MY DARLING CLEMENTINE

HENRY FONDA
LINDA DARNELL

RIDERS OF THE PURPLE SAGE

GEORGE MONTGOMERY
MARY HOWARD
ALL TIME GREAT WESTERNS ON HOME SCREEN

Action Packed Stories Of Old Frontier Life Making Exciting Films

**SHORT TAKES**

**BLEND HONEY WITH ACID**
Linda Darnell, who co-stars with Henry Fonda and Victor Mature in the action packed western "My Darling Clementine" to be seen day at Station on Channel. This National Telefilm Associates—20th Century-Fox tv presentation also features Linda Darnell and Victor Mature in its large cast.

Henry Fonda, as Wyatt Earp, and his two brothers Morgan and Virgil, played by Ward Bond and Tim Holt, set out to find the murderer of their youngest brother. Earp has just been appointed marshal to the wide-open town of Tombstone during the 1880's.

Doc Holliday (Victor Mature) and Wyatt's first meeting occur after Wyatt has dumped Holliday's girl friend, Chihuahua (Linda Darnell) into a water trough for cheating at cards. Although the meeting is fraught with tension the two men begin a friendship when Earp does not take advantage of an opportunity to kill Holliday.

Cathy Downs plays the title role of Clementine who arrives from Boston looking for Doc to ask him to return to the east and continue his medical practice. Doc tells her that if she does not leave town, he will. When he keeps his threat Chihuahua and Clementine get into a hair pulling fight.

Marshal Earp discovers that Chihuahua has a brooch that belonged to his dead brother and asks her where she got it. She tells him Doc Holliday gave it to her. Wyatt, thinking Doc is the killer, goes after the stagecoach to bring him back.

**BUYING SPREE**
George Montgomery who stars in the great western story "Riders of the Purple Sage" to be seen day at Station, has a yen for buying ranches. He has a 1,000 acre ranch in Montana, a 15 acre farm in California, and a 20 acre piece of land in Arizona. To stop his overpowering desire to buy land, George has an agreement with his agent that he cannot buy without the agent's consent.

"My Darling Clementine" is brought to an exciting climax when the Earp brothers, aided by Doc Holliday, have a show-down fight with cattle rustlers, the real killers of the Marshal's brother.

Academy award winner John Ford directed this National Telefilm Associates tv release. The screenplay was written by Sam Engel and Winston Miller and was produced by Sam Engel.

**ZANE GREY'S MOST POPULAR STORY ON CHANNEL**
George Montgomery stars in one of Zane Grey's all-time best sellers on day at Channel. "Riders of the Purple Sage," the National Telefilm Associates—20th Century-Fox tv release is an action packed western.

Zane Grey felt that "Riders of the Purple Sage" was his best story. It had more action, thrills and excitement than anything he had written. In its adaptation for the screen the producers have kept everything that thrilled the readers of the best seller.

The setting is early Arizona when the six-gun and the man who was fastest on the draw were the law. George Montgomery plays Jim Lassiter who fights a gang of robbers known as "Law and Order League." This league of bandits attempts to steal land from the settlers of the town. The leader of the outlaws is a man by the name of Dyer who calls himself a judge. The Judge's most important conquest would be Jane Withersteen's property. By seizing this land he would have control of the water rights. Lassiter steps in and makes plans to stop these conquests of land by the Judge.

"Riders of the Purple Sage" follows the great traditions of Zane Grey westerns. It is packed with action and thrilling gun fights. Montgomery gives one of his finest performances in the kind of role that made him so popular. The exterior scenes were shot on location and are breathtaking to behold. A fine supporting cast is featured, including Mary Howard as Jane Withersteen, and Robert Barrat playing the judge.

**HIGHLIGHT LISTING**

**MY DARLING CLEMENTINE**
The famed legendary law man, Wyatt Earp, is highlighted in this action packed western. Marshal Earp and his two brothers go after vicious cattle rustlers who they suspect have murdered their youngest brother. Henry Fonda, Linda Darnell, Victor Mature, Walter Brennan.

**RIDERS OF THE PURPLE SAGE**
A gang of bandits, headed by a man who calls himself a judge, attempt to steal land from the rightful owners. One man fights to apprehend the bandits in this action-packed story of the old west George Montgomery, Mary Howard, Lynne Roberts.
SYNOPSIS

MY DARLING CLEMENTINE

Cast
Wyatt Earp ........................................... Henry Fonda
Chihuahua ............................................ Linda Darnell
Doc Holliday ......................................... Victor Mature
Old Man Clanton .................................... Walter Brennan
Virgil Earp ........................................... Tim Holt
Clementine ........................................... Cathy Downs
Morgan Earp ......................................... Ward Bond
Thornydale ............................................ Alan Mowbray

Synopsis
Wyatt Earp (HENRY FONDA) accepts the job as marshal of Tombstone to bring to justice the murderer of his youngest brother. He appoints his two other brothers as deputies.

Under suspicion is the savage Clanton brood.

Clementine arrives in Tombstone from Boston looking for Dr. John Holliday (VICTOR MATURE). Doc leaves town when she begs him to return to Boston to continue his medical practice.

Chihuahua (LINDA DARNELL), a cafe singer, becomes enraged when she learns Doc has left. A wild fight between the two girls in Clementine’s room brings Earp, who notices a brooch which he recognizes as one that belonged to his murdered brother. When Chihuahua says Doc gave it to her, Wyatt goes after the stage.

He brings back Holliday! Chihuahua then admits that Billy Clanton, not Doc, gave it to her. Billy, who has been listening outside, fires a shot into the room wounding Chihuahua. In an ensuing chase Billy is killed. Old Man Clanton shoots Virgil Earp in revenge.

Chihuahua dies and Doc offers his aid to the Earps, preparing for a showdown fight with the Clantons.

After a terrific gun battle, the Clantons are wiped out. Doc is killed and Morgan Earp is wounded, but law and order have come to Tombstone. Wyatt leaves the town with Morgan bidding goodbye to Clementine, but hinting that Wyatt will be back for her.

RIDERS OF THE PURPLE SAGE

Cast
Jim Lassiter...George Montgomery
Jane Withersteen.........Mary Howard
Judge Dyer .............Robert Barrat
Bess .........................Lynne Roberts
Adam Dyer ..............Kane Richmond
Fay .........................Patsy Patterson

Synopsis
Zane Grey’s best seller, “Riders of the Purple Sage,” the story he considered his favorite because of its thrills and adventure, has been brought to the screen with all the quick shooting and fast riding it called for.

Judge Dyer (ROBERT BARRET) heads the Law and Order League, a band of outlaws which he is using to steal thousands of acres of Arizona land. But he must get Jane Withersteen’s (MARY HOWARD) land to control the water rights.

He is frustrated in his efforts by Lassiter (GEORGE MONTGOMERY), a mysterious stranger who has decided to help Jane. Dyer sets his men against Lassiter, but the stranger overcomes the Law and Order League in an exciting battle, and saves Jane’s property for her.
MY DARLING CLEMENTINE
10 Seconds
Henry Fonda, Linda Darnell, and Victor Mature star in MY DARLING CLEMENTINE _______ day at _______ on this station. This thrill packed story of the Old West tells a story of the legendary Wyatt Earp and his fight for law and order.

20 Seconds
The wide-open town of Tombstone, Arizona in the 1880's is the colorful setting for MY DARLING CLEMENTINE. Henry Fonda stars as the famed Marshal Wyatt Earp, in this great action drama to be telescast on this station at _______ day. Academy Award winner, John Ford, directed the fine cast including Linda Darnell, Victor Mature and Walter Brennan.

RIDERS OF THE PURPLE SAGE
10 Seconds
RIDERS OF THE PURPLE SAGE to be telescast _______ day on this station at ___________ goes all out with gunfights, action and thrills. George Montgomery stars as Jim Lassiter, a stranger in town who’s fast with a gun and doesn’t like to see other people pushed around.

20 Seconds
George Montgomery stars in Zane Grey’s greatest western, RIDERS OF THE PURPLE SAGE, _______ day at _______ on this station. A gang of bandits try to seize all the land in a small western town. The leader of the outlaws wants to control all the land in the territory so that he can force the settlers to pay him for use of the land. A mysterious stranger arrives in town and fights to return the land to the rightful owners.

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SLIDE

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 telescast 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.
Showmanship Hints To Help You Promote Your Telecasts of "My Darling Clementine" and "Riders Of The Purple Sage"

Showmanship can be your key to greater audiences and higher ratings. Merchandise and promote your NTA feature films with tie-ins, stunts and by informing special interest groups. Some of these suggestions may not be appropriate to your locality, but with a little ingenuity you can arrange promotions to attract more viewers.

Westerns are garnering high ratings on TV. You have two fine Westerns made at the higher expense and with the great care lavished on feature films. Play up the fact that "My Darling Clementine" features the Earp-Clanton gunfights and that "Riders of the Purple Sage" was written by Zane Grey.

Nowadays a big push for a feature film is a title song. "My Darling Clementine" has one of the all time greats as its title song. Have local disc jockeys plug "Clementine." The DJ's can mention the telecast of the picture as well. If possible, have a local singer make a recording of "My Darling Clementine.”

Old newspapers with stories of the Earp-Clanton fights in Tombstone, Arizona, are still available. Clippings from these sheets will make interesting features on the famed gun battlers. Contact your local historical society; they'll help you locate the stories and assemble them for you.

American frontier ballads and folk songs are finally getting the recognition they deserve. Music schools, libraries and local music shops will probably be glad to cooperate in arranging displays to pay tribute to the songs that helped open the West. Music store windows can feature record albums of folk songs. Burl Ives and Stephen Foster albums are just two of the many available.

Here's a novel way to distribute promotional handbills devised by a Louisiana station. This station offered some unused station time to the largest local supermarket, which, in exchange, inserted the handbills in all boxes and bags at the check-out counters.

There's nothing like the reliable horse and buggy stunt. With a cowboy driving, sporting a big banner out back, folks will know about your features. Copy might read:
You'll be "lost and gone forever" when you go for "MY DARLING CLEMENTINE"

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.

P1 "My Darling Clementine"  P2 "My Darling Clementine"  P3 "Riders of the Purple Sage"
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.