

# PRESSBOOK



From Warner Bros.

A Warner Communications Company

His body...  
a physical  
phenomenon.

His mind...  
a mental marvel.

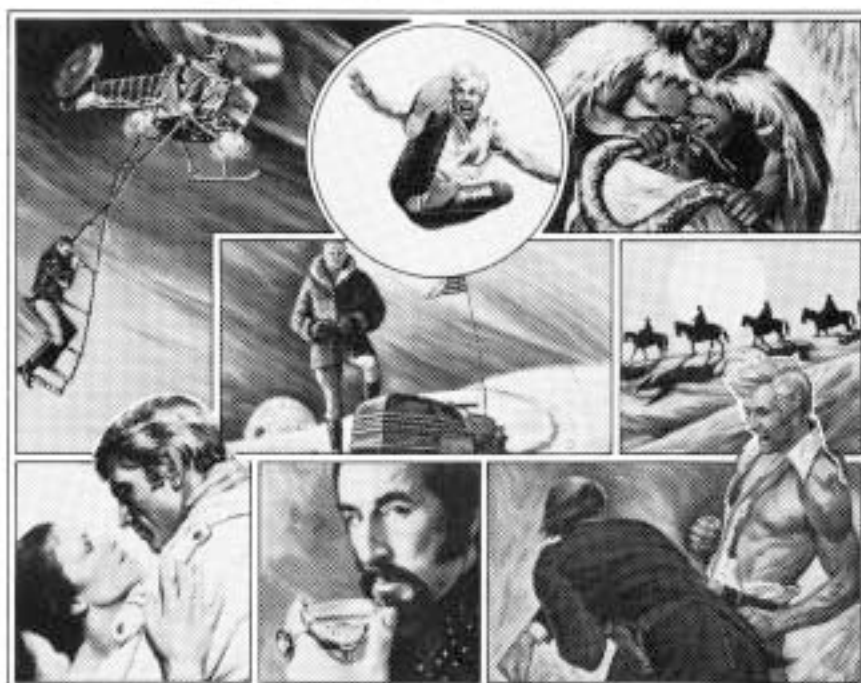
His fight...to right  
all wrongs.

Ron Ely  
is

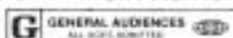
A GEORGE PAL  
Production

## DOC SAVAGE

**The Man of Bronze!**



DOC SAVAGE The Man of Bronze · Starring RON ELY · Produced by GEORGE PAL  
Screenplay by GEORGE PAL and JOE MORHAIM · Based upon the novel by KENNETH ROBESON  
Directed by MICHAEL ANDERSON · Technicolor® From Warner Bros. A Warner Communications Company



MAT 401R - 4 COL. X 150 LINES = 600 LINES  
Also available on: MAT 501R - 5 COL. X 200 LINES = 1000 LINES

## Doc Savage is Bigger Than Ever

The greatest public relations job ever done for the movies is accomplished by the good old action-adventure films, the pure escapism type of story with a super hero, according to George Pal, producer of "DOC SAVAGE...The Man of Bronze" for Warner Bros., which opens next at the Theatre.

Doc Savage was the fore-runner of James Bond and other super heroes, an invincible genius who in 181 fiction pulp magazines — which sold for 10¢ — saved the world from malefactors.

"Most of the adults," Pal points out, "and practically all of the juvenile population of the United States has at one time or another been an adventure addict."

"What's more thrilling than a chase?" the producer asks. "And that's what an action picture is from beginning to end. In today's disillusioned world, with its scarcity of clean-cut heroes, I think 'Doc Savage' will appeal to people of all ages."

Pal was encouraged to go ahead with his screen version by the success of Bantam Books reissues of Doc Savage's adventures. So far the publishing house has reprinted 74 of the novels and sold more than 15 million copies. The readers are not just old timers on a nostalgia kick.

Another interesting facet of the research has shown, that as the years pass, new and younger readers join the Doc Savage fan ranks, while older readers maintain their enthusiasm.

"Specifically," Pal says, "I think the Doc Savage cult is in some ways also a search back to childhood and an idealization of power. Doc Savage is the master of everything, the world's greatest surgeon, the greatest chemist, the greatest inventor. He can dodge a bullet and smash through an inch-thick steel door with one punch; he appeals to people who desire to be big and great."

"Everybody," smiles Pal, "can identify with Doc Savage. He is the epitome of the free man; he doesn't have to put up with bosses; he is the greatest individual of all time."

Ron Ely stars in the title role for producer Pal who co-wrote the screenplay with Joseph Morhaim. Michael Anderson was the director.



RON ELY stars in the title role of Warner Bros.' "DOC SAVAGE...The Man of Bronze," opening next at the Theatre. Mat 1-A

## Ron Ely — Man of Bronze

Ron Ely snared one of the plum movie roles in recent years when he was signed by producer George Pal to play the title role in Warner Bros.' action-adventure film, "DOC SAVAGE...The Man of Bronze," the legendary pulp fiction superman whose heroics in his crusades against evil made him the world's most famous crime fighter in the 1930's. The film opens next at the Theatre.

Ironically, this is Ely's second superman role, having portrayed Tarzan on a television series during the late 1960's. However, his Doc Savage film role is one of those once-in-a-lifetime breaks. Both Pal and Anderson feel it will be the young actor's springboard to movie stardom.

It hasn't been an easy overnight thing for Ely. The road to potential film stardom began in a small Texas town.

Ron Ely was born June 2 in Hereford, Texas, and moved to Amarillo following the death of his father. To make his way while going to school he shoveled grain and worked summers as a "roughneck" on oil rigs.

He subsequently won a scholarship to the University of Texas, where he studied radio-television. After a year he decided on an acting career and moved to Hollywood, taking odd jobs to earn money for acting class.

Michael Anderson directed the Technicolor film from a script by Pal and Joseph Morhaim.

## Adventure: Doc's and People's Choice

Doc Savage started as the savior of American manhood during the great depression of the 1930's. At long last he has burst out of the pages of popular fiction books and comes thundering to motion picture screens in "DOC SAVAGE...The Man of Bronze," superb new Warner Bros. action-adventure film now at the Theatre.

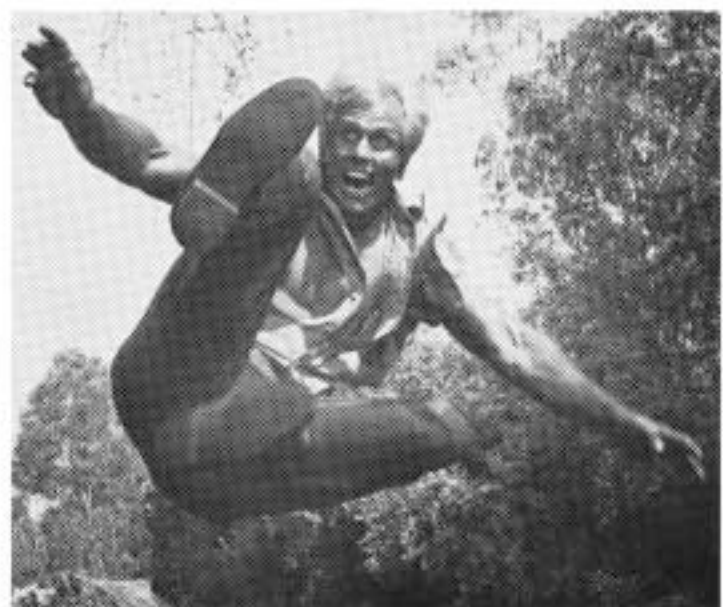
Doc is a legendary figure whose crusades against evil-doers made him the world's most famous crime fighter — a hero of superhuman strength and protean genius who stood for total goodness. As a true Hercules and more, he was the natural father of Superman and James Bond.

The book trade is finding that this superhuman hero has never had it so good. There are 15 million copies of Doc Savage stories now in paperback. Bantam Books has reprinted more than 60 of the original 181

tales. The sales total has soared into many millions of dollars with no relief in sight.

In the interim, there is cause enough for elation. That man of genius and superstrength is alive and well and living on the screen. George Pal, the inspired producer of science-fiction classics, has made the movie, "DOC SAVAGE...The Man of Bronze."

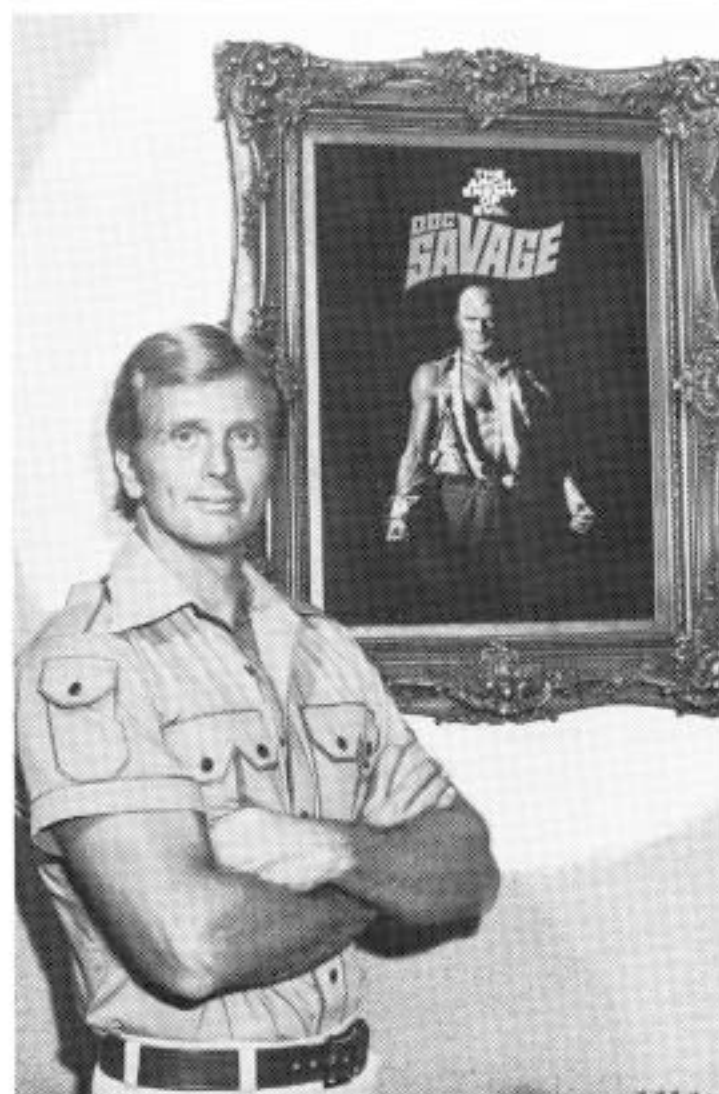
Ron Ely stars in the title role. Michael Anderson directed for producer Pal who also co-scripted with Joseph Morhaim.



RON ELY stars as the legendary super-hero of the 30's and 40's in the title role of "DOC SAVAGE...The Man of Bronze," which opens next at the Theatre. This is Savage's first screen appearance after 181 popular novels. Mat 2-C



RON ELY is pictured as he embraces the beautiful Pamela Hensley in this climactic scene from Warner Bros.' "DOC SAVAGE...The Man of Bronze." The legendary super-hero of the 1930's and 1940's is finally coming to the screen for the first time at the Theatre. George Pal produced the film from a script by himself and Joseph Morhaim. Michael Anderson directed. Mat 2-B



RON ELY stars in the title role of Warner Bros.' "DOC SAVAGE...The Man of Bronze," which opens next at the Theatre. Savage, the most popular pulp magazine super-hero of the 1930's and 1940's, finally comes to the screen after thrilling America's readers in 181 full-length novels that depicted his exploits on the side of justice and right. Savage is accompanied in his screen debut by his ever-present Amazing Five. They include the world's foremost authorities in a variety of fields and are eclipsed only by the fabulous brain of Doc Savage himself. The Technicolor film is a George Pal production directed by Michael Anderson and written by Pal and Joseph Morhaim. Mat 2-A



# Synopsis

(not for publication)

Crime fighter (Doc) Clark Savage, Jr. (RON ELY), a man of superhuman strength and protean genius, is engaged in a series of experiments at his Arctic laboratory retreat.

Suddenly, Doc receives telepathic thought from his circle of associates in New York, "The Amazing Five," the five greatest brains ever assembled in one group, telling him something is wrong. At once he heads for America and his penthouse.

Doc joins his associates, Ham (DARRELL ZWERLING), the world's smartest lawyer, Monk (MICHAEL MILLER), the greatest living chemist, Long Tom (PAUL GLEASON), the greatest electrical wizard, Renny (WILLIAM LUCKING), the finest engineer, and Johnny (ELDON QUICK), the world's greatest expert on archeology and geology.

They are waiting for Doc with some very sad news, that Doc's father has died from a rare tropical disease in the small South American country of Hidalgo. Doc suspects, however, that there has been foul play connected with his dad's death.

The group departs for Hidalgo in Doc's plane, unaware that Doc's deadly enemy, evil Captain Seas (PAUL G. WEXLER), the man behind the dastardly plot, is docked in the nearby Hidalgo Harbor aboard his yacht with a group of stunning women, such as Karen (ROBYN HILTON), Adrianna (JANICE HEIDEN) and surrounded by a collection of some of the world's most evil criminals.

Upon learning that a strange and distant lost tribe willed Savage Senior some mysterious land, Doc asks to look at the records in the land office of orderly Don Rubio Gorro (BOB CORSO). Unfortunately, only now is it discovered that the papers are missing. At this point a strange series of attempts on the lives of Doc and his friends ensue, but all are thwarted.

Doc then gets unexpected help from Gorro's incredibly beautiful assistant, Monja (PAMELA HENSLEY). As she grew up near the site of the lost tribe, Monja offers to lead

Doc and his friends to it. They begin their dangerous trek through the wild jungle.

As they approach the area of his father's claim, Doc separates from the group to check the setup on his own. He discovers it is the site of a fabulous, eternally bubbling gold mine; the local tribe had given his father land worth billions! He finds that Captain Seas – intent on stealing the mine – has been operating here for some time – and is using slavery to force the tribe to gather the gold for him.

Monja and The Amazing Five are captured by Captain Seas' men and made prisoners in a dank cave. Captain Seas tries to kill them all using the green death virus he had utilized to kill Doc's father.

Luckily, Doc suddenly appears and overpowers the Captain, forcing him to release his friends, who are treated with a special antidote which saves their lives.

Meanwhile, the Captain's men attempt to escape with a fortune in gold. But wait a minute! Suddenly, an upheaval in the earth, caused by exploding dynamite, triggers the pool of bubbling gold to erupt, covering every one of the villains (except Captain Seas) with a shower of molten metal, and turning them into dead golden statues.

Tribal Chief Chaac, grateful that his village has been freed, gives the gold land to Doc, who intends to use it in his never-ending battle against evil malefactors. He returns to New York to his "Rehabilitation Center" with Captain Seas and performs a special kind of acupuncture brain surgery on the villain, turning Seas into a kindly Salvation Army band leader. This is Doc's method of dealing with the criminals he captures, correcting their criminal tendencies by brain surgery.

Just as Doc closes the book on this bizarre case, he receives another urgent call for help in battling a new band of villains – and he roars off into the sunset in his quest to make the world a just and good place in which to live.

**Running Time: 112 Minutes**

**Aspect Ratio: Flat**

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## TV Excerpts

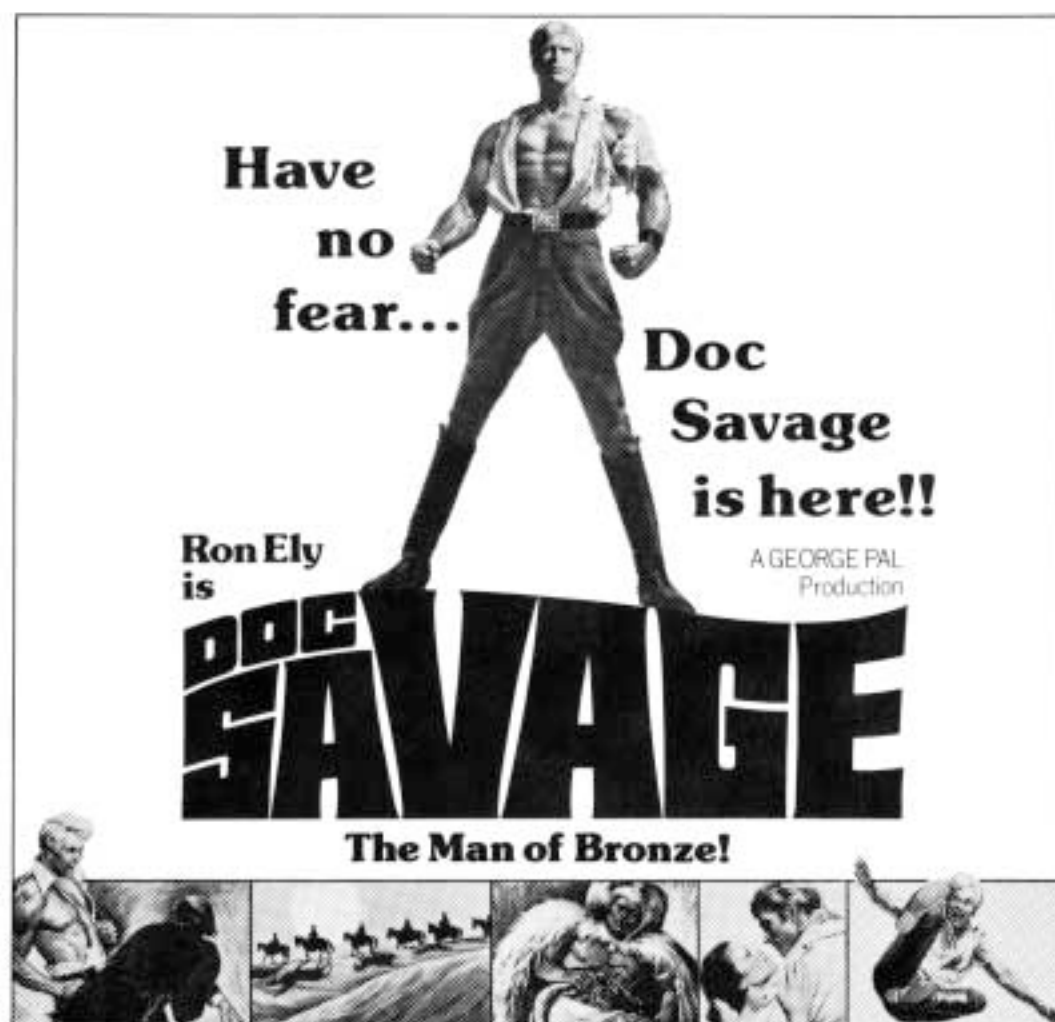
**Excerpt #42      "Assassination"      3 min. 58 sec.**  
We open on Doc at the Fortress of Solitude and after narration explains his work and noble purposes we cut to Doc returning to his metropolitan headquarters. There the Fabulous Five await him and an Indian assassin lurking outside. We see the assassination attempt fail and follow pursuit by helicopter and then car. The assassin falls to his death. Doc and the Fabulous Five take off in pursuit of the villains.

**Excerpt #43      "Aerial Combat"      2 min. 35 sec.**  
As he steps onto his private plane Doc declares his Statement of Principle to the Fabulous Five. In the air Doc is pursued by one of the killers who pursue him. We cut to the killer announcing Doc's death to Captain Seas, Doc's arch enemy. Doc appears and Captain Seas fires his machine gun point blank into Doc's chest with unexpected results.



Technicolor® From Warner Bros. A Warner Communications Company

MAT 303R - 2 COL. X 50 LINES = 100 LINES



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GENERAL AUDIENCES  
ALL AGES ADMITTED

MAT 303R - 3 COL. X 84 LINES = 252 LINES

## Cast

Ron Ely	Doc
Paul Gleason	Long Tom
Bill Lucking	Renny
Michael Miller	Monk
Eldon Quick	Johnny
Darrell Zwerling	Ham
Paul Wexler	Capt. Seas
Janice Heiden	Andriana
Robyn Hilton	Karen
Pamela Hensley	Monja
Bob Corso	Don Rubio Gorro
Carlos Rivas	Kulkan
Chuy Granco	Cheelok
Alberto Morin	Jose
Victor Millan	Chief Chaac
Jorge Cervera, Jr.	Col. Ramirez
Frederico Roberto	El Presidente
Michael Berryman	Coroner
Robert Tessier	Dutchman
Grace Stafford	Little Lady
Scott Walker	Borden

## Credits

Produced by George Pal; Directed by Michael Anderson; Screenplay by George Pal and Joe Morhaim; Based upon the novel by Kenneth Robeson; Director of Photography, Fred Koenekamp, A.S.C.; The Music of John Philip Sousa, Adapted by Frank De Vol; Film Editor, Thomas McCarthy, A.C.E.; Casting by Mike Fenton and Jane Feinberg; Assistant Director, Jack W. Aldworth; 2nd Assistant Directors, Bruce Satterlee, Albert Shepard; Art Director, Fred Harpman; Set Decorator, Marvin March; Special Effects, Sass Bedig, Robert MacDonald; Makeup, Monty Westmore; Costume Designer, Patrick Cummings.

## Billing

Warner Bros.	
A Warner Communications Company	
presents	
A George Pal Production	35%
"DOC SAVAGE... The Man of Bronze"	100%
Starring	
RON ELY	50%
Produced by	
GEORGE PAL	35%
Screenplay by	
GEORGE PAL and JOE MORHAIM	35%
Based upon the novel by	
KENNETH ROBESON	35%
Directed by	
MICHAEL ANDERSON	35%
Technicolor®	15%

# Have no fear...Doc Savage is here!!

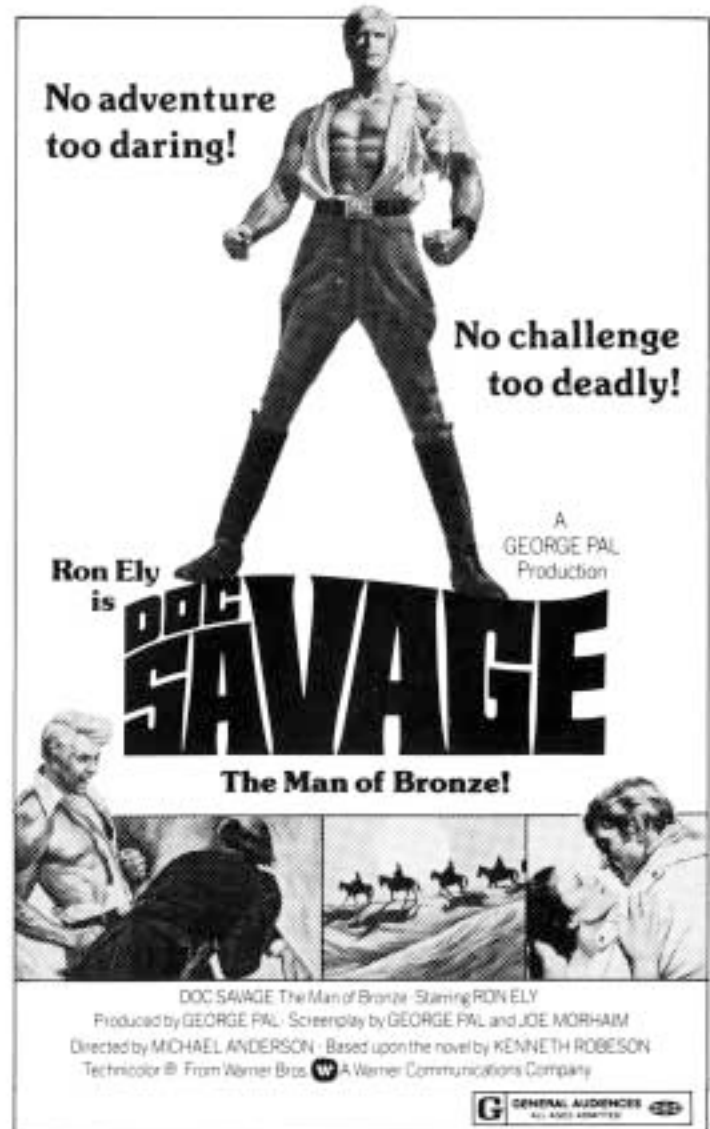
MAT 301R - 3 COL. C 134 LINES = 402 LINES



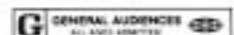
**The Man of Bronze!**



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MAT 202R - 2 COL. X 82 LINES = 164 LINES

## TV Spots

TV Spots that sell are what you want, and they are what Warner Bros. has put together for your campaign on "DOC SAVAGE...The Man of Bronze." Plan a full schedule of television advertising and use these TV Spots extensively. They are available FREE from: Campaign Plan Manager, Warner Bros. Studios, 4000 Warner Blvd., Burbank, Calif. 91522.

## Trailer

High-adventure, suspense and laughter all combine to make "DOC SAVAGE...The Man of Bronze" a real audience pleaser. The trailer that has been prepared by Warner Bros. is also an audience pleaser and will bring them back to the theatre in droves when you open the film. Make sure this trailer gets lots of playing time; you'll be happy you did. Order it from National Screen Service.



**Have  
no  
fear...**

**Doc  
Savage  
is here!!**

**Ron Ely  
is**

**DOC  
SAVAGE**

**The Man of Bronze!**

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**G** GENERAL AUDIENCES  
ALL AGES ADMITTED

MAT 302R - 3 COL. X 100 LINES = 300 LINES

**No adventure  
too daring!**

**No challenge  
too deadly!**

**Ron Ely  
is**

**DOC  
SAVAGE**

**The Man of Bronze!**

A GEORGE PAL  
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**G** GENERAL AUDIENCES  
ALL AGES ADMITTED

MAT 201R - 3 COL. X 100 LINES = 300 LINES

## Featurette

Titled "The Man of Bronze," the featurette on "DOC SAVAGE...The Man of Bronze" depicts the difficulties of bringing the top super hero of the 30's and 40's to the screen. Running about 10 minutes, this featurette is an entertainment in itself and will be appreciated by television stations everywhere.

Every station has that slightly too short movie on its schedule and excellent programming like this is appreciated by them and is an excellent selling tool for you. It features scenes from the movie and a background look at the updating of Doc Savage that is fascinating and informative.

Be sure you contact your local TV station, and order this FREE featurette from: Campaign Plan Manager, Warner Bros. Studio, 4000 Warner Blvd., Burbank, Calif. 91522.

## Radio Spots

Exciting, humorous and a nostalgic treat for his fans is the best way to describe the radio spots that Warner Bros. has prepared for your engagement of "DOC SAVAGE... The Man of Bronze." Plan an effective sell that will reach fans of all ages of the man of bronze. Order the FREE radio spots from: Campaign Plan Manager, Warner Bros. Studio, 4000 Warner Blvd., Burbank, Calif. 91522.

All advertising in this pressbook, as well as all other advertising and publicity materials referred to herein, has been approved under the standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All inquiries on this procedure may be addressed to: Director of the Code for Advertising, Motion Picture Association of America, 522 Fifth Avenue, New York, N.Y. 10036.  
This picture has been rated:

**G** GENERAL AUDIENCES  
ALL AGES ADMITTED

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GENERAL AUDIENCES  
ALL AGES ADMITTED

MAT 502R - 5 COL., X 100 LINES = 500 LINES  
Also available as: MAT 601R - 6 COL., X 135 LINES = 810 LINES

**The Man of Bronze!**

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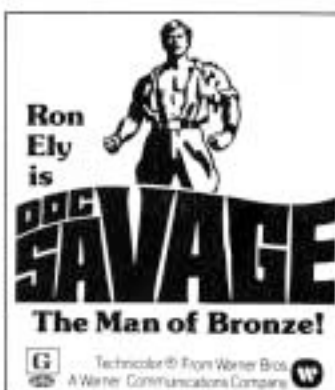
# DOC SAVAGE

Technicolor® From Warner Bros. A Warner Communications Company

MAT 204R - 2 COL., X 38 LINES = 76 LINES

## Special Ad-Pub Mat

These Ads  
plus all Scene Cuts



MAT 101R - 1 COL., X 28 LINES



MAT 102R - 1 COL., X 14 LINES



Technicolor® From Warner Bros. A Warner Communications Company

MAT 205R - 2 COL., X 25 LINES = 50 LINES



22 X 28

## Posters & Accessories

Also Available:

Eight color 8 x 10's

Eight color 11 x 14's

40 x 60 Lobby Standee

Order from National Screen Service



INSERT



Printed in U.S.A.

40 X 60 / ONE SHEET