The Story of the Great West

There must be something about freedom that makes most men ready to do what is needed... for their families, their country, their homes. For in this land of ours, where no man drives another, few men need to be driven to face their duty. We do what we should because a voice inside tells us to. So does the voice of freedom lift most of us up to the best. It's a fine thing for all of us that Buffalo Bill Cody happened to come along when he did. We were a young country then, just itching to grow, and the way we had to grow was westward. West was a scary wilderness, with vast spaces to get lost in, with wild buffalo herds, ready to trample you, with Indians waiting to pounce on you if the rattlesnakes didn't get you first. Who'd want to leave the quiet ways of home for a life like this?

"I would," said Buffalo Bill Cody.
...he was there when he was needed...
The Story of Buffalo Bill’s adventures has been told and re-told. The colorful history of the Pioneer Days is taught in every classroom in America, and his deeds and experiences represent the courage and daring of those times. His is an amazing story of the hardy souls who braved the hardships and dangers to develop vast new territories, and build the cities which have added so greatly to the wealth and welfare of America.

His life is of interest to every age group, from adults who have read of his famous exploits, to teenagers who love the history and adventure of the early West, and to small fry who will find in him a brand new hero.
Yes, it's lucky that men like Buffalo Bill were there when we needed them.

When fighting men were needed to protect the settlers in their new homes, there was Bill with his stout heart and his ready rifle.

When scouts were needed to lead settlers through the unmapped frontier, there was a map of the West in his head.

He was there hunting buffaloes when the railroad builders needed meat to strengthen them for a day's work.

He was there driving oxen when the clattering wagon trains set out with supplies for the frontier.

He was there riding like the night wind when bold horsemen were needed to carry mail to the lonely settlements.
The Star  Buffalo Bill himself, with all his color and historical fame is the real STAR of this Television film series. His name, known throughout the world from kings to cowpokes, has its own magic touch which assures commercial success . . .

characteristics  Bill Cody was primarily a great athlete, a champion buffalo hunter and a famous Indian scout. He was a true friend of the Indian and a man of peace, who fought and killed only when an extreme situation justified his so doing. No one doubted his courage and bravery, or his exceptional ability with fire arms.

Our Television series does not feature Cody as a "killer" or "shoot 'em up cowboy," but rather, depicts him as the colorful historical figure that he really was . . . his deeds of bravery . . . his diplomacy in the winning of the West.
The Role of Buffalo Bill

To portray the role of William “Bill” Cody, we are borrowing a page from another great showman, Cecil B. deMille. In his two million dollar production of “The Plainsman” he chose Jimmy Ellison to portray the featured role of Young Buffalo Bill. Gary Cooper and Jean Arthur were the Stars of the film, and as usual deMille used much care in casting. He found that Ellison more closely resembled the real Bill Cody, both in features and personality, than any of the other top actors available. Jimmy repaid deMille handsomely by winning the coveted Box Office Blue Ribbon award and great public acclaim for his performance.
Previous to his winning the Buffalo Bill role, Ellison had enjoyed considerable recognition by originating the character of "Johnny Nelson" in the eight Hop-along Cassidy films. He co-starred with Bill Boyd in this famous series. His success as young Buffalo Bill immediately meant bigger and better things for Ellison. Starring roles followed with such well known stars as Ginger Rogers, Maureen O'Hara, Linda Darnell, Alice Faye and many others.

In 1947, after having appeared in many drawing room pictures, Ellison decided that he preferred the saddle to society, and thereafter determined to play in nothing but Western action pictures. Since that time he has starred in more than twenty Western features.

Ellison has always wanted to do a series based on the life of Buffalo Bill. He has read every book available on Cody, and has learned even more thru his friendship with Cody's own grandchildren.

ONE of the most familiar faces in Motion Pictures is that of Andy Clyde. His two reel comedies have been playing in theatres since 1920. Feature films have called on Andy time and time again for that added sparkle and warmth that has become his trade mark. TV claims him as a star in the hearts of both young and old as a result of his role of "California" in the 48 Hopalong films. Andy was born in Scotland, and now as an American citizen he is most anxious to share in the excitement and color of the early America which is portrayed in the Buffalo Bill television series.
BRANTON'S INTERSTATE TV
TEES OFF WITH 'BUFFALO BILL'
Ellison Will Star;
Fennelly Produces

Interstate Television Corp., headed
by G. Ralph Branton as president, goes
into active production this week at
Monogram with the launching of the
"Buffalo Bill" series, starring Jimmy
Ellison in the title role and produced
by Vincent Fennelly, who hereafter
will direct on TV and theatrical films.
Ellison previously portrayed Buffalo
Bill in the Cecil B. DeMille's "The
Plainsman." The TV films will be tai-
ored for half-hour shows.

Fennelly for the past year has been
in charge of the Monogram western
program which includes the Wild Bill
Elliott, Johnny Mack Brown and Whoa
Wilson starrers. He also produced for
Monogram the recently completed
Cinerama special, "Wagon West,"
starring Rod Cameron. He will produce
for both mediums in the future, Bob
Longmecker representing Ellison in the
negotiations.

Radio and Television

By OWEN CALLIN

"Buffalo Bill" Will
Make Bow on Video

Another "bang-bang" western series will be seen shortly
on television, this one depicting the exploits of the American
hero, Buffalo Bill. The series, being produced by G. Ralph
Branton, will have Jimmy Ellison playing the role of the color-
ted pioneer. The part will be familiar to
Ellison. He first portrayed
Buffalo Bill in the Cecil B.
DeMille production of "The
Plainsman." The new program
will be a weekly half-hour
series.

Production...
...facilities

Interstate Television Corporation
8756 Sunset Drive
Hollywood 27, California

November 29, 1951

Mr. Bob Longmecker
8756 Holloway Drive
Los Angeles 46, California

Dear Bob:

This is to advise you that we intend to start production
of the BUFFALO BILL series approximately January 15, 1952.
Scripts are being prepared now after a very exhaustive
search for all material on the life of Buffalo Bill. This
project took the complete cooperation and research of our
entire studio production department, and I am certain that
from the first outline, which I have read, you will be
pleased to note the solid impact that the Buffalo Bill
series will have.

No one is better prepared, I believe, than our production
department to produce this outdoor series, because of their
extensive experience. Fortunately we have procured the
services of Vincent Fennelly, who had produced many outdoor
films. His latest Wild Bill Elliott picture, entitled
"LONGHORN," is indicative of the type of outdoor picture
he has been producing.

The entire studio is enthusiastic about the Buffalo Bill
series, and I am certain that the outcome can only be
great motion picture for television.

Kind regards.

Sincerely yours,

G. RALPH BRANTON
President

GRBsm
the Producer...

Interstate Television Corporation matched the stature of the "Buffalo Bill" story by assigning their top producer, Vincent Fennelly, to this series. Fennelly has been in charge of the entire Western feature program at Monogram for the past two years.* "Wagons West," starring Rod Cameron, "Waco," and "Long-Horn," are just a few of his successful feature film credits. Seasoned in public taste for entertainment as a result of his years with Monogram Distribution & Sales, Fennelly packs his films with entertainment values and his fine production talent is evident in each episode of the "Buffalo Bill" series.

the Script...

The daring and exciting adventures of Bill Cody's career are fashioned into scripts that surpass any of the popular programs offered on Television today.

Material source is endless. Both fact and fiction are expertly blended to assure fine entertainment in this series for years to come.

Each episode is based on historical fact, and enhanced by top Hollywood writing talent. The Americanism theme prevails, and audiences of every age, adults, and the younger televiewers alike, will find this series informative and packed with history. Production is of top quality with all the scope of feature outdoor epics, plus the entertainment value that promises box-office success.
Exploitation...

The Buffalo Bill series offers vast opportunities for dealer tie-ins and product promotion.

Our co-stars are featured in a weekly transcribed Radio series, with exciting adventure dramas based on the televised stories. Comic Books and newspaper syndicated Comic Strips continue to make Buffalo Bill a public hero with the younger viewers. Personal appearance tours by the STAR and his cast add the final success story on promotion. These tours and merchandise endorsements are always associated with the program sponsor.
Pictorial Program--

Production stills showing scenes from one of the early episodes entitled "Buffalo Bill at Fort Carson." Indian War Dances and Cavalry Troop skirmishes were expertly staged by our producer to bring the color and fast action into the close-up view which television requires. Buffalo Bill, Scotty and Chief Thunderhorse established a pattern in diplomacy that played a great part in the development of the early West, and proved Bill Cody to be the true friend of the Indian tribes.
Action-Packed Scenes...

Action clips from cameraman Eddie Miller show BUFFALO BILL in various location scenes. Miller, one of the most sought-after cinematographers in Hollywood, packs production quality and beauty into every foot of film. His association with this series compliments the quality standards that Producer Fennelly requires in his Feature Films and Television productions.
...success story

Public preference for outdoor action films is proven by box-office statistics on the desk of every film producer. Add a Star name and life story as historical as Buffalo Bill's, and your success story is assured. The play is the thing, but fine acting is needed to give it life. Our Star Jimmy Ellison, and his very talented co-star Andy Clyde provide the vital personalities that enhance each episode of this great series.

Studio facilities and production know-how, combined with excellent writing talent complete the pattern.

The Buffalo Bill television show maintains the same magnificent stature in entertainment that its famous character does in history.