AMERICANS FLEE BANDITS IN "BARRICADE"

Alice Faye Stars with Warner Baxter in Exciting Adventure-Romance

Fast Paced Adventure-Thriller to Be Seen On Channel

Top-notch 20th Century-Fox personalities, Alice Faye and Warner Baxter star as a romantic team in "Barricade" a thrilling modern story of startling realism. It will be seen this ________ day evening at ________ p.m., over Channel ________, Station ________.

Veteran character actor, Charles Winninger, is featured in this National Telefilm Associates presentation with Arthur Treacher, Keye Luke and Willie Fung. Winninger portrays the heroic American consul to whose compound comes a little group of American and British refugees fleeing a bandit terror.

To this little fortress also comes Alice Faye, in the role of a night-club entertainer fleeing from murder, and Warner Baxter as a newspaper reporter after her story. Alice, as an international hotel circuit singer, witnesses an assassination in Northern China and takes flight to save her own life. She runs straight into new peril when she reaches Winninger's consulate which is being besieged by fierce Mongolian guerrillas.

Hot on her trail, Baxter finally meets Alice aboard a train which at that moment is stopped by the bandits who have torn up the tracks. The pair manage to get safely to the American compound through a rain of fire from the desperadoes.

In the face of peril, with death seemingly but an hour away as the bandits batter and storm the gates, the singer and reporter learn to love and Baxter forgets his search for the story in his new zeal to clear Alice.

How they escape danger, win exoneration and finally seek seclusion for their love makes a thrilling conclusion to a thrilling film. Gregory Ratoff directed this NTA-Twentieth Century-Fox presentation.

DEATH AN HOUR AWAY!

New York Post:
"Barricade" . . . is the sort of picture which makes your pulse pound faster . . . Alice Faye outstanding in first dramatic role.

Brooklyn Daily Eagle:
... an adventure story that speeds up to a wallop ing finish . . . exciting entertainment . . . Warner Baxter makes a thoroughly convincing newspaperman . . .

New York Daily News:
"Barricade" is an exciting melodrama... filled with suspense and exciting action. Will hold your interest from start to finish. Don't miss it.

Bandit Seige

A thrilling film of a siege of an American consulate by Chinese bandits will be seen this ________day at ________p.m. over Station ________, Channel ________ when NTA and 20th Century-Fox present "Barricade". Alice Faye and Warner Baxter are starred.

China Bed

Among the $50,000-worth of Chinese objects d'art used as props in 20th Century-Fox's thrilling drama starring Alice Faye and Warner Baxter, "Barricade," is a hand-carved teakwood bed, weighing 600 pounds, which is insured for $5,000. Six guards were assigned to 24-hour duty to watch over the items on the set of the film which will be seen ________day evening at ________p.m. over Channel ________, Station ________.

Alice Faye in Rare Dramatic Role

Startling drama and excitement are the keynotes of the 20th Century-Fox film "Barricade," starring Alice Faye and Warner Baxter, to be seen ________day evening at ________p.m. over Channel ________, Station ________.

In dramatic roles as a frightened night-club entertainer and cynical newspaperman, respectively, Miss Faye and Mr. Baxter offer their finest performances as they are besieged by bandits in a remote American consulate, with death seemingly but an hour away. The supporting cast features Charles Winninger, Arthur Treacher, Keye Luke and Willie Fung. Gregory Ratoff directed.

HIGHLIGHT LISTING

SYNOPSIS

TRAPPED in a besieged American consulate! Bandits battering at the gates! ... and battering her heart ... a man she thinks she hates!

Death seems an hour away! ... what part can love play between this frightened girl and the cynical adventurer who calls her "fair game"?

ALICE FAYE & WARNER BAXTER

CHARLES WINNINGER
ARTHUR TREACHER
KEYE LUKE
WILLIE FUNG

Directed by Gregory Ratoff
Associate Producer Edward Kaufman • Story and Screen
Play by Granville Walker
A 20th Century-Fox Picture

Running time: 71 minutes

BARRICADE

Cast

Emmy Jordan ............ Alice Faye
Hank Topping ............ Warner Baxter
Samuel J. Cady ......... Charles Winninger
Upton Ward ............. Arthur Treacher
Ling .................... Keye Luke
Yen ..................... Willie Fung
Mrs. Ward ............... Doris Lloyd

Synopsis

On the night train out of Kalgan, in Northern China, Hank Topping (Warner Baxter), a top flight but hard-working newspaper man, is greatly intrigued by a beautiful girl who suddenly appears in his compartment, speaking what clearly is a fake Russian accent. When he jokingly asks if she is from Brooklyn, she leaves his compartment in a hurry. At that instant, the train is stopped by terrified villagers who say that bandits are raiding the town ahead. The train officials decide to return to Kalgan, but not before the mysterious girl has gotten off, protesting that she has to go on toward Shanghai.

The girl (Alice Faye) trudges into the bandit-ridden town, where there is a small American Consulate still bravely carrying on. The Consul, Samuel J. Cady (Charles Winninger), receives her cordially and apparently believes her story that she is the widow of an American citizen trying to return to her husband's home in America.

But dinner time, Topping turns up, having followed the girl. He makes her admit that she is not a Russian, but still readily "identifies" her to the Consul as the widow she claims to be, so that she can travel under an American passport. But when Topping tries to question the girl, she angrily tells him to mind his own business.

A Colonel of the Chinese Nationalist Army offers to conduct the girl and Topping on to Shanghai in a truck. The girl is eager to go, but Topping forcibly restrains her. His good judgment is borne out when a few minutes later the truck is attacked by bandits and the occupants killed.

Meanwhile, Consul Cady has won the respect of the girl and of Topping for his simple faith in the inviolability of his American Consulate, with all that it stands for in the way of liberty and decency. Topping writes a glowing account of Cady's attitude, which he "files" in the wastebasket. The girl, who now admits to Topping that her name is Emmy Jordan, insists that he send the story through to Shanghai and win not only recognition for Cady, who has waited thirty-eight years for promotion, but also forgiveness for himself among the newspaper men whom Topping's devil-may-care attitude has estranged.

Topping is touched by Emmy's concern, although she still becomes angry when he tries to question her as to her motive in assuming the false identity.

Despite the fact that Cady has ordered no one to leave the Consulate Compound, Topping and Emmy slip out to telegraph his story about the brave Consul. In a thrilling encounter with and escape from the bandits, Topping kills the son of the bandit leader. Hysterical, Emmy admits that she too has killed a man.

Topping and Emmy manage to reach safety again in the Consulate. The bandits demand their surrender for the death of the chief's son. When this is refused, the bandits attack, but not before Cady, at the risk of his life, has rescued several men, women and children from the local Mission. Cady's belief in the American flag still is supreme.

In a lull in the attack, Topping and Emmy realize they love each other. He declares that, knowing her, any murder she may have committed would have been done only under the greatest provocation a girl could have.

Meanwhile, Topping's story about Cady has reached the outside world, even Washington. The State Department radiograms a request for aid for the beleaguered consulate.

The ammunition of the defenders has given out just as reinforcements reach the bandits. The last refuge for them is the cellar of the Consulate, where they might remain hidden. But a frightened child cries, and the bandits are hacking their way in, when a troop from the Nationalist Army arrives in response to the State Department's call.

To his delighted amazement, Cady receives a radiogram from the President of the United States, commending him and asking for his return to America as a reward. Topping and Emmy have found that their love has given them faith, and they return to Kalgan to face there whatever problems may be waiting.
On-the-air Announcements

10 seconds
An action-packed thriller leads an American girl and an international news-hawk to a besieged United States consulate in China. See Alice Faye and Warner Baxter in BARRICADE __________ day at __________ p.m. over this station.

10 seconds
Two Americans live in a startling drama, trapped in a remote United States consulate besieged by fierce Mongolian bandits. Don’t miss Alice Faye and Warner Baxter in BARRICADE next __________ day at __________ p.m. over this station.

20 seconds
Death faces two Americans, when one has become an eye-witness to a political assassination. Besieged by fierce Mongolian bandits the pair are trapped in a remote United States consulate but find only temporary safety. Don’t miss Alice Faye and Warner Baxter in BARRICADE, a thrilling story of startling realism over this station __________ day at __________ p.m.

20 seconds
Alice Faye, gives one of her finest performances as a frightened American singer in BARRICADE, an action-packed thriller which will be seen __________ day at __________ p.m. over this station. Featured as a newspaper reporter after his biggest story is Warner Baxter. How the pair make their escape from a besieged United States consulate makes for exciting viewing that you won’t want to miss.

SLIDE
This 2”x2” promotion slide or telop is available free of charge four weeks prior to playdate. Order by number from the NTA Promotion Department in New York.
SHOWMANSHP

Exploitation Tips For Your Campaign To Attract
Widest Audience For "Barricade"

Some showmanship ideas are as old as Barnum, some so new that they will be created by
you on receipt of the film. We hope the following suggestions will serve as a springboard
for your station’s exploitation campaign. Since we are anxious to learn about new meth-
ods you may devise to merchandise this show, please let us know any of your own success-
ful promotions.

In “Barricade” Charles Winninger plays an
American Consul who displays extraordinary
heroism. Your area will probably have an unsung
personality who has distinguished himself by
bravery. A feature story on the local hero—citing
the upcoming telecast—might be planted in the
community newspaper.

A co-operating merchant — or local sponsor
— may offer an additional opportunity for herald-
ing your program. A tie-in is feasible with specials
advertised:

Erect a BARRICADE against high prices.
Buy our Specials at money-saving prices.

Handbills are an inexpensive, often over-
looked means of promotion for feature films. Printed by the offset process, several thousand can
be made up for twenty or thirty dollars. Distribu-
tion can be accomplished through reciprocal
tie-ins with local department stores as package
stuffers; with exchange deals with local new-
papers; distribution by school-boys or in station
mail. One station, WREX-TV in Rockford, Ill.,
prepared a particularly unusual piece in the form
of an invitation, simulating engraved printing and
listing the features for the following weeks. Sponsor, an automobile dealer assisted in distribu-
tion by placing invitation under windshield wiper
of all cars serviced or sold.

In the picture the telegraphic message for
aid brings relief to the terrorized Americans
trapped in remote China. A mailing to gain
interest could be typed on a telegram form giving
a short outline of plot and inviting listenership.
In the vicinity, cards with the legend “STOP!
BARRICADE on Station ............ date and time,”
might be posted.

Warner Baxter plays a foreign correspondent
in “Barricade” and is faced with the problem of
writing his story for news release. Give the per-
tinent information such as:

WHO: Alice Faye (night club entertainer),
Warner Baxter (Foreign correspondent),
Charles Winninger (American Consul) and
others.

WHAT: Bandit raid. United States Consul-
ate attacked.

WHEN: Time, Date of telecast.

HOW: Siege.

WHY: Bandits leaderless. Attack American
Consulate for loot and possibility of ransom
money.

Then contest could be run through the
English and Journalism departments of schools
or for the public in general. A year’s subscription
to the newspaper or another publication might
be awarded for the best news “lead” of 75 words
on “Barricade.”

STILLS

Order your 8” x 10” glossy photos four weeks prior to playdate from the NTA Promo-
tion Department in New York. Additional star heads and production shots are
available on request for special promotions.
TV's BEST...TONIGHT

STARTLING DRAMA
in a bandit-besieged
American consulate!

BARRICADE

Starring ALICE FAYE, WARNER BAXTER

WXXXX channel 00
TONIGHT at 0:00

B-M102

B-M201 1

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

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