SLAVE SHIP

Mickey Rooney

Wallace Beery

Warner Baxter
WALLACE BEERY STARS IN "SLAVE SHIP"
Exciting Sea Saga Recounts Epic Voyage of Last Slaver

Dramatic Spectacle of Sea’s
Epic Grandeur in Channel

"Slave Ship," the 20th Century-Fox-
National Telefilm Associates presenta-
tion scheduled for telecasting next... day at ________ p.m. over Channel ________, brings to the television screen the tang of salt sea, the creaking of timbers under strain and the inherent melodrama and danger incident to sailing ships and pounding seas.

Warner Baxter and Wallace Beery are cast in the leading roles in this epic of the seas. Supporting them are Mickey Rooney, Elizabeth Allan, George Sanders, Joseph Shildkraut and Jane Darwell.

In "Slave Ship," Warner Baxter plays a Yankee sea captain who plans to give up the slave traffic, but who is double-crossed by his mutinous crew, under the influence of Wallace Beery. Thus, the voyage he planned as a honeymoon with his young bride, Elizabeth Allan, becomes a slave-running adventure, with the couple continually in danger of death.

The film is based on the novel by George S. King.

"Slave Ship" was directed by Tay Garnett a stickler for realism. Associate producer Nunnally Johnson. Darryl F. Zanuck was in charge of production.

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New York Herald Tribune:
...it spins a tale of high adventure on the high seas. The quirks that set the plot apart from other nautical screen narrations is the slave running that took an ill-fortuned barque from Salem to the coast of Africa and back to Virginia in 1860. Warner Baxter makes a dash-
ing enough hero and Wallace Beery plays the double crossing mate with an emphasis that leaves no question as to his villainy.

New York Daily News:
The story, based on a novel by George S. King and fashioned to the screen by William Faulkner, Sam Hellman and couple of other scenarists, is a bold, un-
varnished tale of human degradation...

Variety:
"Slave Ship" sums up as good box-office blood-and-illusion... Elizabeth Allen carves out a telling performance where it has to do with romantic interludes. Mickey Rooney also bats out a neat score...

Motion Picture Herald:
"Slave Ship" is a combination of appealing romance, shocking melodrama, that kind of rough and tough comedy that is associated with rough and tough men, and unusual production effects... The film presents Warner Baxter, Wallace Beery, George Sanders and Joseph Schil
draut in letter perfect performances. To Mickey Rooney, however, go honors for "stealing the show." Seconding the importance of the name values in selling this show, exploitation that informs viewers that it concerns desperate and dangerous men engaged in a desperate and dangerous calling looks to be the angle most beneficial in stimulating pop-
ular interest.

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SHORT TAKES
Sailors Are Tough
When Tay Garnett, director of "Slave Ship," the 20th Century-Fox-National Telefilm Associates presentation to be telecast next______ day at ________ p.m. over Channel_______, was faced with the problem of deciding what type of men manned the early slave ships, he asked the help of Wallace Beery. "Well," said Beery, "I guess they were the kind of men who looked like they could give me a good trimming." Garnett took him at his word. The next day the set swarmed with a motley parade of men averaging 220 pounds and tough enough to scare even the hardiest slave trader.

Jack For Waves
Plying the calmest sea in the world, the three-masted schooner, "Albatross," used for many scenes in "Slave Ship," to be telecast next______ day at ________ p.m. over Channel_______, bucks and rolls and pitches as though she were riding the stormiest ocean instead of the studio’s hardwood floor. A replica of the port side of a fast bark used in slave-running before the Civil War, the ship is complete in every detail and is so constructed that hydraulic jacks can cause it to simulate a ship’s deck riding a heavy sea.

"Slave Ship" Research
Preliminary to actual shooting on "Slave Ship," the film to be telecast next______ day at ________ p.m. over Channel_______, the film researchers read through 318 reference books and articles on the subjects of early sailing boats and slav-
ing. Excerpts from these were compiled in three 200-page volumes of closely typed material, illustrated by newspaper and magazine etchings. Experts answered an average of sixty-eight questions a day about the slave trade.

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HIGHLIGHT LISTING

A Yankee sea captain falls in love and after he marries, decides to give up traffic in slaves. He brings his bride aboard his ship, but is double crossed by a treacherous mate and a mutinous crew who refuse to give up the lucrative slave trading. This spectacular sea saga shows the last slaver on its final desperate voyage. Warner Baxter, Wallace Beery, Mickey Rooney, George Sanders.
SYNOPSIS

SLAVE SHIP

Cast

Commander HOLMES HERBERT
Auctioneer EDWIN MAXWELL
Corey MILES MANDER
Boy DOUGLAS SCOTT
Ma Bricker JANE JONES
Helsonman J. F. MCGOWAN
Soundman DE WITT JENNINGS
Blonde DOROTHY CHRISTY
Slave Dealer CHARLES MIDDLETON
Bartender DEWEY ROBINSON
Old Man HERBERT HEBYWOOD
Mia WINTER HALL
Girl MARY W. KNOWLED
Strongman ARTHUR AYLESWORTH

Credits

STAFF: Directed by TAY GARNETT; Associate Producer, NUNNALLY JOHNSON; Screen Play by SAM HELLMAN, LAMAR TROTTI and GLADYS LEHMANN; Story by WILLIAM FAULKNER; Based on a novel by GEORGE S. KING; Music Score by ALFRED NEWMAN; Photography, ERNEST PALMER, A.S.C.; Art Direction, HANS PETERS; Set Decorations by THOMAS LITTLE; Assistant Director, BOOTH MCCRACKEN; Film Editor, LLOYD NOSLER; Costumes, ROVER; Sound, ALFRED BRUZLIN and ROGER HEMAN.

Synopsis

A fearless adventurer who had originally gone into slave-running for the thrill, Warner Baxter plans to give up the traffic. He tries to make young Mickey Rooney, his cabin boy, realize the misery suffered by these human cargoes, but Mickey can see only the swagmaning picture of himself as a slave-running captain some day.

Baxter orders the loud-mouthed, ruthless first mate, Wallace Beery, to discharge the crew and sign on men who wouldn't ship on a slaver. Ashore while the ship is being readied for its new life, Baxter is thrown by his horse, and has his arm bandaged by Elizabeth Allan. As he continues his visits to her home to have his injured arm redressed, he falls in love with the girl and asks her to marry him, and she accepts.

Baxter takes Elizabeth as his bride aboard the Albatross. None of the crew appear until they are in their cabin, and then the same slave runners as before stealthily set sail. At sea the next day, Baxter discovers Beery's mutiny, but the crew, greedy for more slave profits, refuses to obey his orders. He confesses to Elizabeth what is happening, and his past in the black-ivory business. She sobbing hysterically, he leaves her drinking heavily for the rest of the voyage. Nearing Africa, he promises Beery the key to his Norfolk deposit box, containing $100,000, provided Elizabeth is delivered unharmed to the bank at the same time. Beery agrees, on condition that Baxter arrange credit with the treacherous slave trader, Joseph Schildkraut.

Informed of the bargain, Elizabeth tells Baxter that the past doesn't matter now, and that she loves him deeply. Ashore on the African coast, Beery dupes Schildkraut out of a cargo of slaves, and leaves the captain to face his wrath, but Baxter escapes to the boat. Taking Beery by surprise, he disarms him and takes the key to the gun rack. The crew, unscrewed, decide to starve the couple out. After several narrow escapes, Baxter finally brings the boat within sight of land and a naval station, whereupon the crew attack with spears, which he answers with bullets.

When officers at the naval station hear the shots and dispatch boats, Beery attempts to chain the slaves to the anchor chain and drown them, but Baxter unchains the slaves and tells them to swim for their lives. As he escapes with Elizabeth in a small boat, Beery shoots a seaman attempting to fire at them, staggers into the schooner's room, and shoots out a lamp which falls onto powder kegs. A second later, with a terrific explosion, the last slave ship sinks into the sea.
On-the-air Announcements

10 seconds
Sailing the seas on the last slaver, Warner Baxter finds his ship ablaze with mutiny as Wallace Beery leads a crew gone mad in SLAVE SHIP, ______ day at ________ on this station.

10 seconds
There's terror at the helm of the last slave ship, on its last desperate voyage, ______ day at ________ See SLAVE SHIP, on this station, with Warner Baxter, Wallace Beery, and Mickey Rooney.

20 seconds
An exciting sea saga . . . the story of the last slave ship, on its last, desperate voyage. Terror at the helm, the decks red with blood . . . a ship hunted by the navies of the world. See SLAVE SHIP, the greatest sea picture ever made, with Warner Baxter as the Captain and Wallace Beery as the mutinous first mate, ______ day at ________ on this station.

20 seconds
SLAVE SHIP, the greatest sea picture made — a sea saga that sweeps over half the world — will be presented on this station, ______ day at ________. Heading the brilliant cast are Warner Baxter, the scourge of the seas who scoffs at every law but his own . . . Wallace Beery, the big-fisted, bull-headed mate, genial and treacherous . . . . Mickey Rooney, as the spunky cabin boy. Don't miss this thrilling epic of the last voyage of the last slaver.

On-the-air promotion is one of the most effective, yet least costly tools available to your station, to help build and hold audiences. Used in conjunction with the announcements above, these compelling slides, especially designed for TV, will be sure attention-getters. Schedule these slides often and with increasing frequency up to telecast time. This slide is part of a strip of unmounted slides available free-of-charge from the NTA Promotion Department in New York. Telops are also available at cost for those stations not having slide facilities.
Merchandising Devices To Help Increase Ratings For Your Telecast Of "Slave Ship"

Varied methods of merchandising your feature film will pre-build and maintain an audience. Though these suggestions may not be completely adaptable for your station, perhaps they may serve to remind you of other ideas. Good exploitation depends more on ingenuity than on dollars.

If there is any boating in your locality, rent a sailboat and banner the sails with copy about your telecast. Because of the brevity of the title, you will be able to get a smash display on the sail.

Probably the most valuable type of promotion is a trailer. A recent survey showed that 40 percent of an audience came to a theater as a result of seeing a trailer. Trailers are available for almost every feature in this package. Use this potent form of promotion whenever possible. Request trailers at least three weeks in advance from your regular NTA booker.

Local women’s organizations are always looking for some novel affair with which to highlight their social season or raise funds for charity. Here’s your chance to help them and at the same time, reap columns of valuable newspaper space that will increase your business on "Slave Ship." Contact leaders of such organizations in your town and sell them the idea of staging a "Slave Ship" costume ball. Persons attending the affair come attired in costumes of the period told about in "Slave Ship." Perhaps a special showing of the film can be worked out during the ball.

Almost any type of unusual item can serve to carry your promotion message to viewers and to the press. One California station imprinted inexpensive fans with copy and sent them out so that they arrived on the desks of local time-buyers at the height of an August heat wave. This idea could be used during the winter months by sending an inexpensive hand-warmer.

STILLS

A complete set of 86 glossy 8" x 10" stills—one for each of the features in the "Rocket 86" package—will be mailed to each station upon request. In addition, the production photos shown below are available from the NTA Promotion Department in New York. Star portraits and other action stills will also be provided for special promotions.
One column and two-column ad mats are available, free-of-charge to assist your station in advertising and promoting this fine feature. A set of mats for each of the features in the "Rocket 86" package will be sent to each station upon request. Other sizes are available from the NTA Promotion Department in New York.