsters as such," Wilson says, and, regarding the butt of his story: "when you're operating for violence" sake, I thought I might be able to make a gentle love story or a musical."

But Petrosino the man, and Petrosino the story, made me feel that the Mafia, fascinated me, and I realized there was a whole subject about whose subject whose surface I had never gone into before.

Featurized in the cast of "Pay or Die," are Howard Carlin, Robert Beatty, John Dole, Bruno Dellai Santina, Renata Alami and Vincent Bachi.

Mafia Cruelty Seen in Film

Al Capone and his contemporary gangsters, none of whom is unkindly equalled and never surpassed the murderous cruelty of the Mafia. The picture stars Ernest Borgnine as Petrosino, co-stars Zohra Lampert and Alan Austin at the . . . Theatre, seemed conceived of a sadistic sense of humor.

When a butcher refused to pay "connection," they merely locked him to his chair, stuffed the brush in his mouth, and thrust his razor with his razor. They drowned a crooked cop's son in a barrel filled with oil. They covered a baker with garments so heavy that he could not raise his arm over his hum on pain of death.

The essence of the "Black Hand" with which they signed their extortion notes, was the terror of Italian colonies in all the principal states at the turn of the century.

"Pay or Die," stars Borgnine as New York Detective Lieutenant Joe Petrosino, and it led the first effective fight against the Mafia in this country. The picture portrays Petrosino's gritty brute, and American justice.

Petrosino Likened To Sherlock Holmes

New York Detective Lieutenant Joseph Petrosino, portrayed by Ernest Borgnine in "Pay or Die," which comes to the . . . Theatre, was an Italian-American version of Sherlock Holmes.

Internationally famed as the nemesis of the Mafia at the turn of the century, Petrosino was a building of a man in appearance, and the best friend a Mafia stooge. His fictional heroism was a master of cunning and in his devotion to the violin. One of his closest friends was Enrico Caruso, whom he had saved from death at the Mafia's hands in a case reported around the world.

The Allied Artists picture was produced and directed by Richard Wilson, who directed "Al Capone." Rome, and co-stars Zohra Lampert and Alan Austin.

Story of Dreaded Mafia Told in Borgnine Film

Somewhere in Palermo, Sicily, his identity known only to the elect, one of the Mafia dons, sits alone in the most powerful men on earth, the head of the secret society to which organized crime in all the countries of the globe pays tribute—the Mafia.

He is the inescapable in a "royal" line nearly as long as that of the kings and queens of England. For the Mafia, which began as an underground against invaders of Sicily, goes back to the days of the Roman Age. Yet only once in history has the law come close enough to threaten the "Corsos."

That story is told in Allied Artists' "Pay or Die," now at the . . . Theatre, with Ernest Borgnine portraying the man who did sit—in Italian-American named Joseph Petrosino.

Head of the Italian Squad of the New York City Police Department at the turn of the century, and one of the first Mafia investigators of this country, Detective Lieutenant Petrosino went to Pe- lermo to expose the higher-ups of the terror cult.

The case made international headlines and, with the evidence that he gathered, created a force that sent the so-called "Black Handers" both in America and Sicily itself scurrying for cover.

Here's how New York's "Little Italy" friend of Theodore Roosevelt and Enrico Caruso, portrays the woman who had an affair with Alan Austin star in the film now at the . . . Theatre.

Irony Seen In Mafia Name

It is literally the name of the Mafia, international criminal society whose first infiltration of America is the subject of the Ernest Borgnine starring film, "Pay or Die," opening at the . . . Theatre, derives from the Sicilian "Maffia," a word embracing the noblest attributes of mankind.

Honorable, strong, brave, faithful, gallant, dauntless, modest, polite, and chivalrous are all within in the meaning of the word. The Mafia began as a pathetic underground against the tyrannical of Charles, Count of Anjou, who ruled Sicily in the 13th century. It later absorbed the Black Hand, which was organised to fight it, and 100 years turned to dust.

Zohra Lampert, a new screen discovery from the New York stage, and Alan Austin co-star with Borgnine in the Allied Artists picture, produced and directed by Richard Al."Pay or Die," opens at the Pink Rose.

Quick Rise

Zohra Lampert, elevated from a bit role in her first picture to an Allied Artists' leading lady, won an Award winner Ernest Borgnine and Alan Austin star in "Pay or Die." coming . . . Theatre, is a New Yorker (named, she says, after a Greek queen), and a graduate of the University of Chicago.
OF ALL THE GREAT MOTION PICTURES WHICH HAVE SMASHED AT THE DREADED FORCES OF INFAMY, NONE HAVE DARED GO THIS FAR!

The incredible TRUE story of the N.Y. detective who swore to rip out the sinister roots of the fearsome MAFIA... and dared reveal its secret leaders!

From the big cities of the U.S.A. to the twisted alley's of Sicily... scene-after-scene of RAW REALISM!

Starring ERNEST BORGnine
Co-Starring ALAN AUSTIN

Produced and Directed by RICHARD WILSON - Written by RICHARD COLLINS and BRENT MILLHAUSER - AN ALLIED ARTISTS PICTURE

FILMED SO YOU'LL NEVER FORGET HOW THEY STARTED... HOW THEY RULE... HOW THEY DESTROY!

FEARSOME, FACTUAL STORY OF THE MAN WHO UNMASKED THE WORLD'S MOST DREADED BROTHERHOOD OF INFAMY!

The N.Y. detective who ripped at the sinister roots of the MAFIA... its extortionists... its assassins... its secret leaders... And fought them on their own terroristic terms!

Starring ERNEST BORGnine
Co-Starring ALAN AUSTIN

Produced and Directed by RICHARD WILSON - Written by RICHARD COLLINS and BRENT MILLHAUSER - AN ALLIED ARTISTS PICTURE
The nation's leading showmen agree that today, more than ever before, "point-of-sale" merchandising at the local level is the most important factor in selling a motion picture to the ticket buying public. Therefore, we have gone to an outstanding theatre advertising man for his advice and suggestions on the campaign.

The Pressbook Consultant on "Pay Or Die" is:

MR. HARRY GOLDBERG
Publicity and Advertising Director
Stanley Warner Theatres

"Ernest Borgnine in 'Pay or Die' is a sure Oscar winner."
—LEE MORTIMER—N.Y. Mirror
TRUE-AS-LIFE-AND-DEATH!
...the story of the man who lead the fight against the world's most evil brotherhood of crime... the dread MAFIA!

Innocent women stamped with the "Black Hand" mark of terror!

Infamous Baking Oven torture claims another victim!

Roaring subway train turned into an assassin's weapon!

Explosive fury of the Loria Street massacre!

Filmed so you'll always remember how the Mafia started... how it rules... how it destroys!

Starring ERNEST BORGnine
Introducing ZOHRA LAMPERT
ALAN AUSTIN
Produced and Directed by RICHARD WILSON
Written by RICHARD COLLINS and RICHARD WILSON

AN ALLIED ARTISTS PICTURE

"Pay or Die!"
FEARSOME! FACTUAL!
The story of the man who ripped at the roots of the MAFIA!

Starring ERNEST BORGnine
Introducing ZOHRA LAMPERT
On Starring ALAN AUSTIN
Produced and Directed by RICHARD WILSON
Written by RICHARD COLLINS and RICHARD WILSON

AN ALLIED ARTISTS PICTURE
FEARSOME, FACTUAL STORY OF THE MAN WHO RIPPED AT THE ROOTS OF THE MAFIA!

The N.Y. detective who uncovered their network of infamy!
He smashed the plot to kill Caruso...solved the Mulberry St. bombing...traced the secret leaders...and became the target of their dreaded assassins!

Starring ERNEST BORGnine as Detective J.J. Petrakos
Introducing ZOHRA LAMPERT - ALAN AUSTIN

An Allied Artists Picture

Ad Mat No. 502
5 cols. x 2 1/4" [158 Lines]
THE WORLD'S DREADED BROTHERHOOD OF INFAMY!

The Mafia...from the dark alleys of Sicily to the U.S.A., its tentacles spread...the extortionists...the enforcers...the assassins...the secret leaders! This is the true story of life and death from the New York detective who rips at its roots...and fights it ALL THE WAY!

THE THREAT...AND THE PICTURE

FEARSOME! FACTUAL!...The story of the man who fought the Mafia...with its enforcers...its assassins...its violence and vengeance!

They branded her with the mark of the Black Hand!

Paying or Die!

THE FEARsome TRUE STORY OF THE MAN WHO UNCOVERED THE WORLD'S MOST DREADED BROTHERHOOD OF INFAMY!

The N.Y. detective who ripped at the sinister roots of the MAFIA!...He smashed the plot to kill Corleone...solved the Mulberry Street bombing...fought the extortionists...the assassins...the secret leaders!...And faced their diabolic vengeance in Sicily!

The THREAT...AND THE PICTURE

YOU'LL NEVER FORGET!

FEARSOME! FACTUAL!...The story of the man who fought the Mafia...with its enforcers...its assassins...its violence and vengeance!

They branded her with the mark of the Black Hand!

Paying or Die!

Ad Mat No. 402
4 cols. x 6" (336 Lines)

Ad Mat No. 103
1 col. x 4½" (80 Lines)

Ad Mat No. 103
1 col. x 12" (182 Lines)
"Pay or Die!"

This is the MAFIA! This is the man who tore at its evil roots...this is the true life-and-death story of the fight against the brotherhood of infamy!

THE THREAT

000 THE PICTURE

YOU'LL NEVER FORGET!

THE FRIGHTENING FACTS!

THE SCREAMING SCENES!

The daring plot to kill Caruso...the imported murder gang...the Mafia code of silence...the most startling story of our times!

Starring ERNEST BORGnine

Produced by Richard Wilson

Written by Richard Collins and Bertram Millhauser

AN ALLIED ARTISTS PICTURE

Ad Mat No. 308

3 cols. x 8½" 368 Lines

Pay or Die!

They attacked and terrorized the woman he loved...and made him the No. 1 target of their dreaded assassins!

Yet this N.Y. detective wouldn’t relent...FOR HE HAD UNCOVERED THE SINISTER ROOTS OF THE MAFIA and sworn to destroy the brotherhood of infamy!

The nearer he got to their secret leaders, the deadlier became their vengeance...the murder attempt in the subway...the Mulberry Street bombing...the plot to kill his friend Caruso...the ambush in Sicily, where he had traced their vicious trail!

THIS IS THE FEARSOME, FACTUAL STORY...FILMED SO YOU'LL NEVER FORGET IT!

Starring ERNEST BORGnine

Produced and Directed by Richard Wilson

AN ALLIED ARTISTS PICTURE

Ad Mat No. 210

2 cols. x 12½" 305 Lines

Ad Mat No. 206

2 cols. x 5½" 145 Lines

Pay or Die!

Starring ERNEST BORGnine

Produced and Directed by Richard Wilson

AN ALLIED ARTISTS PICTURE

Ad Mat No. 201

2 cols. x 1½" 42 Lines
The above ads, numbers 108 and 212, were made up for use in Italian language newspapers.
REPLICA OF 1909 N. Y. PAPERS AVAILABLE

Reprints of the page one stories in the New York American, New York Times and New York Journal which give the details of the slaying of L.T. Petrosino at the hands of the Mafia in Sicily, will interest newspaper editors, movie reviewers, columnists and heads of law enforcement agencies, etc. Upon request, a sufficient number of these four-page reproductions will be sent to you to take care of your local needs. These are not intended for general distribution. For your copies, write to Allied Artists Exploitation Dept., New York or Hollywood office.

GO AFTER ITALIAN POPULATION

If your theatre is in a town or city with a large Italian population you can add plenty of extra dollars into your box office by seeing that they know that "Pay Or Die" is the story of L.T. Joseph Petrosino, the first man of Italian extraction to become a high official in the New York police department. The old timers especially, will recall the daring exploits of the man who uncovered the story behind the Mafia, now known as the Black Hand. Plant ads and stories in the Italian language newspapers; make up special heralds in Italian for distribution in the heavily populated Italian sections of your town.

BLACK HAND STENCIL

The imprint of the Mafia's dreaded warning sign, the Black Hand, is ideally suited for a stencil to use on city streets, windows, door panels, etc. Have your artist copy this illustration, blowing it to an over-sized man's hand. To avoid trouble, obtain permission from the local authorities if you intend to have the hand stenciled on the town's sidewalks. Use a paint that can easily be washed away.

SPECIAL PREVIEW SCREENING

The special Hollywood preview showing of "Pay Or Die" was highly successful and beneficial and you too can make it pay off for you. Invite members of civic groups, veteran's organizations, judges, criminal lawyers, law enforcement chiefs, F.B.I. agents, and heads of Italian societies. Directly following the screening, set up a tape recorder for interview purposes. Select newspaper critics, prominent citizens, etc. and ask them for their comments. Use best quotes on radio broadcast prior to opening.

ENLIST POLICE CHIEF COOPERATION

If you arrange a special preview showing of "Pay Or Die," be sure to include among your guests the chief or head of your local police department. The idea is to induce the chief to send you a letter recommending the picture as top flight entertainment and in addition to stress why full cooperation of the citizens is needed to combat crime. Such a letter will make an excellent blowup for advance lobby use.

"PAY OR DIE"

Starring ERNEST BORGnine

FREE!

5-Column Mat

ORDER DIRECT FROM
Allied Artists, New York or Hollywood

[A] Because her father, a baker, refused to submit to Mafia extortionists, Adelina (Zitra Lampert) whom police lieutenant Joseph Petrosino (Ernest Borgnine) loves, is waylaid, sent home with imprint of a black hand on her bosom as a warning.

[B] Thinking himself too old for Adelina, Petrosino does not declare his love for her. But when an attempt is made on his life in the subway she goes to him and proclaims...

[C] When another bomb kills a jeweler and 12 little girls, Petrosino tracks down the man responsible (Vincent Santelli), learns that the Black Hand is really the Sicilian Mafia. He tries to take the man alive but is forced to kill him.

[D] Unable to prove what he knows, Petrosino goes to Sicily to learn how the Mafia operates. However his presence in the Mafia's capital is known and he finds himself in a tight spot when he walks into a trap.

See this picture and you'll never forget! It's the story of the mightiest gang that ever lived. He takes you into the hiding places of the Mafia where you will see and hear all the black, bloody facts about the most dangerous band of criminals the world has ever seen. (Add local tie-in copy).

LIVE COPY WITH SLIDE: PAY OR DIE... The threat... and the picture you'll never forget! It's the story of the most powerful gang that ever lived. He takes you into the hiding places of the Mafia you will see and hear about the black, bloody facts about the most dangerous band of criminals the world has ever seen. (Add local tie-in copy)

SEAT-SELLING RADIO AND TELEVISION AIDS

Radio and television can be a mighty important factor in your "Pay Or Die" campaign. The specially prepared radio transcriptions and television trailers are available to showmen at no cost. When ordering, however, PLEASE give us your playdate, and in the case of the TV trailers, the channel number and the call letters of the station on which they will be telecast. Your playdate guides us in shipping advertising material to you in time for your use.

Radio Transcriptions

Much of the dramatic impact and stark realism of "Pay Or Die" is conveyed in the radio transcription. Several spot announcements and four-page reproductions recorded by one of Hollywood's top flight radio announcers, are designed to lure patrons into your theatre. The longer spots have open ends to allow local announcers to come in with tie-in copy. There is also a 10 second break spot.

Television Trailers

The TV trailers, containing the action-packed excitement and the romantic moments of the film, are sure-fire ticket sellers. The trailers have been expertly edited to give TV viewers an over all idea of the picture's powerfully dramatic story. If possible, try and buy time before and after some of the network's top crime and detective stories.

Order radio transcriptions and TV trailers direct from ALLIED ARTISTS EXPLOITATION DEPT., 4376 Sunset Dive, Hollywood 27, Calif., or 165 West 46th Street, New York 36, N.Y.

Television Slide

For that 10 second station break nothing is more practical than the TV slide. The slides are $4.00 each, postage paid from Hollywood. If you desire station L.D., theatre and playdate imprint be sure to include this information when ordering. Order direct from CHATIS ART DISPLAY, 6453 SUNSET BLVD., HOLLYWOOD 28, CALIF. Money order or check must accompany each order.

The THREAT...and the PICTURE
You'll Never Forget!

LIVE COPY WITH SLIDE: PAY OR DIE... The threat... and the picture you'll never forget! It's the story of the most powerful gang that ever lived. He takes you into the hiding places of the Mafia where you will see and hear all the black, bloody facts about the most dangerous band of criminals the world has ever seen. (Add local tie-in copy).
Sensational 4 Page News Tabloid Will Sell Tickets

Here's a tabloid that's different! It not only tells the dramatic story in news-like copy, but also pictures in news-type photos the dramatic story of New York's Police Lt. Joseph Petrosino's war against the Mafia. The lower half of the back page has been left blank for local copy. These sensational tabloids, properly distributed, will do a terrific selling job. Suggest you have these on hand at least ten days before the picture opens.

$6.25 PER THOUSAND
(P.O. Los Angeles
(Does Not Include Imprinting)

Printed on Newspaper Stock
Size 11¾” x 16½” When Folded

SPECIAL IMPRINT PRICE

FLAT CHARGE OF $10.00 FOR
IMPRINTING 5000 OR MORE
(Minimum imprinting order 5000)

Launch Campaign with Fluorescent Teaser Posters!

A month or more in advance of your playdate make your town "Pay Or Die" conscious by using the special fluorescent teaser posters. They come in two sizes—one and six sheets, and are available at your nearest National Screen Service branch. The title, printed in fluorescent ink, is a standout by day or night. Use them every way possible—on billboards, store windows, building barricades, fences, etc. The important thing is to get them out as far in advance as possible.

Use Variety's Great Quote On A Special Lobby Poster

‘PAY or DIE’
HAS THE HEART OF MARTY
AND THE GUTS OF AL CAPONE!

. . . Daily Variety

Gummed Teaser Stickers

Gummed teaser stickers and non-gummed cards 2 7/8” x 1 3/8”, with the title printed in fluorescent ink can be another strong selling aid in your advance teaser campaign. Use the gummed stickers on all outgoing mail envelopes and letterheads. Send a small quantity to newspaper people such as movie editors, critics, radio and TV people. Use the non-gummed cards as throwaways.

Order direct from the General Printing Company, 556 So. Western Ave., Los Angeles 5, Calif. (Attention Tom Wood, Sr.) Both types are $5.00 per M. shipping charges COLLECT. When ordering, be sure to specify if you want gummed or non-gummed backs. All orders must be accompanied by money order or check. Minimum order is one M.

Bumper Strips

One of the most potent forms of outdoor advertising today is the bumper strip. Bumper strips on hundreds of cars cruising about the streets of your town is sure to attract the attention of pedestrians and motorists. Enlist the cooperation of your employees, friends, relatives, vendors, etc., by asking them to put on a bumper strip on both ends of their cars. These strips, 12” x 5 1/4” in size, printed with dayglo lettering on a black background, may be ordered from Buck Printing Company, 145 Ipswich Street, Boston, Mass. The strips are 15c each. Minimum order is 100. Parcel post postage is prepaid, and a check or money order must accompany your order.

Lobby and Front

Poster the title "Pay Or Die" all over your lobby by first using the fluorescent teaser one and six sheets and then the regular NSS posters. Make use of the eye-catching 24 sheet. If you have an old back drop hanging on your stage, post a 24 sheet on the back of it and display it at every performance: use the 24 sheet on a ballyhoo truck and post one on your building. Make up a special 40” x 60” with a big black hand on it with the picture’s title underneath it!

NSS Trailer

Get the movie-goers in your town talking about "Pay Or Die" by starting your screen campaign far in advance. Run the regular NSS trailer no less than TWO weeks in advance of playdate.
TWENTY-FOUR SHEET

SIX SHEET

INSERT CARD

THREE SHEET

The Full Line of
POSTERS
and
LOBBIES
is available through
NATIONAL SCREEN
SERVICE EXCHANGES

Also Available
SET OF EIGHT
LOBBY PHOTOS
NOT ILLUSTRATED HERE

ALLIED ARTISTS PICTURES CORP.
4376 Sunset Drive, Hollywood 27, California
and 145 W. 46th St., New York 36, N.Y.