Johnny Apollo

TYRONE POWER

EDWARD ARNOLD

DOROTHY LAMOUR
**NEWS RELEASES**

**COLLEGE OARSMAN TURNS MOBSTER**

Dramatic Prison Break Featured in "Johnny Apollo"

Tyrone Power, Dorothy Lamour Head Cast of "Johnny Apollo" on Channel

When the father he idolized is sent to prison, a banker's son turns mobster in "Johnny Apollo," ________ day at ________ p.m., Station ________, Channel ________.

Tyrone Power plays the title role in this 20th Century-Fox National Telefilm Associates TV film release and Dorothy Lamour is seen as "Lucky" Dubarry.

Robert Cain (Edward Arnold) loses his fortune in the stock market and is imprisoned for embezzlement. His son, Bob (Tyrone Power) sees gangster Mickey Dwyer (Lloyd Nolan) receive a light sentence because his crooked lawyer, Judge Brennan (Charley Grapewin), fixes it.

Bob experiences difficulty getting a job because his wealthy friends turn against him. After a year, Bob calls on Brennan hoping he will help free his father. Here he meets Dwyer's girl, "Lucky" Dubarry, night club entertainer.

Bob has by this time assumed the alias of Johnny Apollo. Dwyer, released from prison, takes a liking to him and gives him a steady job, and agrees to help him get his father out of jail. However, when Cain finds out that his son is Johnny Apollo, he refuses to have any part of the scheme.

A reform administration threatens to crush Dwyer's gang. Fearing for John-

ny, "Lucky" seeks assistance from Bren-
nan. Realizing that she loves Apollo, the Judge agrees to turn state's evidence in return for the young man's immunity. For this Dwyer kills Brennan and the whole gang, Johnny included, is sent to prison.

They plan to break out of prison. "Lucky" visits Cain and tells him of the escape. Cain is determined to redeem his son by preventing his escape.

The gang enters the prison library to make their getaway. Here Cain con-

fronts his son. As Dwyer tries to shoot Cain, Apollo attempts to protect his father in a thrilling climax.

Darryl F. Zanuck was in charge of production of this National Telefilm Associates TV film release. "Johnny Apollo" was directed by Henry Hathaway from a screen play by Philip Dunne and Rowland Brown.

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**REVIEWS**

**New York Post:**

Tyrone Power shows surprising flair for underworld tricks in "Johnny Apollo." Shocked by his father, Edward Arnold, who is caught as an embezzler just as the picture opens, Tyrone leaves college, crew and football to make his way in the world. A situation of this sort with loyalties, mistaken and correct, popping up from every angle brings about fast and violent action. All of which amounts to good entertainment...

Less hard-boiled than some big house films, "Johnny Apollo" is fairly sensible most of the time and can serve to pass anyone's idle hour.

**New York Daily News:**

Under Henry Hathaway's skillful direction, Twentieth Century-Fox has turned out an interesting melodrama... containing a colorful assortment of characters and presenting Tyrone Power for the first time as a gangster. Tyrone is supported by a fine cast. Lloyd Nolan... gives the customers a thrill by making Mickey Dwyer a brutal, ruthless gang boss. Edward Arnold, as Cain, Sr., turns a good account of the elderly convict, and Charley Grapewin presents an interesting characterization of the judge. Dorothy Lamour goes dramatic in a mink coat instead of a sarong. She sings "Dancing for Nickels and Dimes" in a night club setting and does Mack Gordon's torchy song, "This is the Beginning of the End," during a sensational interlude in the film.

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**SHORT TAKES**

**Power Joins Crew**

Eight members of the U.C.L.A. rowing crew appear in a scene of "Johnny Apollo," to be seen ________ day at ________ p.m., Station ________, Channel ________.

Tyrone Power is seen as the ninth member in this powerful story of a banker's college boy who turns mobster when his father is sent to prison.

**Door Has A Double**

There's no faking those Hollywood "prop" men. The thrilling jailbreak se-

quence was being shot for "Johnny Apollo," which can be seen ________ day at ________ p.m., Station ________, Channel ________.

Eight prison guards were busy breaking down a steel door with a huge battering ram. Just as the door crashed with a deafening bang, Director Henry Hathaway called: "Cut! We'll shoot it from another angle!" Not daunted the "prop" department rushed in duplicate door which they proceeded to set in place, so the "guards" could get to work breaking it down all over again.

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**Tyrone Takes It**

Being a top Hollywood star is no insurance against black eyes and bruises. During "Johnny Apollo," which will be telecast ________ day at ________ on Station ________, Channel ________, Tyrone Power engages in a knock-down and drag-out fight with Lloyd Nolan. Before the scene was actually filmed, the two actors rehearsed it. The punches were timed. But when it came to the actual filming, the heat of battle caused the boys to forget those careful calculations and they really went at it. Both actors emerged in badly battered condition, but they were satisfied—and so was director Henry Hathaway. For the fight was a "honey"—an unprecedented piece of two-fisted realism.

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**HIGHLIGHT LISTING**

A college oarsman turns mobster when his father, a wealthy broker, is convicted of em-

bezzlement. He joins a gang to get the money to help his father get out of jail since all his wealthy friends have deserted him. He works tirelessly with his underworld connec-

SYNOPSIS

JOHNNY APOLLO

Cast

Bob Cain ........................................ Tyrone Power
"Lucky" Dubarry ................................ Dorothy Lamour
Robert Cain, Sr. ............................. Edward Arnold
Mickey Dwyer .................................. Lloyd Nolan
Judge Emmett T. Brennan ................. Charley Grapewin
Jim McLaughlin ......................... Lionel Atwill
Bates ........................................ Marc Lawrence
Dr. Brown ..................................... Jonathan Hale
Piano Player .................................. Harry Rosenthal
District Attorney ............................ Russel Hicks

Synopsis

Rich, handsome Bob Cain, Jr. (TYRONE POWER), a college student, idolizes his father (EDWARD ARNOLD). When Cain Sr. fails in the stock market, and is indicted for embezzlement, Bob loses his illusions, quarrels with his father and leaves home. McLaughlin (LIONEL ATWILL), Cain's lawyer, is unable to prevent his conviction.

After a year of unsuccessful job-hunting because of the stigma attached to his father's name, Bob decides to help free his father and seeks the advice of a criminal lawyer, Judge Brennan (CHARLEY GRAPEWIN). There he meets "Lucky" Dubarry (DOROTHY LAMOUR), a night club entertainer and girl-friend of gangster Mickey Dwyer (LLOYD NOLAN), who is in prison serving a two-year sentence.

Dwyer meets Bob at Brennan's office and taking a liking to him gives him a job. In the meantime, Bob has assumed the alias of "Johnny Apollo" and becomes the brains of the gang. "Lucky," who has fallen in love with Johnny, urges him to give up his association with the gang but Apollo determines to get the money to free his father. Unaware that his girl has fallen for Johnny, Dwyer agrees to help Apollo get his father paroled, but when Cain learns that his son is Johnny Apollo, he refuses to see him and upsets the plan.

When a reform administration comes into power and seeks to crush the Dwyer gang, "Lucky" goes to Brennan and asks his aid in saving Johnny. Brennan agrees to turn state's evidence against Dwyer in return for Johnny's immunity.

Dwyer kills Brennan for this. Covered by a perfect alibi, he escapes the death sentence but he and his gang are sent up on Brennan's evidence. Apollo is among them.

In the same prison Cain, Sr. is visited by "Lucky," who tells him of his son's attempts to get his release. He learns about a planned escape through the prison laundry by Dwyer's gang, and he is determined to help redeem his son by preventing the escape.

When the gang enters the prison library to make its getaway, Cain attempts to stop his son. Pleading with Apollo, Cain is shot down by Dwyer. Apollo tries to protect his father and is knocked unconscious. The others go on and are trapped in the laundry where they are killed by escaping steam.

Cain is in a coma, and Johnny, who was found with him, is believed to have shot him. Apollo is thrown into solitary awaiting the electric chair if Cain dies.

Later, in the prison hospital, father and son are reunited by "Lucky" who reveals Johnny's true identity to the prison authorities.
10 Seconds
The amazing story of a college athlete who turns mobster, JOHNNY APOLLO, stars Tyrone Power _________ day at _______ on this station. Dorothy Lamour plays the girl who guessed what was in his embittered heart.

10 Seconds
The father he idolized — in prison. His wealthy friends turn against him. Don't miss this story, JOHNNY APOLLO, __________ day at _______ on this station.

20 Seconds
His father in prison — all his wealthy friends turned against him, a collegiate athlete turns to crime in JOHNNY APOLLO, __________ day at _______ on this station. You won't want to miss Tyrone Power as the banker's son turned mobster, and Dorothy Lamour as the nightclub entertainer who understands the bitterness in his heart. See JOHNNY APOLLO, for biting drama.

20 Seconds
Tyrone Power stars as a banker's embittered son who turns mobster when his idolized father is sent to prison in JOHNNY APOLLO, __________ day at _______ on this station. Unable to get the money for a smart lawyer, he turns to crime and finds a gang leader to help him. Dorothy Lamour plays a nightclub entertainer — the only one who guessed what was in his heart.

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.
Win A Wider Audience And Higher Ratings For “Johnny Apollo” Through Showmanship

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

The plot of “Johnny Apollo,” as part of its drama, poses a problem that concerns the viewpoint of a college man. Invite the student editors of local college papers to review the picture. If you are in or near a college town, invite the student editors to a special screening. You can quickly realize the advantage of this promotion both for its resultant publicity breaks in the college papers and in the pick-up which will result in the local dailies.

Through your local newspaper columnist, you can invite letters and opinions on the statement: "Like Father, Like Son." It is a provoking thought and meaty material for a letter contest and is keyed to "Johnny Apollo" inasmuch as Edward Arnold, Tyrone Power’s father is a convicted crook. Tyrone believing every hand turned against him because of his father, embarks on a crime career. Make suitable prizes available for the best essayists.

If there is a live young people’s forum on your station, or in your city, pose this question: “What influences are the determining factors in character development? Environment? Heredity? Both?” This is tied in with Tyrone Power’s transition from a collegian to a gangster.

The problem of social readjustment and crime motive suggest the interest of psychology and sociology classes. Be sure to notify teachers of local schools of your telecast.

Printed match books which carry an ad for your picture are useful and can have wide distribution. Inexpensive to print, they can herald your picture’s telecast through distribution in super-markets, restaurants, and tobacconists.

STILLS

Order your 8” x 10” glossy photos four weeks prior to playdate from the NTA Promotion Department in New York. Additional star heads and production shots are available on request for special promotions.
TYRONE POWER
Not since "Jesse James" has he had such a role
DOROTHY LAMOUR
Not till now has she revealed her true allure
in
Johnny Apollo
WXXX channel 00
TONIGHT at 0:00

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.