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DON'T MAKE A MOVE!

.....until you set your biggest
exploitation guns for
ALLIED ARTISTS'
boxoffice sensation!



CINEMASCOPE®
PULLS THE HAIR TRIGGER OF
SUSPENSE!

The story of Johnny Wright,
who never handled a gun...until
the day he shot an infamous outlaw!

FRED
MacMURRAY • DOROTHY
MALONE • WALTER
BRENNAN

AT GUNPOINT!

AN
ALLIED
ARTISTS
PICTURE

WITH THE MAGIC OF
PERSPECTA SOUND

PRINT BY **TECHNICOLOR**
with
TOMMY RETTIG • SKIP HOMEIER

Produced by **VINCENT M. FENNELLY** • Directed by **ALFRED WERKER** • Story and Screenplay by **DANIEL B. ULLMAN**

**YOU
CAN'T
MISS**

**AT
GUNPOINT**

says the
TRADE PRESS

"Here's a **BIG ONE**...
affords Fred MacMurray
a rare acting opportu-
nity, one of his best."

...Motion Picture
Herald

"Rates among the best"

...Hollywood
Reporter

"Off-beat, excellent...
major league."

...Boxoffice

"Top-calibre... figures
to pay as big as it's
played."

...Motion Picture
Daily

DANGER THREATENS



GUNPOINT No. 22
Walter Brennan, Dorothy Malone and Fred MacMurray (L to R) come face to face with danger in Allied Artists' CinemaScope production "At Gunpoint," now at the..... theater. The picture also stars young Tommy Rettig. Vincent M. Fennelly produced the Technicolor film.

FRED MACMURRAY CLASSED AS OUTSTANDING MARKSMAN

Fred MacMurray plays a small town storekeeper who can't handle a gun in Allied Artists' CinemaScope production of "At Gunpoint," now at the..... theater.

This is hardly type casting because in reality MacMurray is one of the best all-round shots and gunmen in motion pictures. He is an outstanding sportsman and boasts one of the largest private gun collections in California.

MacMurray is so good, in fact, that he once competed in a national skeet shooting competition and posted consecutive scores of 96, 97, 98, 99 and 100. That's about as good as you can get out of 100 shots a round.

Therefore, Fred is slightly out of character in "Gunpoint" when he is forced to face a gang of western gunmen and killers despite the fact he hates gunplay and is a notoriously bad shot.

This actually leads to the thrilling climactic scene of the Technicolor action picture, a film that has been termed one of the great suspense dramas of the year.

MacMurray, who has accidentally killed the leader of the outlaws, finds himself standing alone—a marked man—as the entire town turns against him in fear of the avenging killers.

Walter Brennan and Dorothy Malone also are starred in the exciting film, and the large supporting cast includes Skip Homeier, Tommy Rettig, John Qualen, Harry Shannon and Whit Bissell.

The picture was produced by Vincent M. Fennelly and directed by Alfred Werker from a screenplay by Daniel B. Ullman. Ellsworth Fredricks was the cinematographer.

UNIQUE ROLE

Fred MacMurray has a unique role in Allied Artists' CinemaScope production of "Gunpoint," now playing at the..... theater. He is seen as a small town storekeeper who can't even handle a gun but is forced to face singlehanded a band of gunmen and killers. Dorothy Malone, Walter Brennan and Skip Homeier also appear in the tension-packed Technicolor action drama.

The Story

(Not for Publication)

When, by a lucky shot, quiet, peace-loving Jack Wright (Fred MacMurray), Plainview's general store owner, fatally shoots Alvin Dennis (John Pickard), leader of a gang of five bank robbers, he becomes the hero of the small Texas town. His freak feat of marksmanship outshines that of Henderson (Frank Ferguson), a fellow townsman who had dispatched the wounded bandit with a rifle shot. Bob Dennis (Skip Homeier), brother of the slain man, takes quick revenge. With his three remaining companions he returns to Plainview and ruthlessly murders Henderson, leaving a cryptic word that Jack will be next. Slowly fear grips the town. Men and women who had been extolling Jack as a hero now avoid him, obviously not wanting to be near a man so marked for violent death. Jack's wife, Martha (Dorothy Malone), even pleads with him to leave town with their young son, Billy (Tommy Rettig). Jack refuses, even though he has become a pariah. Again the outlaw gang returns to Plainview and, in tragic error, kills Martha Wright's brother, Wally (James Lilburn), mistaking him for Jack. The leading townsmen, headed by banker Livingston (John Qualen), call a meeting at which they vote that Jack and his family must leave town. The only dissenter is tough old Doc Lacey (Walter Brennan), Jack's steadfast friend. Jack lashes into his fellow townsmen. Even while he is shaming them Bob Dennis and his three gunmen are headed back to Plainview, their approach warned in advance. As they enter the long street of the town, only Jack Wright stands at the head of it, one amateur gunman against four professional killers. As slowly they ride toward the man they mean to kill, challenging voices are heard from buildings at each side of the street. Soon other shots ring out as Jack futilely empties his six gun. Bob Dennis is killed by a mighty shotgun blast fired by old Doc Lacey. The three other bandits are captured. Plainview now is safe.

Late Honeymoon For MacMurray

Fred MacMurray will always have fond memories of Allied Artists' CinemaScope production of "At Gunpoint," the tense action drama now screening at the..... theater.

The day filming was completed on the Technicolor film he finally started on his much belated honeymoon with his bride, June Haver. It took Fred nearly a year to get around to this event because the couple was married June 27, 1954, and didn't get a honeymoon until June, 1955.

"It's a good thing we didn't wait any longer or June wouldn't have been a bride," said Fred.

Reason for the delay is that MacMurray was working on a picture when they were married and was unable to clear time enough for a trip.

Dorothy Malone and Walter Brennan are costarred with MacMurray in "At Gunpoint," and the large supporting cast includes John Qualen, Skip Homeier, Tommy Rettig, Whit Bissell and Harry Shannon. Alfred Werker directed the film for producer Vincent M. Fennelly.

20TH ANNIVERSARY

Fred MacMurray celebrated his 20th anniversary in motion pictures during the filming of "Gunpoint," Allied Artists' CinemaScope production now screening at the..... theater. He made his screen debut opposite Claudette Colbert in "The Gilded Lily" in 1935. MacMurray's costars in "At Gunpoint" are Dorothy Malone and Walter Brennan.

PEACEFUL



GUNPOINT No. 2
Fred MacMurray portrays a man of peace who is forced to be a killer in Allied Artists' CinemaScope production of "Gunpoint," now at the..... theater with Dorothy Malone, Walter Brennan and Tommy Rettig as his co-stars.

Credits

Produced by Vincent M. Fennelly; Directed by Alfred Werker; Filmed in CinemaScope; Print by Technicolor; Story and Screenplay by Daniel B. Ullman; Music Composed and Conducted by Carmen Dragon; Director of Photography, Ellsworth Fredricks, A. S. C.; Production Manager, Allen K. Wood; Assistant Director, Edward Morey, Jr.; Recording Engineer, Ralph Butler; Makeup Artist, Emile LaVigne, S. M. A.; Hair Styles by Pat Whiffing; Wardrobe by Bert Henrikson; Film Editor, Eda Warren, A. C. E.; Sound Editor, Delmore Harris; Art Director, David Milton; Construction Supervisor, James West; Set Decorator, Joseph Kish; Property, Sam Gordon, and Set Continuity, Mary Chaftee.

FRED MACMURRAY SCORES IN TENSE ACTION FILM

(Review)

Allied Artists' CinemaScope production of "At Gunpoint," which opened yesterday at the..... theater, is an extraordinary action film that should provide enthralling entertainment for all members of the family.

It is a tense, superbly filmed Technicolor drama that stars Fred MacMurray, Dorothy

Malone and Walter Brennan and has drawn critical acclaim in advance showings all over the country. The acclaim is well deserved.

"At Gunpoint" is an action film reminiscent of "High Noon" that builds on tension after tension to an almost nerve-wracking state of suspense. The interest is heightened by brilliant performances from the actors, particularly MacMurray, and intelligent, skilled direction that takes every advantage of an exceptionally well written screenplay.

MacMurray is cast as "Jack Wright," a storekeeper in the small town of Plainview, Tex., during the 1870s. A peace-loving man, and certainly no gunman in the western tradition, he finds himself facing the crisis of his life when a band of killers terrorize Plainview.

The townfolk are cowed by the outlaws and the story roars to a smashing climax when the entire town, except one lone man, leaves MacMurray to face the threat singlehanded. The tense scene when MacMurray walks out alone to face his "moment of truth" undoubtedly is one of the finest ever filmed.

Walter Brennan contributes an-

Dorothy Malone In 'At Gunpoint'

Dorothy Malone, rated one of Hollywood's most promising young actresses, is costarred with Fred MacMurray and Walter Brennan in Allied Artists' CinemaScope production of "At Gunpoint," now at the..... theater.

Miss Malone has one of her outstanding film roles as the wife of a small town Texas storekeeper who is forced to fight alone against a gang of outlaws and killers that is determined to murder him.

"At Gunpoint," also gives MacMurray one of his finest opportunities in several years. The scene in which he faces his "moment of truth" and walks out to meet the killers and what he feels is certain death is one of the most dramatic ever filmed.

The large supporting cast includes Skip Homeier, Whit Bissell, John Qualen, Tommy Rettig and Harry Shannon. Vincent M. Fennelly produced the Technicolor picture, which was directed by Alfred Werker.

MACMURRAY STARRED

Fred MacMurray is costarred with Dorothy Malone and Walter Brennan in Allied Artists' CinemaScope production of "At Gunpoint," now showing at the..... theater. The cast of the exciting, different type of Technicolor western also includes John Qualen, Skip Homeier, Tommy Rettig and Whit Bissell.

other of his sterling performances as "Doc Lacey," MacMurray's only supporter. Dorothy Malone also is excellent as the wife of the embattled storekeeper.

"At Gunpoint" is backed by a splendid supporting cast, including Skippy Homeier, Tommy Rettig, John Qualen, Whit Bissell and Harry Shannon.

The picture was produced by Vincent M. Fennelly and directed by Alfred Werker from a script by Daniel B. Ullman. Ellsworth Fredricks is credited with the photography, which proved especially effective in helping maintain the mood of the picture.

CO-STARRED



GUNPOINT No. 5
Fred MacMurray and Dorothy Malone are co-starred with Walter Brennan and Tommy Rettig in Allied Artists' CinemaScope production "At Gunpoint," now screening at the..... theater.

Tommy Rettig In 'At Gunpoint'

Tommy Rettig, juvenile star of the highly popular television series, "Lassie," has a featured role in Allied Artists' CinemaScope production of "At Gunpoint," now screening at the..... theater.

The young actor is cast as the son of Fred MacMurray and Dorothy Malone in the stirring Technicolor picture about a small Texas town that finds itself terrorized by a band of gunmen and killers.

MacMurray appears as a peace-loving storekeeper who suddenly finds himself standing alone against the killers who have sworn to murder him to avenge the death of their leader.

The starring cast also includes Walter Brennan, Skip Homeier, John Qualen and Whit Bissell.

"At Gunpoint" was produced by Vincent M. Fennelly and directed by Alfred Werker.

Cast

Jack Wright.....	FRED MACMURRAY
Martha Wright.....	DOROTHY MALONE
Doc Lacey.....	WALTER BRENNAN
Billy.....	TOMMY RETTIG
Livingston.....	JOHN QUALEN
Ferguson.....	IRVING BACON
Bob.....	SKIP HOMEIER
Clark.....	WHIT BISSELL
Kirk.....	JACK LAMBERT
Alvin.....	JOHN PICKARD
Marshal.....	HARRY SHANNON
Wally.....	JAMES LILBURN
Henderson.....	FRANK FERGUSON

STELLAR TRIO HEADS CAST OF EXCITING ACTION FILM

(Advance)

Fred MacMurray, Dorothy Malone and Walter Brennan are starred in Allied Artists' exciting CinemaScope production, "At Gunpoint," which opens at the theater.

"At Gunpoint" has been described by critics at advance showings as a new and thrilling concept in screen entertainment. It is the story of a shopkeeper, played by MacMurray, in a small Texas town who faces the physical and emotional crisis of his life when the town turns against him and he is forced to stand alone against a band of gunmen and killers.

"At Gunpoint" gives MacMurray one of his finest acting opportunities in several years and he turns in a brilliant performance, particularly in the tense final scenes when his conscience forces him into the street to face the killers.

Dorothy Malone, one of Hollywood's most promising young actresses, is cast as MacMurray's wife.

Brennan, three-time winner of an Academy Award, is seen as "Doc Lacey," who points out to MacMurray that sometimes it is necessary to get "fighting mad."

The cast also includes Tommy Rettig, juvenile star of the TV series, "Lassie," and John Qualen, Skip Homeier, Whit Bissell and Harry Shannon.

Vincent M. Fennelly produced the Technicolor action spectacle and Alfred Werker directed. Daniel B. Ullman wrote the original screenplay.

Brennan Owns 'Big' Theater

Walter Brennan was telling co-star Fred MacMurray about the theater he owns during the filming of Allied Artists' CinemaScope production, "At Gunpoint," now at the theater.

"I didn't know you owned a theater," said MacMurray. "Is it a big one?"

"Big!" exclaimed Brennan. "Why, it has a seat for every person in town!"

"No kidding?" asked Fred. "Yep, we got 478 seats."

Brennan's theater is located in Joseph, Ore., where he also owns a 12,000 acre cattle ranch.

Dorothy Malone is starred with Brennan and MacMurray in "At Gunpoint," the tense Technicolor action drama produced by Vincent M. Fennelly and directed by Alfred Werker. Daniel B. Ullman wrote the screenplay.

Included in the large supporting cast are John Qualen, Skip Homeier, Tommy Rettig, Whit Bissell and Harry Shannon.

WALTER BRENNAN BLASTS HEAVY WITH SHOTGUN SLUGS

For one of the few times in his long motion picture career Walter Brennan got a moment of violence in "At Gunpoint," the CinemaScope production in which he is co-starred with Fred MacMurray and Dorothy Malone, now at the theater.

At the end of the unusual western drama Brennan, a kindly, humorous country doctor through most of the action, comes to the defense of MacMurray, his friend, and blasts a killer with a shotgun.

The heavy is played by Skip Homeier, who started his screen career as a child actor and never has felt it necessary to use other than his childhood nickname.

Tommy Rettig, star of the "Lassie" television show, plays the young son of MacMurray and Miss Malone in "At Gunpoint," which was produced by Vincent M. Fennelly and directed by Alfred Werker, from a screenplay by Daniel Ullman.

In the supporting cast are John Qualen, Irving Bacon, Whit Bissell, Jack Lambert, John Pickard and Harry Shannon.

CRONIES



GUNPOINT No. 4

Fred MacMurray and Walter Brennan are cronies in Allied Artists' CinemaScope production of "At Gunpoint," now at the theater. In co-starring roles are Dorothy Malone and Tommy Rettig.

Wind Machines Cool Weather

When exterior scenes for Allied Artists' CinemaScope production of "At Gunpoint," now screening at the theater, were filmed in California's beautiful San Fernando Valley, there were times when the temperatures blazed in the high 90s.

Stars Fred MacMurray, Dorothy Malone, Walter Brennan and the other players were comparatively comfortable, however, because they had their own cooling breezes.

Much of the exterior action took place during a windstorm that swept through Plainview, Texas, locale of the Technicolor production. So Director Alfred Werker made full use of two 450-horsepower wind machines. The temperatures dropped about 10 degrees when the actors were working in the cooling wind.

Others in the cast of the exciting film, produced by Vincent M. Fennelly, are Skip Homeier, Whit Bissell and Tommy Rettig, juvenile star of the "Lassie" television series.

The outstanding musical score was composed and directed by Carmen Dragon.

TOWN RE-CREATED

The town of Plainview, Texas, as it looked in the 1870s was re-created for Allied Artists' CinemaScope production of "At Gunpoint," current attraction at the theater. David Milton, art director of the Technicolor picture, used old pictures, descriptive matter in books and other source material to "rebuild" Plainview almost exactly as it looked in the frontier days. Fred MacMurray, Dorothy Malone and Walter Brennan are starred in the film.

Licorice Whips Hard To Find

Licorice whips, the kind that used to sell for a penny in any kid's candy store, are hard come by these days. It seems the fashions have changed.

Ted Mossman, property man on Allied Artists' CinemaScope production of "At Gunpoint," now at the theater, needed some of the whips for a scene in the picture. The script called for Fred MacMurray, star of the Technicolor production, to buy some as a treat for his son, Tommy Rettig.

Mossman practically had to scour the Los Angeles candy market to find the licorice whips.

"Kids don't go so much for them any more," said one distributor. "They seem to have gone out of style."

They were very much in style back in the 1870s, however, when "At Gunpoint" takes place, so Mossman had to produce. He finally located them in a small candy store in southwest Los Angeles.

In addition to MacMurray and young Rettig, the cast of "At Gunpoint" also includes Dorothy Malone, Walter Brennan, John Qualen and Whit Bissell.

Vincent M. Fennelly produced and Alfred Werker was the director.

Picture Store Well Stocked

A small town general store, completely stocked as it would have been in the 1870s, was built for "At Gunpoint," Allied Artists' CinemaScope action drama starring Fred MacMurray, Dorothy Malone and Walter Brennan and now at the theater.

Much of the tense action of the suspense-loaded Technicolor film takes place in the store and it had to be authentic in every respect. There were literally hundreds of items in the inventory, including everything from plows and licorice sticks, to horse collars, buggy whips, thimbles, dresses and food-stuffs.

The supporting cast of "At Gunpoint" includes such accomplished actors as Skip Homeier, John Qualen, Tommy Rettig, Whit Bissell and Harry Shannon. Alfred Werker directed the Vincent M. Fennelly production.

THREE 'OSCARS'

Walter Brennan, starred with Fred MacMurray and Dorothy Malone in "At Gunpoint," Allied Artists' tense CinemaScope picture now screening at the theater, is a three-time Academy Award winner. He won his "Oscars" as best supporting actor for his performances in "Come and Get It," "Kentucky" and "The Westerner."

THREATENED



GUNPOINT No. 3

Dorothy Malone and her screen son, Tommy Rettig, live in daily fear in Allied Artists' CinemaScope production of "At Gunpoint," now at the theater. They are co-starred with Fred MacMurray and Walter Brennan.

FAMILY AFFAIR



Fred MacMurray, Dorothy Malone and their screen son Tommy Rettig face a vital problem together in Allied Artists' CinemaScope production "At Gunpoint," now at the theater. Walter Brennan is co-starred in the Vincent M. Fennelly production.

AWARD WINNER BRENNAN HAS STAR ROLE IN 'AT GUNPOINT'

Walter Brennan, one of motion pictures' most accomplished and distinguished actors, shares starring honors with Fred MacMurray and Dorothy Malone in Allied Artists' CinemaScope action drama, "At Gunpoint," now at the theater.

Brennan, who already has won three Academy Awards for best performance by a supporting actor, must be considered a threat once more because of his sterling characterization of "Doc Lacey" in "At Gunpoint."

His previous "Oscars" were won for his portrayals in "Come and Get It," "Kentucky" and "The Westerner." Brennan also was nominated for a fourth award because of his performance as the preacher in "Sergeant York."

In "At Gunpoint," Brennan is shown as the only man who stands beside MacMurray, cast as a storekeeper in a small Texas town, when the entire community turns against him. MacMurray has accidentally killed the leader of an outlaw band, and the killers have sworn vengeance on the town.

In one of the most tension-filled scenes ever filmed, MacMurray walks out alone to face the gunmen and Brennan proves that even an old man can fight, after his own fashion, when the chips are down.

The cast also includes Skip Homeier, Tommy Rettig, juvenile star of the TV series, "Lassie," Whit Bissell, John Qualen and Harry Shannon.

Vincent M. Fennelly produced the Technicolor action drama and Alfred Werker directed. Ellsworth Fredricks was in charge of photography, and Daniel B. Ullman wrote the original screenplay.

VILLAIN HOMEIER

Skip Homeier, who rapidly is earning a reputation as one of the most dastardly villains in motion pictures, has a featured role in Allied Artists' CinemaScope action drama, "At Gunpoint," now at the theater. He is cast as the leader of an outlaw gang determined to wipe out a town, if necessary, to avenge its leader's death. Fred MacMurray, Dorothy Malone and Walter Brennan have the starring roles in the Technicolor production.

BAND LEADER

Leighton Noble, one of the most popular orchestra leaders in the country, has a supporting role as a bank clerk in Allied Artists' CinemaScope production of "At Gunpoint," current film at the theater. Fred MacMurray, Dorothy Malone and Walter Brennan are starred in the thrilling Technicolor action feature.

Dorothy Malone Plays The Field

Dorothy Malone, who has played the field romantically ever since she came to Hollywood, continues as filmdom's number one bachelor girl, wholly occupied by her career, which takes her from picture to picture with seldom a break.

She is currently seen in the CinemaScope production "At Gunpoint," co-starred with Fred MacMurray, Walter Brennan and young Tommy Rettig, whose mother she portrays.

"At Gunpoint," a Vincent M. Fennelly production for Allied Artists, is a radically different western drama in which an entire town turns against MacMurray after accusing him a hero. It takes a second act of great personal heroism to change the tide of feeling again.

Carmen Dragon Music Praised

Three top recording companies are negotiating to release a symphonic album of composer Carmen Dragon's musical score for the CinemaScope production, "At Gunpoint," currently at the theater, with Fred MacMurray, Dorothy Malone, Walter Brennan and young Tommy Rettig heading the cast.

In every review given the Allied Artists' production, all of which have been excellent, Dragon's music has been given special mention, which in itself is an unusual thing.

The picture was produced by Vincent M. Fennelly and was directed by Alfred Werker from an original screenplay by Daniel B. Ullman.

'LASSIE' VISITS

One of the most prominent set visitors during the filming of Allied Artists' CinemaScope production of "At Gunpoint," now screening at the theater, was "Lassie," the dog TV and film star. Tommy Rettig, who appears with "Lassie" in the popular TV series, is featured in "At Gunpoint" and the dog dropped in for a visit. Fred MacMurray, Dorothy Malone and Walter Brennan are starred in the suspenseful Technicolor action drama.

ADVERTISING SECTION

CINEMASCOPE
pulls the trigger...and blasts open a new dimension in
SUSPENSE!

...So vivid
you'll feel it's
YOU the killers
are stalking...
it's **YOU** on the
deserted street
with no escape
but to face your
fate at gunpoint!

She knew the meaning
of fear...but was
not afraid!

FRED
MacMURRAY · DOROTHY
MALONE · WALTER
BRENNAN

ALLIED
ARTISTS
presents

**AT
GUNPOINT!**

PRINT BY **TECHNICOLOR**
WITH THE MAGIC OF
PERSPECTA SOUND
with **TOMMY RETTIG** · SKIP HOMEIER

Produced by **VINCENT M. FENNELLY** · Directed by **ALFRED WERKER** · Story and Screenplay by **DANIEL B. ULLMAN**

Ad No. 401

4 cols. x 11 1/4"

401
(630 lines)

DON'T MAKE A MOVE!

Every nerve in your body is screaming. You count the seconds as the killers stalk down a deserted street of the town too cowardly to help you... too ashamed to see you die!



CINEMASCOPE®
PULLS THE HAIR TRIGGER OF
SUSPENSE!

The story of Johnny Wright, who never handled a gun... until the day he shot an infamous outlaw!

FRED
MACMURRAY • DOROTHY
MALONE • WALTER
BRENNAN

AT GUNPOINT!

AN
ALLIED
ARTISTS
PICTURE

WITH THE MAGIC OF
PERSPECTA SOUND

PRINT BY **TECHNICOLOR**
with
TOMMY RETTIG • **SKIP HOMEIER**

Produced by **VINCENT M. FENNELLY** • Directed by **ALFRED WERKER** • Story and Screenplay by **DANIEL B. ULLMAN**

501

Ad No. 501

5 cols. x 7 1/8"

(500 lines)

A SQUEEZE
OF THE TRIGGER
MADE HIM
A HERO...
BUT THE
NEXT INSTANT
HE WAS A
MARKED
MAN!



A fear-chained
town bolts its
doors... as killers
stalk the man
whose lucky shot
killed mad-dog
Alvin Dennis!

FRED
MACMURRAY • DOROTHY
MALONE • WALTER
BRENNAN
at
GUNPOINT!
CINEMASCOPE®
PRINT BY **TECHNICOLOR**

with
TOMMY RETTIG
Skip Homeier
An **ALLIED ARTISTS** Picture

Produced by **VINCENT M. FENNELLY** • Directed by **ALFRED WERKER** • Story and Screenplay by **DANIEL B. ULLMAN**

303

Ad No. 303

3 cols. x 6 1/8"

(257 lines)



CINEMASCOPE®
pulls the trigger...

and blasts open a
new dimension of
SUSPENSE!

...So vivid
you'll feel
it's **YOU**
the killers
are stalking!

FRED
MACMURRAY • DOROTHY
MALONE • WALTER
BRENNAN

AT GUNPOINT!

PRINT BY
TECHNICOLOR
With the magic of Perspecta Sound

with
TOMMY RETTIG
SKIP HOMEIER
AN **ALLIED ARTISTS** PICTURE

Produced by **VINCENT M. FENNELLY** • Directed by **ALFRED WERKER** • Story and Screenplay by **DANIEL B. ULLMAN**

206

Ad No. 206

2 cols. x 6 1/4"

(175 lines)

DON'T MAKE A MOVE!

Every nerve in your body is
screaming. You count the seconds
as the killers stalk down a
deserted street of the town too
cowardly to help you...too
ashamed to see you die!



CINEMASCOPE®
PULLS THE HAIR TRIGGER OF
SUSPENSE!



The story of Johnny Wright,
who never handled a gun...until
the day he shot an infamous outlaw!

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MACMURRAY • DOROTHY
MALONE • WALTER
BRENNAN

AT GUNPOINT!

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PRINT BY TECHNICOLOR

with
TOMMY RETTIG • SKIP HOMEIER

Produced by VINCENT M. FENNELLY • Directed by ALFRED WERKER • Story and Screenplay by DANIEL B. ULLMAN

Ad No. 601

6 cols. x 8 1/2"

6 01

(714 lines)



105

Ad No. 105
1 col. x 9" (126 lines)

CINEMASCOPE
pulls the trigger...and blasts open a new dimension in
SUSPENSE!

...So vivid
you'll feel it's
YOU the killers
are stalking...
It's **YOU** on the
deserted street
with no escape
but to face your
fate at gunpoint!

She knew the meaning
of fear... but was
not afraid!

FRED
MacMURRAY · DOROTHY
MALONE · WALTER
BRENNAN

**AT
GUNPOINT!**

WITH THE MAGIC OF
PERSPECTA SOUND

PRODUCED BY **TECHNICOLOR**
with **TOMMY RETTIG** · SKIP HOMEIER

Produced by **VINCENT M. FENNELLY** · Directed by **ALFRED WERKER** · Story and Screenplay by **DANIEL B. ULLMAN**

Ad No. 301

3 cols. x 8 1/2"

[352 lines]

301

IT HOLDS YOU AT
THE GUNPOINT
OF
Suspense!

FRED
MacMURRAY
DOROTHY
MALONE
WALTER
BRENNAN

**at
GUNPOINT!**

CINEMASCOPE
PRINT BY **TECHNICOLOR**

with **TOMMY RETTIG** · SKIP HOMEIER

An ALLIED ARTISTS Picture

104

Ad No. 104 [66 lines]
1 col. x 4 1/2"

THE MOST FEARFUL
CHOICE A MAN AND
WOMAN EVER FACED
...AT GUNPOINT!

FRED
MacMURRAY
DOROTHY
MALONE · WALTER
BRENNAN

**at
GUNPOINT!**

CINEMASCOPE
PRINT BY **TECHNICOLOR**

with **TOMMY RETTIG** · SKIP HOMEIER

Produced by **VINCENT M. FENNELLY**
Directed by **ALFRED WERKER** · Story and Screenplay by **DANIEL B. ULLMAN**

106

Ad No. 106 [112 lines]
1 col. x 8"

A SQUEEZE OF THE TRIGGER
MAKES YOU A HERO...
BUT THE NEXT INSTANT
YOU'RE A MARKED MAN...LIVING
AT GUNPOINT!

The tense,
searing saga of
Johnny Wright,
who never carried
a gun... before
the day he shot
the west's most
notorious outlaw!

ALLIED ARTISTS presents
FRED
MacMURRAY
DOROTHY
MALONE
WALTER
BRENNAN

**YOU ARE AT
GUNPOINT!**

You're the easy-going
guy whose lucky shot
killed an outlaw... and now you are the
target for killers
...too "hot" for the
town you saved!

FRED
MacMURRAY · DOROTHY
MALONE · WALTER
BRENNAN

**at
GUNPOINT!**

with **TOMMY RETTIG** · SKIP HOMEIER

PRINT BY
TECHNICOLOR

AN ALLIED ARTISTS PICTURE

Produced by **VINCENT M. FENNELLY** · Directed by **ALFRED WERKER** · Story and Screenplay by **DANIEL B. ULLMAN**

CINEMASCOPE
PULLS THE HAIR-TRIGGER OF SUSPENSE!

Ad No. 402

4 cols. x 8 1/2"

[483 lines]

402

Love, hate, fear
...every passion
reaches its high
point...**AT
GUNPOINT!**

ALLIED ARTISTS
presents

FRED
MacMURRAY
DOROTHY
MALONE · WALTER
BRENNAN

**at
GUNPOINT!**

with **TOMMY RETTIG** · SKIP HOMEIER

PRINT BY **TECHNICOLOR**

Produced by **VINCENT M. FENNELLY**
Directed by **ALFRED WERKER** · Story and Screenplay by **DANIEL B. ULLMAN**

205

Ad No. 205 [126 lines]
2 cols. x 4 1/2"

**at
GUNPOINT!**

CINEMASCOPE
PRINT BY
TECHNICOLOR

with
TOMMY RETTIG
Skip Homeier

Produced by **VINCENT M. FENNELLY**
Directed by **ALFRED WERKER** · Story and Screenplay by **DANIEL B. ULLMAN**

208

Ad No. 208

2 cols. x 18"

[504 lines]

Complete Campaign Mat 35c

ALL THE AD AND SCENE CUTS BELOW AVAILABLE ON ONE BIG BARGAIN MAT!
Order "At Gunpoint" Special Mat No. 1 from National Screen.

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

**DON'T
MAKE A
MOVE!**



CINEMASCOPE
pulls the trigger of
SUSPENSE!

Every nerve in your
body will scream as
killers stalk the man
who is too "hot" for
the town he saved
from outlaw terror!


ALLIED ARTISTS presents
FRED MacMURRAY · DOROTHY MALONE · WALTER BRENNAN
at
GUNPOINT!
with TOMMY RETTIG · SKIP HOMEIER

FILMED IN **CINEMASCOPE** PRINT BY **TECHNICOLOR**

Produced by VINCENT M. FENNELLY - Directed by ALFRED WERKER - Story and Screenplay by DANIEL B. ULLMAN

Ad No. 207 2 cols x 7" (98 lines)

STARTLING as looking down the barrel of a loaded gun!



ALLIED ARTISTS Presents
FRED MacMURRAY · DOROTHY MALONE · WALTER BRENNAN
with TOMMY RETTIG · SKIP HOMEIER

AT GUNPOINT!

CINEMASCOPE
PRINT BY **TECHNICOLOR**

Ad No. 202 2 cols x 2" (56 lines)



GUNPOINT No. 22

Every desperate moment brings them closer to GUNPOINT!



ALLIED ARTISTS Presents
FRED MacMURRAY · DOROTHY MALONE · WALTER BRENNAN
with TOMMY RETTIG · SKIP HOMEIER

at GUNPOINT!

CINEMASCOPE
PRINT BY **TECHNICOLOR**

Ad No. 103 1 col. x 3 1/2" (49 lines)



FRED MacMURRAY
DOROTHY MALONE
WALTER BRENNAN

AT GUNPOINT!

CINEMASCOPE
PRINT BY **TECHNICOLOR**
with TOMMY RETTIG · SKIP HOMEIER
AN ALLIED ARTISTS PICTURE

Ad No. 102 1 col. x 2" (28 lines)



GUNPOINT No. 2



FRED MacMURRAY · DOROTHY MALONE · WALTER BRENNAN
at
GUNPOINT!

CINEMASCOPE
PRINT BY **TECHNICOLOR**
AN ALLIED ARTISTS PICTURE

Ad No. 101 1 col. x 1" (14 lines)

THE TOWN BOLTED ITS DOORS THAT COWARDLY AFTERNOON

...they were too
ashamed to see their
hero die...too afraid
to help him.
Johnny Wright was
no gunman — he had
shot a notorious
outlaw...and now
the killers were
stalking him,
just a
trigger's
squeeze
away!



FRED **MacMURRAY**
DOROTHY **MALONE**
WALTER **BRENNAN**

At
GUNPOINT!

CINEMASCOPE
PRINT BY
TECHNICOLOR

with
TOMMY RETTIG
SKIP HOMEIER

An ALLIED ARTISTS Picture



Produced by VINCENT M. FENNELLY • Directed by ALFRED WERKER • Story and Screenplay by DANIEL B. ULLMAN

302

Ad No. 302

3 cols. x 10 1/4"

(430 lines)

THE EXCITEMENT HITS LIKE A BULLET!

ALLIED ARTISTS Presents

FRED
MacMURRAY
DOROTHY
MALONE
WALTER
BRENNAN

At **GUNPOINT!**

CINEMASCOPE
PRINT BY
TECHNICOLOR
with TOMMY RETTIG
SKIP HOMEIER



A WOMAN LEARNS TO FEAR AND HATE...AT GUNPOINT!

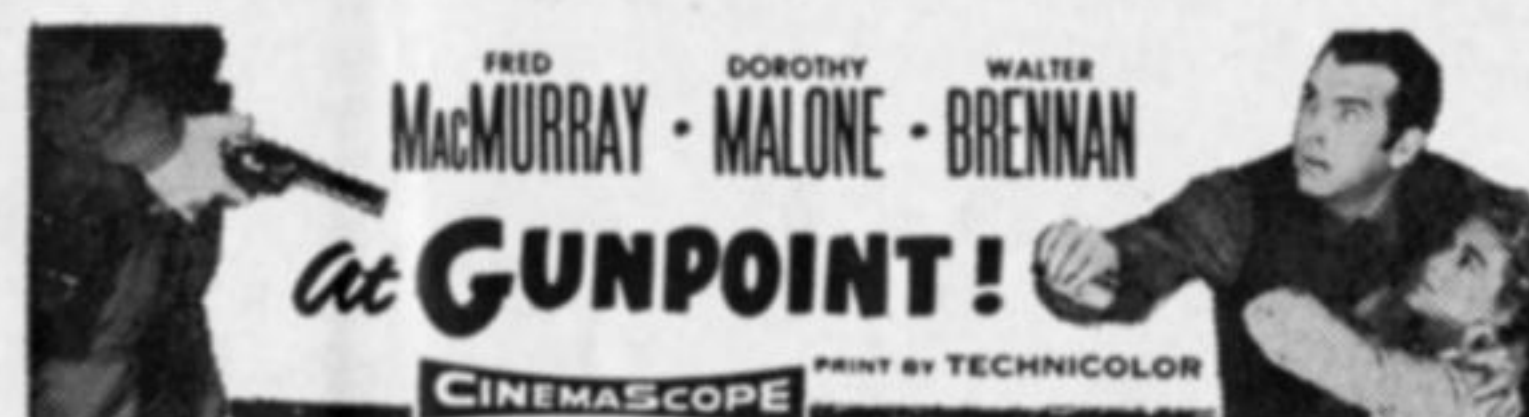
Produced by VINCENT M. FENNELLY • Directed by ALFRED WERKER • Story and Screenplay by DANIEL B. ULLMAN

204

Ad No. 204

2 cols. x 4 1/4"

(119 lines)



Ad No. 201

2 cols. x 1"

(28 lines)

In one paralyzing
instant you can
become a hero
or a marked
man...**AT**
GUNPOINT!

The most tense
and unusual
story in all
the annals
of the
ruthless
West!



ALLIED ARTISTS
presents

FRED
MacMURRAY
DOROTHY **MALONE**
WALTER **BRENNAN**

At
GUNPOINT!

CINEMASCOPE
PRINT BY
TECHNICOLOR

with
TOMMY RETTIG
Skip Homeier



Produced by VINCENT M. FENNELLY • Directed by ALFRED WERKER • Story and Screenplay by DANIEL B. ULLMAN

209

Ad No. 209

2 cols. x 8"

(224 lines)

YOU

WILL GET THE
SHOCK OF YOUR LIFE

AT
GUNPOINT!



Ad No. 25

2 cols. x 3"

(84 lines)

25

DON'T
MAKE A
MOVE



...YOU ARE
AT

GUNPOINT!

Ad No. 24

2 cols. x 3"

(84 lines)

24

In one
paralyzing
instant
you can become
a hero...or a
marked man



AT GUNPOINT!

Ad No. 21

2 cols. x 3"

(84 lines)

21



YOU

are going
to be held...

AT GUNPOINT!

Ad No. 26

2 cols. x 2"

(56 lines)

26

The
most
startling
experience
of your life
will be

AT

GUNPOINT!

Ad No. 22

2 cols. x 2"

(56 lines)

22

DON'T MAKE
A MOVE



...YOU ARE
AT

GUNPOINT!

Ad No. 23

2 cols. x 2"

(56 lines)

23



The most
startling
experience
of your
life
will be

AT

GUNPOINT!

Ad No. 12

1 col x 2"

(28 lines)

12

DON'T MAKE
A MOVE

until
you
see

AT

GUNPOINT!

Ad No. 13

1 col x 2"

(28 lines)

13

YOU are going to
be held
AT
GUNPOINT!

Ad No. 16

1 col. x 1"

(14 lines)

16

The most startling
experience
of your life
will be

AT

GUNPOINT!

Ad No. 17

1 col. x 1"

(14 lines)

17

DON'T MAKE A MOVE...
you are
AT
GUNPOINT!

Ad No. 11

1 col. x 1"

(14 lines)

11



YOU

will
get
the
shock
of your
life

AT GUNPOINT!

Ad No. 15

1 col. x 2"

(28 lines)

15

YOU

are
going
to be
held

AT
GUNPOINT!

Ad No. 14

1 col. x 2"

(28 lines)

14

SET UP YOUR ENGAGEMENT WITH A
HARD - HITTING TEASER CAMPAIGN!

ALL TEASER ADS ON THIS PAGE

AVAILABLE IN ONE 'PACKAGE' MAT 50c

ORDER SPECIAL TEASER PACKAGE FROM

ALLIED ARTISTS ADVERTISING DEPT.,

4376 Sunset Drive, Hollywood 27, Calif.

— Or —

ALLIED ARTISTS EXPLOITATION DEPT.,

1560 Broadway, New York 36, N.Y.

RADIO TRANSCRIPTIONS

Five punch-packed radio spots, recorded by one of Hollywood's ace announcers, are contained on one platter. This record is available to you at no cost. Powerful dramatic dialogue, taken right out of the script, make these spots one of the best seat-selling media of your entire campaign. There are 2 one-minute spots, 2 twenty-second spots and one ten-second spot. The two longer spots have ten seconds open on the end to permit announcer to come in with local tie-in copy. These announcements, properly scheduled, are bound to create a potential audience that will wend its way to your box office.

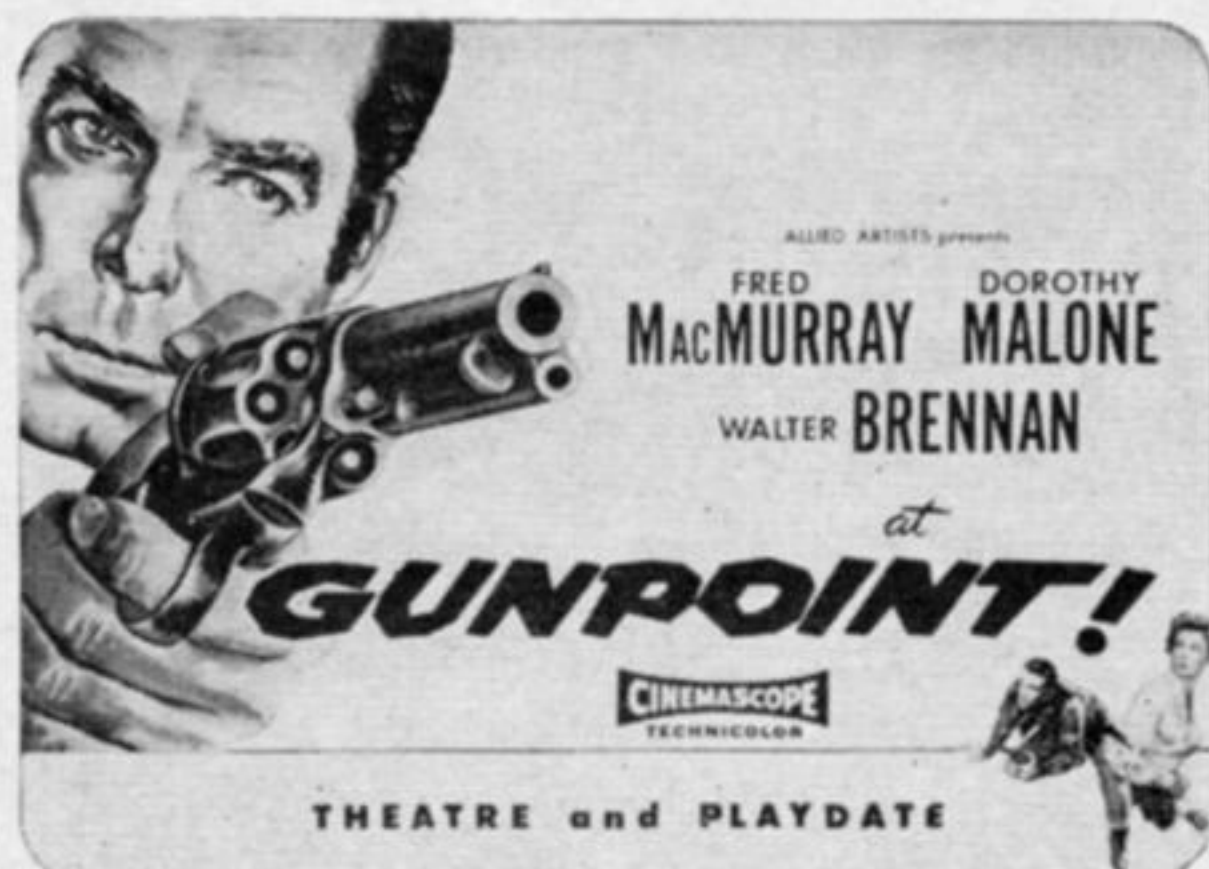
TELEVISION TRAILERS

Reach the television viewers in your area with the specially prepared television trailers on "At Gunpoint." Fully aware of the fact that these trailers will be seen by viewers of all age brackets, they have been carefully designed for general appeal. The trailers have silent action footage on the ends which allows time enough for mention of theatre and playdate by your station announcer. The trailers are yours FREE on request.

Order TV Trailers and/or Radio Transcriptions from Allied Artists Exploitation Dept., 4376 Sunset Drive, Hollywood 27, Calif.

Television Slide Available

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



When ordering, please include with your theatre name and playdate, the station call letters and channel number if you want the I.D. on the slide. Slides are \$4.00 each including imprinting and postage. Orders must be accompanied by check or money order. Order direct from:

CHATIS ART DISPLAYS
6453 Sunset Boulevard
Hollywood, California

Experiences "At Gunpoint"

Newspaper readers, radio and TV listeners would certainly be interested in seeing or hearing some local personality who had gone through an experience at gunpoint. The one to be interviewed may be a law enforcement officer, a civilian, or even a housewife! Your local police or sheriff may be able to find just such a person for you. Whether the interview is on the air or in your newspaper, it is bound to create a great deal of interest. Naturally, tie in the picture title by asking the question, "How did you feel when you were surprised at gunpoint?"

Gun And Holster Sets

Chain store, department store and toy shops carry gun and holster sets for the kiddies. Tie in with as many as you can for window promotions and for prizes for the kids at a special Saturday matinee youngsters show. The merchants will find this type of merchandising promotion inexpensive. The title "At Gunpoint" is a natural for this type of merchandise.

3-COLOR WINDOW AND TACK CARD



ALLIED ARTISTS EXPLOITATION DEPT.
4376 Sunset Drive,
Hollywood 27, California

Properly spotted, the colorful window card illustrated on the right, can be a potent factor in your "At Gunpoint" campaign especially if you have not used this media for some time. These 3-color, 14x22 inch cards contain the same eye-catching key art used in the posters. They are available at 7c each with a minimum order of 50. Ample space has been left on the bottom for theatre playdate and program copy. The price for imprinting is \$3.50 for the first 100 and \$2.00 for each additional 100, or you may have them imprinted locally. All orders are F.O.B. Hollywood. Allow at least 10 days for shipping which is by Railway Express unless otherwise specified. Shipping charges are C.O.D.

USE CINEMASCOPE TRAILER

The "At Gunpoint" Cinemascope trailer, available at your National Screen Service exchange, is one that will turn its viewers into cash paying customers. It contains just enough of the dramatic highlights of the picture to whet the entertainment appetite of the viewers. Theatre men agree that the only way to sell a Cinemascope picture on your screen is to use a Cinemascope trailer so that the scenes depicted will be exactly as they will be shown on your wide screen.

WESTERN MAGS

Select one of the four-column ads for use on a showcard about 11x14 which will give you enough space to add theatre and playdate. Spot these cards in the pocket-size book section of newsstands. Millions of these pocket-size editions of outdoor, western and adventure stories are sold at newsstands each year. These cards, properly displayed, will attract those interested in western pictures. Spot these also in book shops and lending libraries.

GIANT LETTERS

Take advantage of the short, powerful title "At Gunpoint," by making it scream from your marquee. Have your sign shop make cutout letters six feet high, back firmly and spot atop your marquee. Painted in bright red, the title will catch the eye of passersby.



ANTIQUE GUNS DISPLAY

Arrange with gunsmiths and collectors of old-time firearms for lobby and window displays. One of the most popular of the nation's hobbies is gun collecting. You will find among this type of hobbyists, men who have guns dating back to pioneer days. Use them by displaying them side by side with modern weapons so that comparisons may be made. Whether the display be in a sports store window or in your lobby, surround it with plenty of production stills and other seat-selling accessories.

INQUIRING REPORTER

In many states the law permits any reputable citizen to make what is termed as a "citizen's arrest." This situation is the key to the story of "At Gunpoint" but in the picture, the citizen, played by Fred MacMurray, is compelled to kill the bandit. If your newspaper runs an "Inquiring Reporter" column, an intriguing question for readers would be—Do you think you would ever attempt to make a citizen's arrest of a wanted criminal? Offer tickets for the answers used in the column.

Accessories In DeLuxe Fluorescent Satin

For your engagement of "At Gunpoint" dress up your front with a number of the colorful accessories illustrated below.

Sectional Valance



Use in inner lobby and under marquee. \$1.50 per running foot. Order the length you require. (Minimum order: 10 feet.)

Five-Piece Streamer



Size: 15 feet. Price: \$7.50

Flag Wall Banner



Adds prestige to a playdate. Size: 9' x 12'. Copy on one side: \$37.50; copy on both sides: \$67.50.

Ushers' Lapel Badges



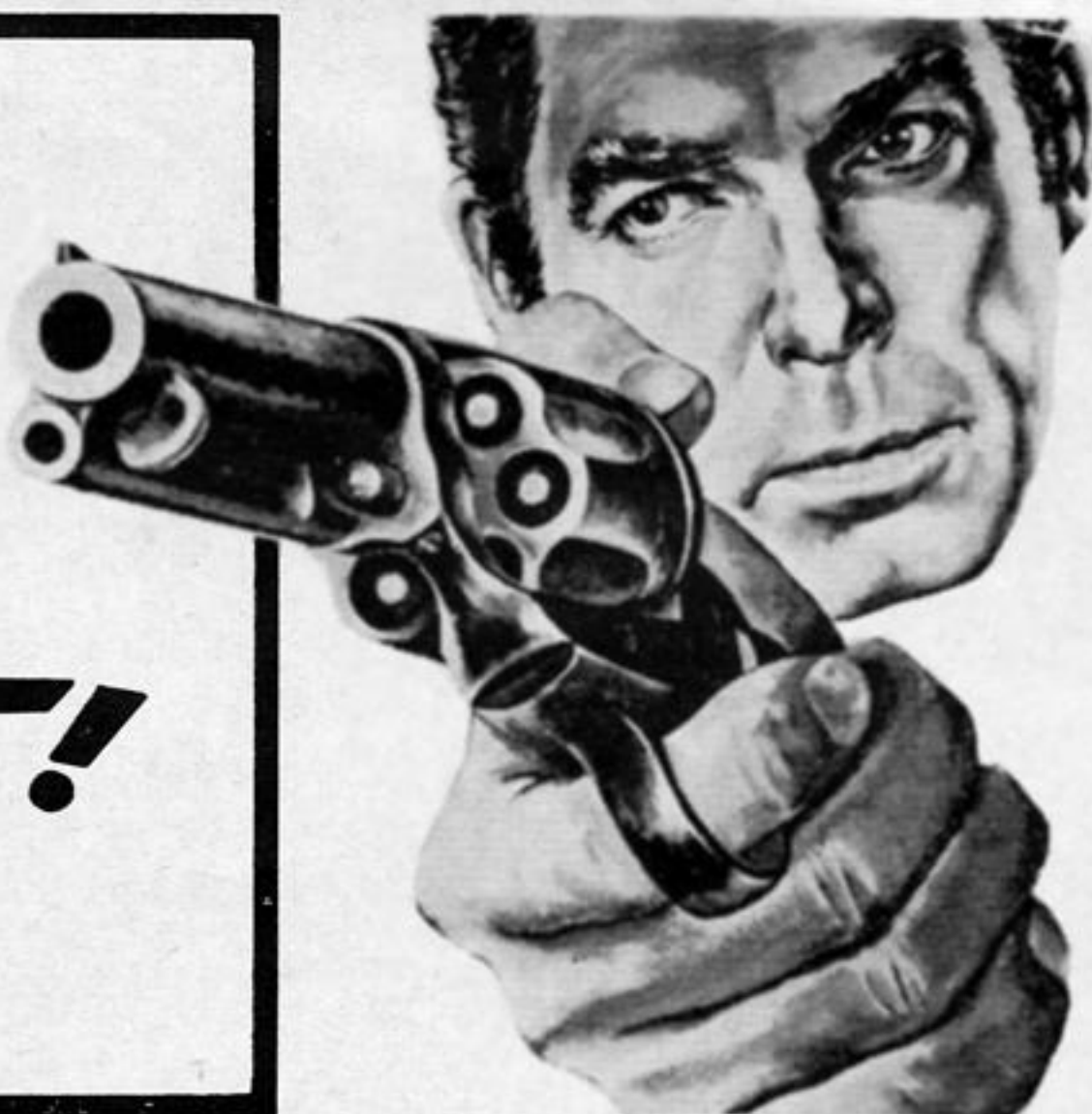
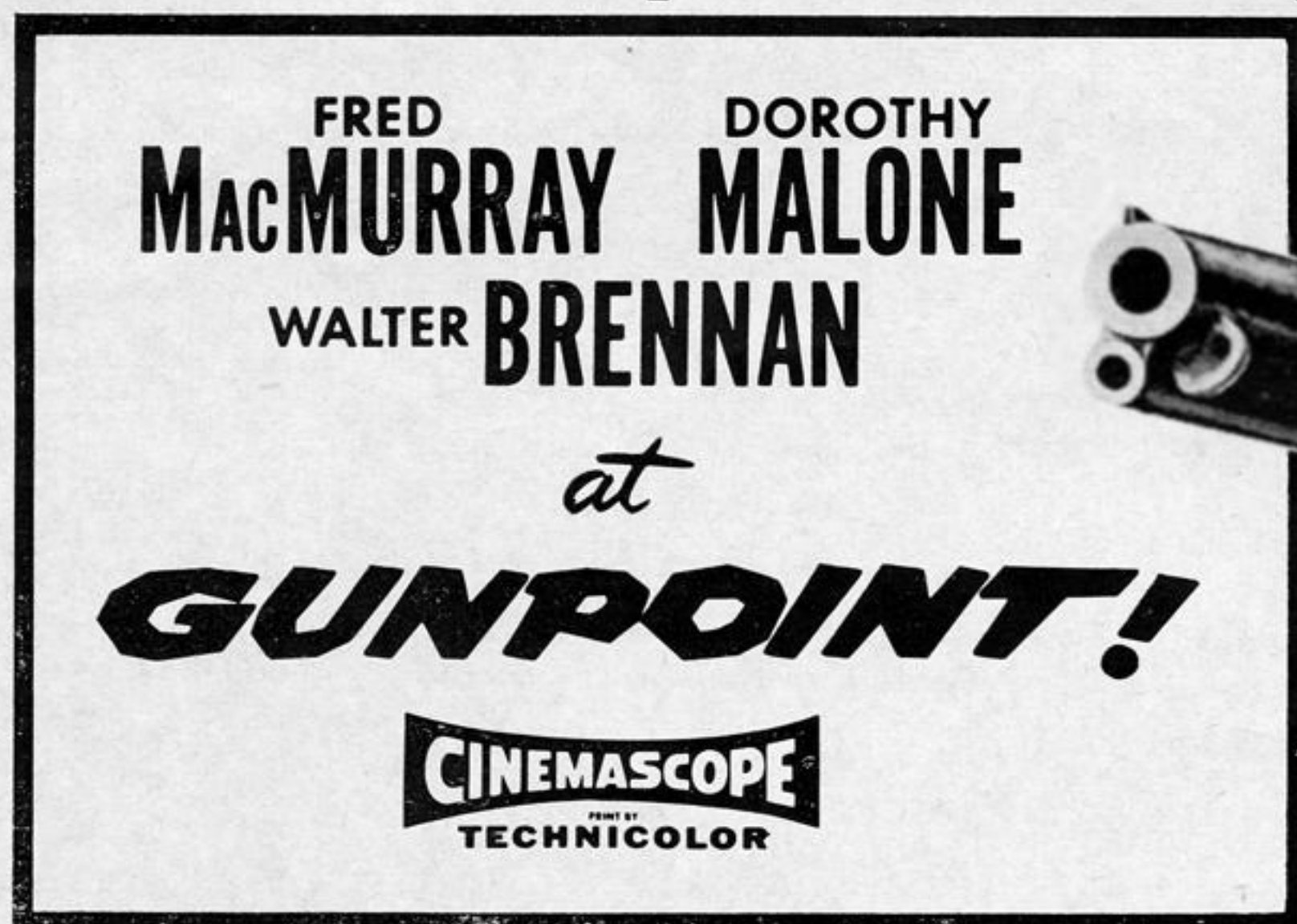
40c each

Order direct from:

NATIONAL FLAG COMPANY

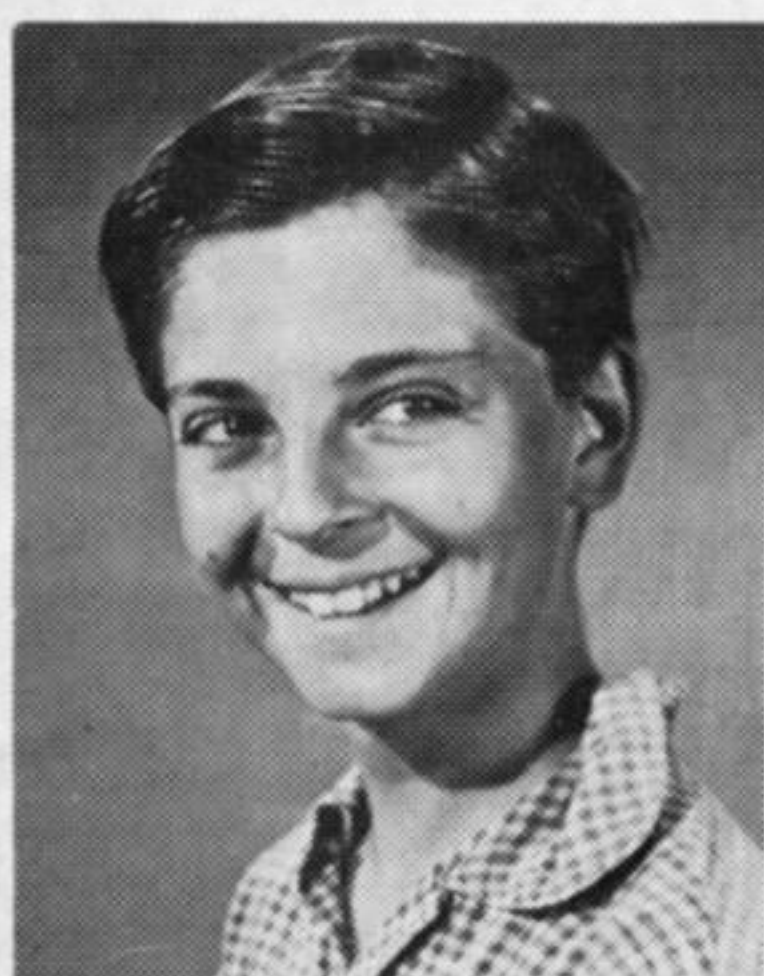
43 West 21st Street
New York 10, N. Y.

Cutout 24-Sheet For Top Of Marquee Flash!



Flash your marquee with a 24-sheet cut-out! Here's a display guaranteed to attract the attention of everyone passing your theatre. All the units used are from the colorful 24-sheet. Order the lithograph from your National Screen.

Tommy Rettig Popular TV Star



Young Tommy Rettig, who is seen in an important role in "At Gunpoint" is one of TV's brightest stars. He is seen by millions as the leading character in the "Lassie" series, and has a tremendous following. Go after that trade by planting a story and ad on the radio and TV page of your newspaper. A one-column mat of the photo on the left is available free from Allied Artists exploitation department.

Picture Title In Bullet Holes

Here's an idea for a novel over-the-boxoffice banner sign. Have your sign artist punch or cutout holes spelling out the title of the picture so that it will appear as if it had been done by an expert marksman. To further enhance the appearance of the sign, especially at night, illuminate the punched out letters by lighting it up from behind the sign with blue or red lights.

MATERIAL FOR QUIZ ON "AT GUNPOINT" STARS

Discover how much your newspaper readers or radio listeners know about the stars appearing in "At Gunpoint." Use this material as a newspaper contest or plant it with one of the more important Disc Jockeys or panel show M.C.'s. Listed below is a series of questions that any dyed-in-the-wool movie fan should not find too difficult. Offer guest tickets as prizes.

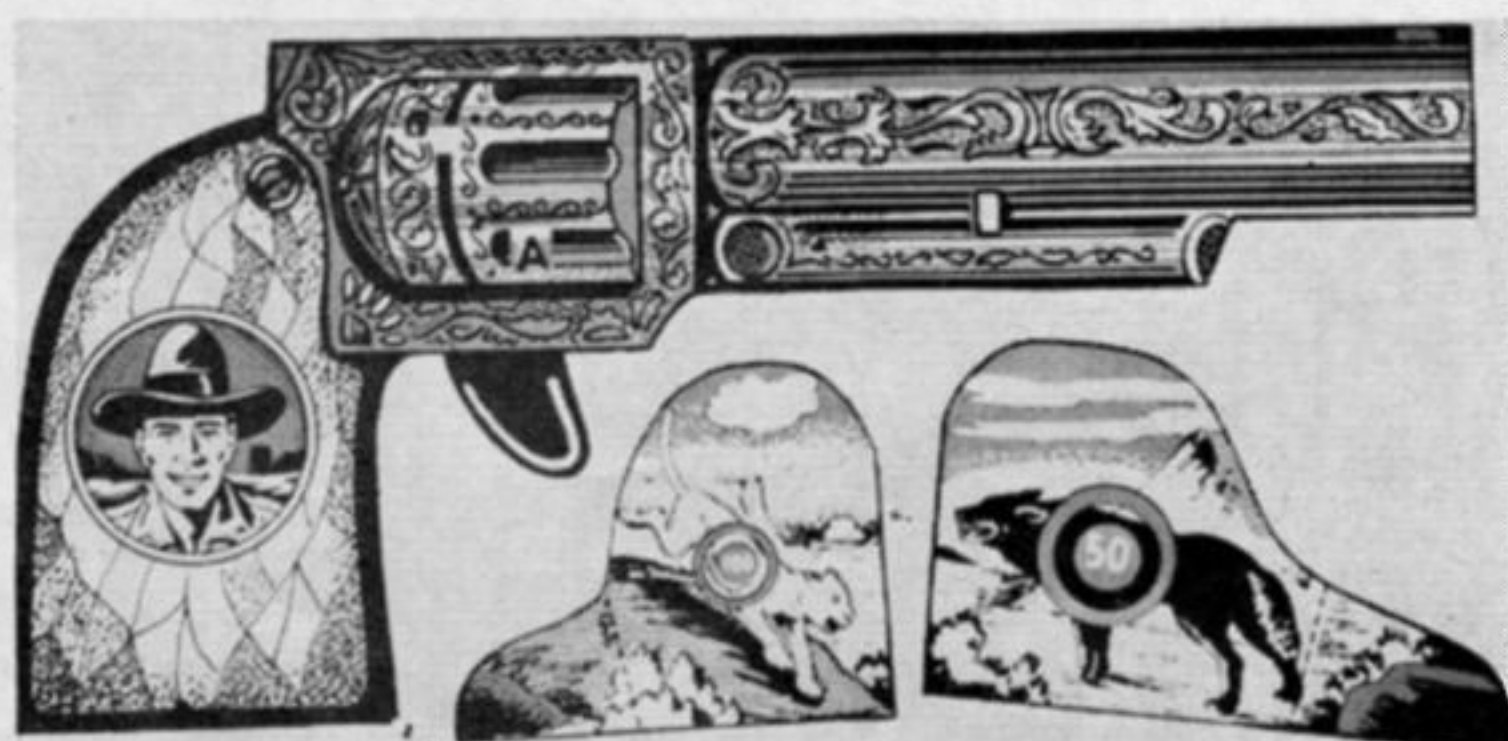
1. Fred MacMurray's first appearances as a professional entertainer were not as an actor. What was he?
2. In one of Fred MacMurray's early pictures he was seen in a co-starring role with Bing Crosby and Donald O'Connor. What was the title of the picture?
3. Walter Brennan won three Academy Awards for the best supporting performance by an actor. Name at least two of the pictures.
4. Which of the six New England states does Walter Brennan call his birthplace?
5. In what picture did Dorothy Malone make her screen debut?
6. What was the name of the picture in which Dorothy Malone starred just prior to her role in "At Gunpoint?"
7. Skipppy Homeier leaped into theatrical fame as a child star in a stage play in which he shared starring honors with Ralph Bellamy. What was the name of the play?

THE ANSWERS: 1. Musician. 2. "Sing You Sinners." 3. "Come and Get It," "Kentucky," and "The Westerner." 4. Massachusetts. 5. "The Big Sleep" with Humphrey Bogart. 6. "Sincerely Yours" with Liberace. 7. "Tomorrow the World."

SIX-SHOOTER GIVEAWAY FOR KIDS

A realistic six-shooter that actually shoots harmless rubber bands and knocks down targets is available for a kid giveaway. This action novelty that attracts the youngsters, is printed in bright colors on a heavy cardboard sheet 7 x 8 inches. It is easy to assemble. Comes complete with two western targets and rubber bands. There is prominent imprint space on the opposite side of the gun handle.

Get the maximum amount of publicity by distributing them to the kids attending the Saturday matinee before the opening, or give one to each youngster who brings Mom or Dad to see "At Gunpoint."



Marksmanship In Lobby

Check with the company operating vending machines in your area and borrow one of the many coin operated, electronic target ranges and set it up in your lobby. If you are in a metropolitan center where there is a penny arcade, you might get one there. Have the mechanism adjusted so that it can be used without dropping in a coin. Arrange a few stills and posters around it, plus a sign reading, **TRY YOUR LUCK "AT GUNPOINT."** Offer prizes to those getting a perfect score.

Sidewalk Stencil

The key art of the hand holding the gun as shown in the six and 3 sheet makes an ideal stencil. Have your artists add the title "At Gunpoint" directly below it. It's easy to make. Spot several of these around the sidewalks of your town.

The cost: \$20.00 for 500 or \$35.00 per thousand. Imprinting \$3.00 per M. Allow at least two weeks for shipping. Shipments are F.O.B. Los Angeles and are C.O.D. Order direct from:

The Sterling Company
5151 W. Washington Blvd.,
Los Angeles 16, Calif.

Merchandising Stills

A complete set 4 for 60c. Order from Allied Artists Exploitation Dep't., 4376 Sunset Drive, Hollywood 27, California.

A Fred MacMurray still No. 53, not illustrated, is part of the set of four and is excellent for spotting in tobacco shops.



Still No. 64
Women's casual
sportswear



Still No. 40
Antique candy
jars

Pet shops or
dog foods

Check the complete set of
stills at N.S.S. exchange for
other possible tieups.



SMOKING GUN LOBBY PIECE

The key art used on both the six and one sheets is excellent for making a colorful and inexpensive lobby standee. Have your artists cut out the hand holding the smoking revolver and use the lettering directly over it in a special box. Activate the display by cutting a small circular opening in the muzzle and letting a thin curl of smoke seep through. The smoke effect can be obtained by burning punk or incense placed on a small shelf nailed onto the back of the cutout behind the muzzle.

News Photos Available

Back your campaign on "At Gunpoint" by ordering a supply of News Photos, an exclusive Allied Artists accessory. These news-like photo bulletins contain the film's dramatic highlights



and star photos. Space is left on the bottom for your theatre imprint. A limited quantity of Photo News bulletins may be obtained, at no cost, from your **NEAREST ALLIED ARTISTS EXCHANGE.**



TWENTY-FOUR SHEET



SIX SHEET



INSERT CARD



THREE SHEET



22 x 28 LOBBY CARD "A"



22 x 28 LOBBY CARD "B"

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 —
1560 Broadway
New York 36, N. Y.



ONE SHEET