WINNER TAKE ALL

TONY MARTIN

GLORIA STUART
"WINNER TAKE ALL" FIGHT FILM, A KNOCKOUT

Fast Action Drama Stars Tony Martin and Gloria Stuart

Boxing Film Packs Excitement And Thrills To Be Seen On Channel

"Winner Take All," drama of the fight ring, to be telecast on Station at on day really packs a wallop. The 20th Century-Fox National Telefilm Associates TV release stars Tony Martin and Gloria Stuart.

A Montana cowboy down on his luck (Tony Martin) can't pay his dinner check in a delicatessen-restaurant owned by Papa Gambini (Henry Armetta). Consequently, the owner hires him as a waiter. When Gambini's lodge runs a boxing benefit for its building fund, the former cowpuncher enters and wins. Gloria Stuart, as a sports writer, is attracted to Tony when she sees him in the ring.

The cowboy is given plenty of favorable publicity by the sports writer during a subsequent series of bouts. They are all set ups, however, but the fake build-up goes to Tony's head. Gloria becomes worried about his swelling head and has the next fight fixed so that Tony is knocked out and comes to his senses.

When Papa Gambini realizes the fighter's potential to become champ he is easily convinced by Gloria to buy Tony's contract.

The big fight at the climax of the picture finds everything at stake: the recreation hall; the growing romance between the fighter and the writer; even Papa Gambini's delicatessen.

Slim Summerville, old time comedian, also has a featured role in this National Telefilm Associates release, "Winner Take All" was directed by Otto Brower. Associate Producer was Jerry Hoffman and the screenplay was written by Frances Hyland and Albert Ray.

Advance Review:

There have been prizefight pictures aplenty, but "Winner Take All" which stars Tony Martin and Gloria Stuart is a real knockout. The refreshing action plot serves to make the end result a grand piece of entertainment. The producer drew upon his own experiences as a newspaperman to embellish the fast-paced screenplay.

Henry Armetta plays a delicatessen owner who hires a Montana cowboy as a waiter because he can't pay his check. Tony Martin who plays the waiter enters a boxing match at a benefit. After winning the bout he also wins the admiration of a female sports writer. Success goes to the cowboy's head and the newspaper woman, Gloria Stuart, decides to fix a fight. She feels that if Tony is knocked out he will lose his "swell" head. It works, and Henry Armetta and Gloria buy the fighter's contract. The picture is brought to an exciting climax when Tony enters the ring for his biggest fight of all.

This unique boxing story is packed with action and romance, loaded with laughs and good humor. It will prove to be a treat for most television viewers.

SHORT TAKES

WELTER CHAMPION COACHES PLAYER

The task of putting Tony Martin in shape for his role as a prizefighter in the fast-action "Winner Take All" to be seen at on day on Station fell to Jackie Fields, one-time holder of the world's welter-weight title. Jackie was surprised to find that the job was no cinch as Tony kept him pretty busy dodging his blows.

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EX-NEWSWOMAN MUST STUDY PART

Until Gloria Stuart got the role of a newspaper woman in "Winner Take All" to be telecast on Station at, she considered newswomen roles right "up her alley." Gloria studied journalism at college and worked for awhile as a cub reporter. But in this picture Gloria plays a sports writer who must know prizefighting inside and out. She had never seen a fight, so the producer took Miss Stuart on a round of local matches and placed her under the tutelage of several professional fighters in order to familiarize her with the game.

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FREE FOR ALL

Although Tony Martin and Kane Richmond are the only prominent members of the cast required to demonstrate their fistic prowess, all the other male principals who appeared in "Winner Take All" which will be seen on Station at went into vigorous training with them. Henry Armetta, who plays Papa Gambini, who plays Papa Gambini claimed that his family registered complaints about his increasing weight and he felt that punching a bag was less painful than dieting. Slim Summerville felt that he would have to change his first name if he didn't part with a few pounds.

HIGHLIGHT LISTING

A Montana cowpuncher turns boxer for the affections of a woman sports writer in this action packed story of the fight game. As his career progresses, the fighter's romance, his friend's business and his future hang on the outcome of a big bout. Tony Martin, Gloria Stuart, Henry Armetta, Slim Summerville.
Winner Take All
with
TONY MARTIN
GLORIA STUART

Cast
Steve Bishop............TONY MARTIN
Julie Harrison........GLORIA STUART
Papa Gambini
HENRY ARMETTA
Muldoon........SLIM SUMMERVILLE
Paulie Mitchell
KANE RICHMOND
Tom Walker..........ROBERT ALLEN
Mama Gambini........INEZ PALANGE
Tony Gambini
JOHNNIE PIRRONE, Jr.
Pantrelli........PEDRO mcCordoba
Maria Gambini........BETTY GRECO
Rosa Gambini........ELEANOR VIRZIE

Credits
Directed by.............OTTO BROWER
Associate Producer
JERRY HOFFMAN
Screenplay by
FRANCES HYLAND
Play by
ALBERT RAY
From an original story by
JERRY CADY
Photography
EDWARD CRONJAGER, ASC
Art
RICHARD DAY
Direction
HALDIANE DOUGLAS
Set Decorations
THOMAS LITTLE
Film Editor.............NICK DeMAGGIO
Costumes
HERSCHEL
Sound
ALFRED BRUZLIN
WM. H. ANDERSON
Musical Direction
SAMUEL KAYLIN

Synopsis
A Montana cowboy down on his luck, Tony Martin can't pay his dinner check and consequently gets a job as waiter in Papa Gambini's delicatessen-restaurant. When Gambini's lodge, the Sons of Garibaldi, runs a boxing benefit for its building fund, the former cowpuncher enters and wins the "Battle Royal" slugfest. His prowess attracts the attention of Gloria Stuart, a sports writer, who gives plenty of favorable publicity to his subsequent series of bouts. They are all set-ups, however, and the fake build-up goes to Tony's head. Gloria loses her job defending Tony. She induces Gambini to buy Tony's contract, knowing that Tony has the makings of a champion. The big fight finds everything at stake: the recreation hall, the growing romance between the fighter and the writer — even Papa Gambini's delicatessen. But the climax is not just another sensational victory for the hero over long odds. It packs a punch that has the previewers buzzing.
On-the-air Announcements

10 Seconds
The role of a hardy Montana cowboy who fights his way up top of the prizefighting ring is played by Tony Martin in WINNER TAKE ALL to be seen on this station _______ day at _______. Gloria Stuart is Tony’s love interest.

10 Seconds
Gloria Stuart plays a sports writer for a newspaper while Tony Martin is a boxing cowboy. They fall in love in the action packed WINNER TAKE ALL to be seen at _______ ________ day on this station. Henry Armetta and Slim Summerville head the supporting cast.

20 Seconds
Tony Martin, famed vocalist of screen and television, plays a straight dramatic role as a cowboy who enters the fight game in WINNER TAKE ALL _______ day at _______ on this station. Lovely Gloria Stuart, who is a sports writer, becomes interested in the good humor, romance and plenty of action.

20 Seconds
Tony Martin, in a non-singing role, and Gloria Stuart are the featured players in the action packed picture about boxing, WINNER TAKE ALL, to be telecast on this station at _______ on _______ day. It is the story of a Montana cowboy who becomes a waiter for lack of funds to pay for a meal. He boxes for a charity benefit and develops into a success overnight.

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.

SLIDE

WINNER TAKE ALL

TONY MARTIN

On NTA release
Exploitation Tips For Your Campaign To Attract Widest Audience For "Winner Take All"

Promote your NTA features by contacting special interest groups and informing them of your telecasts. You'll find that using showmanship in your tie-ins and stunts will attract viewers and increase your audience, as well as your ratings. Your special promotions should more than pay for themselves in the size of your audience.

A tie in with your local newspaper could be made and a contest run in which the ladies of the town are asked to write the answer to the question, "How would you manage a prizefighter?" Play up the fact that Gloria Stuart manages a fighter in "Winner Take All." Offer appropriate prizes to the winners.

Tickets for sports events are usually placed in small envelopes for the purchaser. Print up a quantity for the ticket office of your local sports arena as an added reminder to the fans that "Winner Take All" is a fight drama.

Get in some effecting advertising for "Winner Take All" at the local sports arena on the nights bouts are held:
1. Scatter handbills containing picture title, station and telecast date throughout the crowd. The ad copy will attract these sports fans to your telecast.
2. Insert an ad in the arena program.

Arrange with your local sporting goods store to display your stills near the appropriate equipment.

Jig saw puzzles can be used for an attention-attracting mailing. Take a still from "Winner Take All," add your station's message and have the picture mounted. Cut it up as a jig saw puzzle. There are companies in almost every town which do this kind of work and the cost is inexpensive.

In cooperation with interested groups in your locality, sponsor a boxing program for boy scouts. Perhaps you can find a little champ and award him with a cup or plaque.

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.