Ramona

LORETTA YOUNG

DON AMECHE
Helen Hunt Jackson’s Great Story of Life and Love in Old California on Channel

A touching story of high romance—fiestas, fandangos, songs, roses, secret trysts, mission bells, stolen kisses, tears, love and laughter—will be brought to television viewers next day at p.m. when will telemcast the 20th Century-Fox-National Telefilm Associates film presentation of Helen Hunt Jackson’s immortal love story, “Ramona.”

Loretta Young is featured as Ramona, Don Ameche as Alessandro, with Kent Taylor, Pauline Frederick, John Carradine, Jean Darwell and Katherine DeMille in supporting roles.

The story revolves around Ramona (Loretta Young) and Alessandro (Don Ameche), two hapless lovers, who are driven from their homeland by ruthless white settlers. Their trials and tribulations take on poignant reality as they seek to live their life in quieter dignity.

The skillful direction of Henry King and the remarkable photography of William Skall make “Ramona” a masterpiece, a personal triumph for Darryl F. Zanuck, the production chief, and executive producer Sol M. Wurzel.

Of all revivals of America’s bookshelf favorites, this film adaptation of “Ramona” is the most triumphant.

**REVIEWS**

**Motion Picture Herald:**
Gayety and lively human humor are mingled with surging drama devoted love interest and emotion stirring tragedy. It is played by an accomplished cast. Loretta Young, Don Ameche and Kent Taylor are the leads. The story is impressively appealing.

**New York World Telegram:**
Ramona didn’t know that she had Indian blood in her veins because she had been brought up like a white child in the home of Senora Moreno. However, when she did find out that her mother had been a squaw it made her happy because now she could marry Alessandro, an Indian employed on Senora Moreno’s large ranch. The two are ideally happy until white usurpers run them off the land that they have farmed. Forcibly to flee in a storm with their little daughter, Ramona and Alessandro take refuge at the home of a kindly old woman. But the child becomes ill and in order to save her Alessandro has to steal a horse. Tracked down and killed in cold blood by the horse’s owner, Ramona is left to find whatever happiness she can in the strong arms of Felipe Moreno, who it seems, has loved her all the time. Since “Ramona” is a tear jerker of the popular sort, it will undoubtedly find great favor with matinee audiences. Loretta Young makes what is sometimes called “a picture” in the title role, which she also plays, with feeling and skill.

**New York Herald Tribune:**
Because of the tenderness Loretta Young puts into her performance as Ramona, the girl whose mother was an Indian squaw, the film has an emotional quality, that is often touching . . . , it is a painstaking production, careful in its detail, and appears to retain the essence of the Helen Hunt Jackson classic.

**SHORT TAKES**

**It’s Details That Count**
In no detail did director Henry King compromise with historical records in filming “Ramona,” to be telemcast next p.m. over Channel . Jewelry worn by Loretta Young, featured as Ramona, are genuine antiques, handed down from family to family through the years. Many of the “Ramona” Indians, engaged from nearby Indian reservations, wear ornaments handed down by their forefathers, natives of the Mesa Grande area of the San Jacinto mountains in California, the site of the filming.

**“Ramona”—A Political Lesson**
Politicians, studying how to make government more complicated and expensive, might take a leaf from the book of the Mesa Grande Indians, who play an important role in NTA’s presentation of “Ramona” next day at p.m. over Channel . These aborigines, resident in the San Jacinto hills of California, manage to get along without anything more complicated than a tribal council which handles all matters of state, even to the extent of signing the tribe up to appear as extras in “Ramona,” filmed on their land.

**Lost Voice—Won Film Fame**
A gust of raw wind blew Pauline Frederick into films and robbed the operatic stage of a voice of great promise. And appearing in several New York productions as a singer, the budding star caught a heavy cold one night and awoke to find her voice gone. Reluctantly, she turned to dramatics and soon was scaling heights to which she could never have aspired as a singer. Miss Frederick plays one of the featured roles in “Ramona,” the NTA film presentation over Channel next night at p.m.
SYNOPSIS

The greatest love story the world has ever known!

RAMONA

with

LORETTA YOUNG
DON AMEACHE • KENT TAYLOR
PAULINE FREDERICK • JANE DARWELL
KATHERINE DE MILLE • JOHN CARRADINE

Directed by Henry King • Executive Producer Sal M. Wurtzel

Running time: 80 minutes

Cast

Ramona ........ Loretta Young
Alessandro ...... Don Ameeche
Felipe Moreno .... Kent Taylor
Señora Moreno .... Pauline Frederick
Aunt Ri Hyar ... Jane Darwell
Margarita ...... Katherine de Mille
Father Gaspara ... Victor Killian
Jim Farrar ....... John Carradine
Juan Can ........ J. Carrol Naish
Father Salviederra ... Pedro de Cordoba
Dr. Weaver ...... Charles_Waldron

Marda .......... Claire Du Brey
Scrooge ........ Russell Simpson
Joseph Hyar ..... William Benedict
Paiqeto ...... Robert Spindola
Pablo .......... Chief Thunder Cloud

Credits

Director by HENRY KING;
Executive Producer, SAL M. WURTZEL; Screen Play by LAMAR TROTTI; Based on the novel by HELEN HUNT JACKSON;
Technicolor Photography, WILLIAM V. SKALL; Technicolor Color Director, NATALIE KALMUS;
Associate Producer, JOHN STONE;
Music Score by ALFRED NEWMAN; Associate Cinematographer, CHESTER LYONS, A.C.; Art Direction, DUNCAN CRAMER;

Synopsis

In the days of the declining glory of the Spaniards in Old California, the Moreno rancho maintains the splendor of the past. The Señora Moreno (Pauline Frederick) is the owner, with her son Felipe (Kent Taylor), whom she idolizes. Felipe loves Ramona (Loretta Young), lately returned home from a convent. There is a mystery about Ramona, and for some reason the Señora is terrified that Felipe will marry her.

The indios come in for the annual sheep-shearing. Their chieftain is Alessandro (Don Ameeche), handsome son of a chief, and well educated by the Mission Fathers. He and Ramona meet under romantic circumstances, and it is love at first sight, although their lives remain unspoken. Margarita (Katharine De Milie), is very jealous of Ramona.

Felipe is injured in a horse race climaxing the sheep-shearing festival. Alessandro saves his life by riding day and night for a doctor, and later agrees to stay on as foreman of the ranch during Felipe's illness.

Meanwhile Margarita spies on Alessandro and Ramona, and finds out that they have declared their love to each other. She tells Señora Moreno. Ramona is immediately shut up in her room, and Alessandro ordered to depart. Ramona defies the Señora, who then discovers her, telling Ramona that she is the daughter of an Indian woman of Alessandro's tribe and a Scotch adventurer who was to have married the Señora's sister. The sister, dying, had made Señora Moreno promise to care for Ramona as her own daughter.

This is all Ramona needs to determine her to marry Alessandro. They escape, with Felipe's help. Alessandro takes his bride to his Indian village, where they live happily. In time a baby girl makes their joy complete.

Meanwhile, the American Government, taking over Old California, sells the Indians' land. Yankee strangers dispense Ramona and Alessandro and their village. The two start seeking a new home. The baby sickens, and they stop for shelter in the cabin of Aunt Ri Hyar (Jane Darwell).

Alessandro goes after a doctor, but the doctor refuses to come, instead giving Alessandro medicine to rush to the baby. Alessandro's horse goes lame, returning, and according to accepted Indian custom. Alessandro borrows a horse from a deserted ranch house, leaving his own horse as security. The rancher, returning, sees Alessandro, and goes after him.

Alessandro arrives in time to save the baby. But as he goes after water, he is shot by the pursuing rancher as a horse thief.

Alone in the world with her baby, Ramona is comforted by the arrival of Felipe. So tender is his sympathy that it seems likely in the years to come that Ramona will become Felipe's wife, and mistress of the great Rancho Moreno.
On-the-air Announcements

10 seconds
One of the most beautiful moving pictures to come out of Hollywood, RAMONA, the immortal story of love and life in Old California will be presented on this station, ______ day at _________.

10 seconds
Loretta Young stars in Helen Hunt Jackson’s immortal love story — one of the great romances of all time — RAMONA, ________ day at ________ on this station.

20 seconds
Loretta Young stars as Helen Hunt Jackson’s immortal heroine, RAMONA, in one of the finest pictures ever to come out of Hollywood. The picture of love and life in Old California fairly teems with fiestas, fandangos, songs, stolen kisses, tears and laughter. Don Ameche is seen as Alessandro in one of the greatest romances ever unfolded on the screen. Don’t miss RAMONA, ________ day at ________ on this station.

20 seconds
The beautiful and tender love story of the Old Mission Days in California, RAMONA, will be presented by this station ________ day at _________. Loretta Young plays the heroine of Helen Hunt Jackson’s immortal romance and Don Ameche stars as Alessandro, in one of the screen’s great classics. Don’t miss RAMONA, the beautiful story of love and life in Old California ________ day.

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

RAMONA

DON AMECHE
LORETTA YOUNG

on NTA release
Merchandising Devices To Help Increase Ratings For Your Telecast Of "Ramona"

If only one of these suggestions is effective in your area, these showmanship hints will have been worth the effort...because it is only through an exchange of ideas that fresh and original concepts of feature film exploitation evolve.

There is a possibility of getting civic leaders in your city to declare a Fiesta Week—particularly if the city is in the southwest—getting old-time residents to get out of the trunk, some of the type of clothing worn when the city was young. Local merchants could have special Fiesta Sales.

"Ramona" is a picture which deserves the support of all women's organizations and all other societies which have so loyally supported the finer type of film entertainment.

Ramona, aside from being a literary classic, has historical value. Notify your local grammar schools and high schools. Send letters and releases to the heads of English and History Departments and supply notices of your telecast for the department bulletin boards.

Play up the title song from the picture. "Ramona" is still a favorite. Contact your local disc jockeys to give this recording a play.

In large cities, and in the south and southwest of the United States, television publicity departments will want to take out special advertising and insert special publicity on "Ramona" in the Spanish-Mexican newspapers. "Ramona," being a romantic drama of early California, dealing with the proud old Spanish families which were in conflict with the incoming Americans, will be of interest to all those of Spanish descent.

Certain action in the picture is of a pioneer aspect, depicting those adventurous days in which adventurous men build cities and towns through wild country. This pioneer angle provides a basis for a "Pioneer Day" in those communities which can rightfully lay claim to being a pioneer city or town of its county or state. The oldest business establishments could get together for big space co-op newspaper ads in a pioneer section. An effort should also be made to get editorials in local papers, the angle being that the town has grown along with the cinema through the years.

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.
TV's BEST...TONIGHT

Ramona

with Loretta YOUNG
DON AMECHE
KENT TAYLOR

WXXX channel 00
TONIGHT at 0:00

M201

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.

Ramona

with Loretta YOUNG
and a cast of thousands

WXXX channel 00
TONIGHT at 0:00 P.M.

M101

M102

NTA

NATIONAL TELEFILM ASSOCIATES, INC.