

BIG, BRUTAL and BLASTING!

Caught in a Double Double-Cross...

ONE DID IT
WITH
SHEER
STOCKINGS!

EDWARD SMALL presents
**JOHN
PAYNE
EVELYN
KEYES**
in
**"99
RIVER
STREET"**
Last Stop In
The Waterfront's Underworld!

with
BRAD
DEXTER · FRANK
FAYLEN · PEGGIE
CASTLE
Directed by PHIL KARLSON
Screenplay by ROBERT SMITH
Story by GEORGE ZUCKERMAN
Released thru UNITED ARTISTS

ONE DID IT
FOR
SHEER
EXCITEMENT!

3 col. x 100 lines—300 lines

Mat 303

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in black - and - white
glossy stills for dis-
plays and special ads.



WF-Art 1



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Use these stills featuring Evelyn Keyes and Peggie Castle for window and counter displays in
your merchandise tie-ups. Order stills by number from National Screen Exchange.



FURNITURE
Still WF-29



DRESSES
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FLORISTS
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MAKE-UP
Still WF-P-6



SWEATERS
Still WF-A-1

2 col. x 115 lines—230 lines

Mat 204

OFFICIAL BILLING

EDWARD SMALL 15%
presents

JOHN PAYNE

100%

EVELYN KEYES

100%

in

"99 RIVER STREET"

100%

with

Brad Dexter

Frank Faylen

Peggie Castle

Directed By

PHIL KARLSON 15%

Screenplay By

ROBERT SMITH 15%

Story By

GEORGE ZUCKERMAN

15%

Released thru United Artists

15%

THE STORY

(not for publication)

Ernie Driscoll, (John Payne) a one-time fighter of championship calibre, now a taxi driver, learns that his wife Pauline, (Peggie Castle) is spending her time with another man, Victor Rawlins (Brad Dexter).

At a drug store which he often frequents, Ernie meets an aspiring actress, Linda James, (Evelyn Keyes) whom he befriends. Later, she makes him the dupe of an acting test in which he believes that she killed a man. He is outraged at the hoax and storms away in a huff. However, she atones for the trick, and their friendship ripens into love.

Victor frames Ernie by murdering Pauline and stuffing her body in the trunk compartment of Ernie's car and then tipping off the police. Ernie thwarts the scheme by finding out through his cabbie friends the name of the ship from which Victor plans to escape the country. Ernie catches up with him and floors him during a terrific fist fight after which he turns him over to the police.

Running Time: 83 Minutes

THE CAST

Ernie Driscoll John Payne
Linda James Evelyn Keyes
Victor Rawlins ... Brad Dexter
Stan Hogan Frank Faylen
Pauline Driscoll .. Peggie Castle
Christopher Jay Adler
Mickey Jack Lambert
Pop Durkee Eddy Waller
Lloyd Morgan Glen Langan
Bud John Day
Waldo Daggett Ian Wolfe
Nat Finley Peter Leeds
Director William Tannen
Chuck Gene Reynolds

THE STAFF

Presented by ... Edward Small
Directed by Phil Karlson
Screenplay by ... Robert Smith
Story by ... George Zuckerman
Director of Photography
Franz Planer, A.S.C.
Film Editor Buddy Small
Music Emil Newman
Arthur Lange
Assistant Director .. Ralph Black
Art Director Frank Sylos
Set Decorations by .. Al Keggeris
Special effects by .. David Koehler
Wardrobe Joe King
Sound Lambert Day

RELEASED THRU
UNITED ARTISTS

'99 RIVER STREET,' FAST MOVING SUSPENSE THRILLER STARRING JOHN PAYNE AND EVELYN KEYES, DUE HERE

(General Advance)

"99 River Street," fast-moving suspense thriller of a taxi driver, an actress and a murder frame, opens at the Theatre, with John Payne and Evelyn Keyes marking a new twosome in Hollywood romantic castings.

For Payne, it's a departure in characterization yet in the

PAYNE, KEYES TANGLE WITH CLEVER KILLER

Bringing in a desperate killer alive provides John Payne and Evelyn Keyes swift adventure in "99 River Street" which is due on the screen of the Theatre.

Produced by Edward Small for United Artists release and directed by Phil Karlson, the film turns on the action valve to full steam as a taxi driver and an actress roam the New York and New Jersey streets in quest of a cunning murderer.

With Payne and Miss Keyes are Brad Dexter, Frank Faylen, Peggie Castle, Jay Adler, Eddy Waller and Jack Lambert who are important contributors to the taut drama. "99 River Street" marks a star-director reunion for Payne and Karlson who were teamed in the well-remembered "Kansas City Confidential," also an Edward Small production.

Payne, one of Hollywood's foremost exponents of men of action, is the hero of "99 River Street" who must clear himself of a murder frame. Robert Smith wrote the story which has a modern background.

All-Out Action

"99 River Street," new United Artists suspense thriller opening on at the Theatre, and co-starring John Payne and Evelyn Keyes, is probably the most violent picture of the year. In addition to an assortment of murders, the film highlights a seven-round ring battle, a free-for-all on the stage of a deserted theatre, a combination judo and slugging brawl in an apartment, and a bloody finale fought with fists and guns in the eerie shadows of a deserted waterfront dock.

The supporting cast includes Peggie Castle, Frank Faylen and Jay Adler. Phil Karlson directed the Edward Small Production. Robert Smith authored the screenplay.

swing of robust, rough and ready map-of-action tales for which his name is identified. He portrays a pugilist who is beaten on a T.K.O. knockout in a heavyweight championship bout and barred from further ring scrimmages. But he never ceases being a fighter in his heart. And comes the day when he has to fight for his life, with fists and brain and cunning.

Miss Keyes plays Payne's partner in trapping a murderer alive. It's a role displaying the actress at her sartorial and lively best.

"99 River Street," directed by Phil Karlson, who directed Payne in "Kansas City Confidential," was produced by Edward Small for United Artists release. Robert Smith wrote the story, which is adventure at its most rapid-fire.

Brad Dexter, remembered as the villain of "The Asphalt Jungle," "The Las Vegas Story" and "Macao," handles the role of the evil-doer, aided by Jay Adler and Jack Lambert. Adler, incidentally, hails from the famous acting Adler family and is the brother of the distinguished Luther and Stella Adler of the New York stage and Hollywood.

Frank Faylen, Peggie Castle and Eddy Waller are other principals in the story which has a modern New York background.

There are fights a-plenty in "99 River Street," with the windup in the eerie darkness of the waterfront.

John Payne Has Dempsey Style

John Payne's natural boxing style bears an almost uncanny resemblance to that of the great Jack Dempsey, according to Johnny Indrisano, former welterweight contender who directed the fight sequences for the new United Artists suspense thriller, "99 River Street," opening on at the Theatre. Indrisano, a walking encyclopedia of ring lore, developed Payne's natural weave-bob-and-shuffle style for a Pier Six fight sequence that opens the film. Evelyn Keyes is co-starred with Payne in "99 River Street."



John Payne, as a taxi driver innocently involved in crime, talks things over with the woman he loves, played by Evelyn Keyes in this scene from the suspense drama, "99 River Street," which will open at the Theatre through United Artists release.
Still WF-14



John Payne as a prizefighter turned taxi driver and Evelyn Keyes as an aspiring actress, are the stars of "99 River Street," which is slated to open at the Theatre through United Artists release.

Still WF-200

Mat 2A

'99 River Street' Drama Set Against Sinister Waterfront

(Prepared Review)

In "99 River Street," which opened yesterday at the Theater, action crackles like flame on dry wood. It is suspense drama of the type Hollywood does best, building to a taut and tense climax, with a chase through the dark shadows of the waterfront topped by a spectacular fight that brings the melodrama to a whirlwind finish.

John Payne and Evelyn Keyes are co-starred, with an expert company of co-players in Brad Dexter, Peggie Castle, Jay Adler, Frank Faylen, Eddy Waller and Jack Lambert among others. Edward Small produced for United Artists release, with Phil Karlson turning in a top directorial job.

Payne portrays an ex-fighter who, barred from further bouts, turns to taxi driving for a living. He is framed for the murder of his faithless wife by her lover, a jewel thief and killer. It's up to Payne to clear himself by producing the villain alive. This he eventually does, aided by a fast-thinking actress acquaintance who, unlike the usual heroine

of adventure tales, gets in there and does her part in bringing the culprit to justice.

Payne, always an able performer, is outstandingly cast as the pugilist who is downed in the championship scrap and left with bitterness in his heart and a tricky eye that nervously reacts to excitement. It is a believable characterization, with Payne hitting the toughness of the man yet not losing sympathy for him.

Miss Keyes doesn't miss a trick in either visual or acting appeal as the actress who atones for a double-cross by aiding a friend to clear himself of a murder charge.

Dexter is a suave heavy and Peggie Castle a glamorous bit of deceitfulness as the wife who pays for her perfidy with strangulation. Adler provides a sinister delineation and Faylen is his usual amusing, likeable self as Payne's pal.

Robert Smith has given the cast and Director Karlson a first-rate script with which to work. It is pithy, straightforward and entertainment guaranteed.

John Payne as Fighter

(Biographical Feature)

Despite having attained success as a vocalist, John Payne has no intention of abandoning the bare-chested adventure roles that have made him one of the most popular film stars in the country. Indeed, in "99 River Street," an Edward Small production released by United Artists, which opens at the Theatre, he plays one of his toughest roles to date as a former heavyweight fighter, turned taxi-driver, who battles to clear himself of a brutal murder charge. Evelyn Keyes is co-starred with Payne in "99 River Street," and the supporting cast includes Peggie Castle, Frank Faylen, Brad Dexter and Jay Adler.

It was while a student at Columbia University that John took on the wildest variety of extracurricular jobs in the school's history. Among others, he was companion to a businessman widower's small children; wrestled as a professional; washed windows in a skyscraper and ran a

telephone switchboard for a very busy company.

Curiously, although he first won stardom on the strength of his singing voice, and was, before the war, perhaps the top male singing star in pictures, he has frequently been asked by people if his voice was dubbed. The answer, of course, is no. John does all his own singing. As a matter of record, his voice won him a scholarship at the famous Julliard school of music.

In "99 River Street," John does no singing—a course he has hewed to steadfastly ever since, after the war, he decided to carve out a new career for himself in pictures as an outdoor hero.

Although he doesn't sing in "99 River Street," John does engage in another of his specialties—boxing. As a heavyweight contender, in the picture, he fights seven gruelling rounds with a well-known professional boxer.

WHAM!
...IT
HITS YOU
RIGHT IN THE
TEETH!

EDWARD SMALL presents
**JOHN
PAYNE
EVELYN
KEYES**
in
**"99
RIVER
STREET"**
Last Stop In
The Waterfront's Underworld!

with BRAD DEXTER • FRANK FAYLEN • PEGGIE CASTLE
Directed by PHIL KARLSON • Screenplay by ROBERT SMITH
Story by GEORGE ZUCKERMAN Released thru UNITED ARTISTS

2 col. x 50 lines-100 lines

Mat 202

WHAM!
...IT
HITS YOU
RIGHT IN THE
TEETH!

EDWARD SMALL presents
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EVELYN
KEYES**
in
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RIVER
STREET"**
Last Stop In
The Waterfront's Underworld!

with BRAD DEXTER • FRANK FAYLEN • PEGGIE CASTLE
Directed by PHIL KARLSON • Screenplay by ROBERT SMITH
Story by GEORGE ZUCKERMAN Released thru UNITED ARTISTS

2 col. x 75 lines-150 lines

Mat 203

RIPS INTO
YOU LIKE
A DOUBLE-
CROSSING
DAME!

EDWARD SMALL presents
**JOHN
PAYNE
EVELYN
KEYES**
in
**"99
RIVER
STREET"**
Last Stop In
The Waterfront's Underworld!

Released thru
United Artists

1 col. x 50 lines

Mat 102

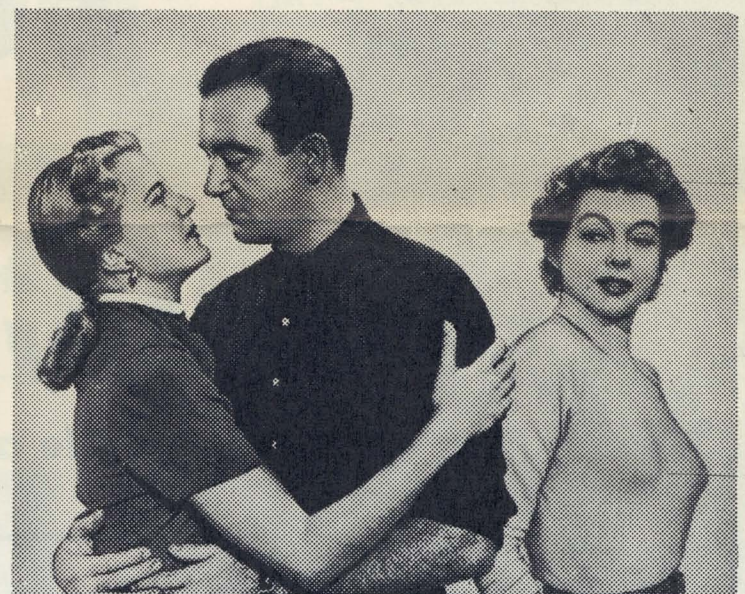
RIPS INTO
YOU LIKE
A DOUBLE-
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EDWARD SMALL presents
**JOHN
PAYNE • EVELYN
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in
**"99
RIVER
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LAST STOP
IN THE
WATERFRONT'S
UNDERWORLD!

with BRAD DEXTER • FRANK FAYLEN • PEGGIE CASTLE
Directed by PHIL KARLSON • Screenplay by ROBERT SMITH
Story by GEORGE ZUCKERMAN Released thru UNITED ARTISTS

1 col. x 75 lines

Mat 103



MAT (2C)

**JOHN
PAYNE
EVELYN
KEYES**
in
**"99
RIVER
STREET"**
Last Stop In
The Waterfront's Underworld!

Released thru
United Artists

1 col. x 28 lines

**JOHN
PAYNE
EVELYN
KEYES**
in
**"99
RIVER
STREET"**
Last Stop In
The Waterfront's Underworld!

Released thru
United Artists

1 col. x 14 lines
Both on Mat 101



MAT (1A)

**JOHN
PAYNE
EVELYN
KEYES**
in
**"99
RIVER
STREET"**
LAST STOP
IN THE
WATERFRONT'S
UNDERWORLD!

Released thru
United Artists

2 col. x 28 lines-56 lines

EDWARD SMALL presents
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KEYES**
in
**"99
RIVER
STREET"**
LAST STOP
IN THE
WATERFRONT'S
UNDERWORLD!

Released thru
UNITED ARTISTS

2 col. x 14 lines-28 lines

Both on Mat 201

AD-PUB MAT FOR ONLY 35c

SPECIAL MAT No. 1

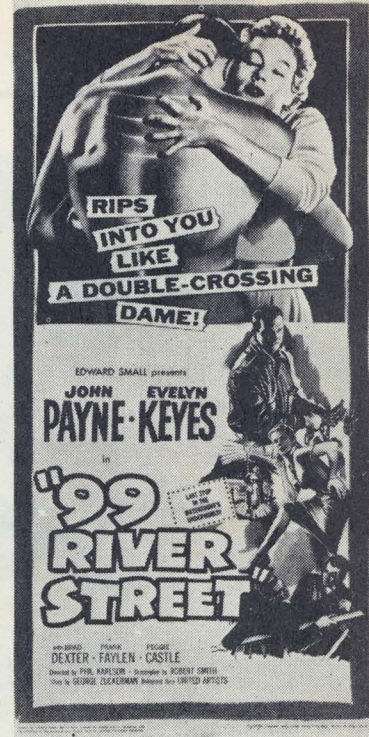
(Individual mats may be ordered by number at the regular price.)



6—SHEET



1—SHEET



3—SHEET

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SET OF 8—11 x 14 LOBBY CARDS

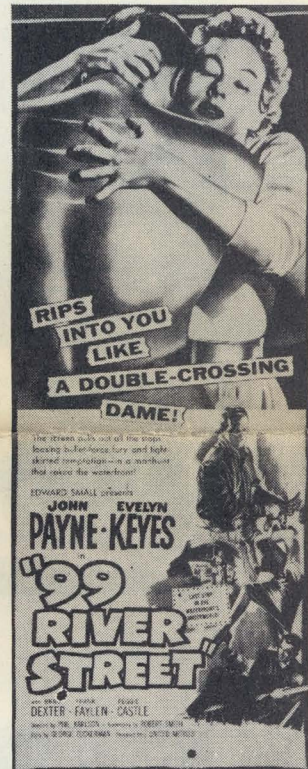


COVER

6x9
HERALD



INSIDE SPREAD



14 x 36
INSERT CARD



↑ This is also SLIDE



WINDOW CARD



SET OF 2—22 x 28
LOBBY DISPLAYS