ROCHELLE HUDSON
HENRY FONDA

WAY DOWN EAST
HENRY FONDA IN NO. 1 MELODRAMA

Rochelle Hudson In Seething Love Story of "Way Down East"

Humanity’s Ever-Waging War Against Bigotry On TV

The nation’s all-time favorite melodrama, its theme the ageless conflict of rockbound morality and the spirit of liberality and forgiveness, becomes a moving issue again in the National Telefilm Associates release of “Way Down East,” starring Henry Fonda and Rochelle Hudson, which will be seen at __________ day on Station __________, Channel __________.

The locale of the popular drama is New England in the 1890’s and the action centers about the farm home of stern, bigoted old Russell Simpson. Rochelle Hudson has the role of the young woman, wronged at love, who atones for her sin and asserts her right to new love and happiness. She applies for work on the Simpson farm and soon attracts the glances and love of the farmer’s sensitive son, Henry Fonda.

In short time malicious gossips bring tales of Rochelle’s dubious past to the ears of Squaw Simpson. In the face of his merciless self-righteousness the shameless girl flees despite his wife’s pleas for mercy and the fury of his son at his bigotry.

On the ice floes of a raging river the drama sweeps to thrilling climax, which sees the man who had betrayed the heroine attain new stature in a frame of remorse and gallantry. Audiences of theater and motion pictures who have acclaimed this classic for more than half a century will find a new dimension in the eloquence of the feature’s unusual poetic photography.

Winfield Sheehan produced the 20th Century-Fox production of Lottie Blair Parker’s play. Henry King directed the scenes in which Slim Summerville, Andy Devine, Astrid Allwyn, Spring Byington, Margaret Hamilton, Sara Haden and Edward Trevor provide rich rural impersonations.

NEW YORK TIMES:

...carefully produced and pleasantly acted version of the old road-show classic. With reverence and affection it describes Anna’s losing battle with the New England conscience...the film possesses genuine charm in its earlier pastoral scenes on the New England farm. In large measure this is the personal triumph of Henry Fonda, whose immensely winning performance as the squire’s son helps to establish an engaging bucolic mood for the drama in its quieter moments.

NEW YORK HERALD TRIBUNE:

Eliza, the celebrated ice-cake walker of “Uncle Tom’s Cabin,” is a doll and an amateur in the business of leaping from ice floe to ice floe compared with the heroine, hero and villain of the new screen version of “Way Down East.” In this saga of frost-bitten New England, which was once a mighty D. W. Griffith triumph, Miss Rochelle Hudson, Henry Fonda and Edward Trevor, who have the central roles in the current edition, dart about amid the collapsing ice... 

MOTION PICTURE HERALD:

"Way Down East" has long been considered the great American melodrama. Here, retaining all the intensity of its essential tender emotional appeal, it is endowed with all the advantages made possible by the scope of modern picture making art and understanding production technique. This condition almost automatically guaranteeing its entertainment worth is also indicative of its showmanship-exploitation availability.

It is sentimental and sympathy-stimulating, but not overdone. There isn’t a trace of hokum in the entire production. The drama is honest and believably gripping in its realism. The comedy is natural and human. Its sensational anti-climax is terrifying yet fascinating... 

SHORT TAKES

GRAND OLD MELLER ON TV

In Mamaroneck, N. Y., in 1920 film pioneer D. W. Griffith built a replica of a New England farm. Here he filmed one of the most famous of all silent melodramas, "Way Down East." The story was sure-fire and admirably fitted the talents of its two stars, Lillian Gish and Richard Barthelmess. Also in the cast were such famous early screen players as Burr McIntosh, Lowell Sherman, Creighton Hale and Mary Hay, who became Mrs. Barthelmess in real life. Now the favorite love story is being told on TV in a remake of the original.

OLD SAGE SAGES

Oldtimer Russell Simpson, recently honored with a handful of others for 50 years devotion to film-making, has a featured role in the ever-popular American drama, "Way Down East." The film will be shown ________ day at ________ on Station ________, Channel ________ by National Telefilm Associates. "These old plays," admits Simpson, "are meaty with romance and humanity. Of course there are cycles in entertainment tastes. Froth and sophistication have their day but they must ultimately give way to shows which deal with the fundamental problems of life."

TOWN GROWING FONDA OF FONDA

Not every actor has a town named after him, as in Henry Fonda’s case — well, not really. Fonda relishes his rustic role in NTA’s "Way Down East," which Station ________, Channel ________, carries ________ day at ________, because it reminds him of life in Western Nebraska where he was raised on a farm. Dutch ancestors of his, sailing up the Hudson with Hendrik Hudson, fashioned another rural settlement in upstate New York, which community today bears his name — Fonda, N. Y.

HIGHLIGHT LISTING

With its setting in bleak New England in the 1890s "Way Down East," America’s favorite melodrama, unfolds the tale of a young girl who has lived well but not too wisely. When her past is uncovered by gossip she finds herself struggling against a self-righteous and prudeful community society. An understanding youth stands by her side alone as she fights for the right to love and be loved again. Henry Fonda, Rochelle Hudson, Spring Byington, Russell Simpson, Slim Summerville, Andy Devine.
Showmanship Builds Audiences; Use These Merchandising Tips for "Way Down East"

Good showmanship imparts a magical quality to merchandising. However effortless a promotion campaign may seem, it requires concentration and hard work. A good campaign will pay off in higher ratings and increased audience. Try some of these exploitation hints, if they are suitable to your locality. If not, use some original stunts which will tie in your feature with a timely and topical local or national event.

"Way Down East" is as American, as homely as (cliche!) apple pie. It's a family show. Members of the family and local folk should be enlisted to help put this TV presentation across. Healthy, homely, native implements like a baking contest, hay-ride, a how-down, contests for the best fudge or home-made taffy, tin-types, exhibits of antiques, mock-ups of country stores, old tunes, community sings, quilting — hooked-rug parties, etc., are in order.

* * *

Merchants who have been in business since 1890 might contribute sizable window and display space for views of the local scene of that era, along with stills from "Way Down East." The growth and prosperity of the particular store and the town could thus be traced in pictures.

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Nostalgic old songs and old-fashioned country-dancing have prominent parts in "Way Down East." You might interest your deejays and music departments in giving a play during the pre-teletcast week to such popular old tunes from the film as "All Bound Round With A Woolen String" and "Seeing Nellie Home." Accent should be on old country dance bands, fiddles, accordions, harminicas, bass viol, musical saws, etc. — and on community sings.

Reminiscing out loud, particularly about old-fashioned winters, old-fashioned styles, anything of old-time vintage, should provide good subject matter for newspaper space. Subjects of course, should be in the age bracket of the '90's when "Way Down East" was first produced. Oldsters — particularly those among the citizenry who saw "Way Down East" on the legitimate stage — should provide good interviews. For a change of pace why not interest an editor in running a series of tin-types sent in by readers. There'll be some interesting scanning of portraits of prominent citizens and places as they looked back then. This would also be a good time for a local photographer or historical society to create interest in themselves by tying in with the filming.

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How about a parade through town of old-time vehicles — shays, wagons, sulkies, etc., all carrying essential poster credits for "Way Down East" . . . Induce library and book store outlets to display editions of "Way Down East" . . . Arrange an Old Timers Day for the Old Folks Home in your county. Families of four generations you might make part of any "Way Down East" promotion with press, radio or TV.

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.
SYNOPSIS

ROCHELLE HUDSON
HENRY FONDA
Slim Summerville
Edward Trevor
Margaret Hamilton
Andy Devine

PRODUCED BY WINFIELD SHEEHAN
DIRECTED BY HENRY KING

WAY DOWN EAST

CAST

Anna Moore ............ ROCHELLE HUDSON
David Bartlett .......... HENRY FONDA
Constable Seth Holcomb ...... SLIM SUMMERVILLE
Lennox Sanderson .......... EDWARD TREVOR
Martha Perkins .......... MARGARET HAMILTON
Hi Holler ............... ANDY DEVINE
Squire Bartlett .......... RUSSELL SIMPSON
Mrs. Bartlett .......... SPRING BYINGTON
Kate ............ ASTRID ALWYN
Cordelia Peabody .......... SARAH HADEN
Hank Woolwine .......... AL LYDELL
Mr. Peabody .......... HARRY C. BRADLEY
"Doc" Wiggins .......... CLEM BEVANCE
Mrs. Poole .......... VERA LEWIS
Musicians .......... SEYMOUR AND CORNCOB
Abner .......... PHIL LA TOSKA
Amos .......... WILLIAM BENEDICT

CREDITS

Produced by .......... Winfield Sheehan
Directed by .......... Henry King
Screen play by .......... Howard Estabrook and William Hurlbut
From the play by .......... Lottie Blair Parker
Photography .......... Ernest Palmer, A.S.C.
Sound .......... Joseph Aiken
Film Editor .......... Robert Bischoff
Art Director .......... William Darling
Gowns .......... William Lambert
Musical Director .......... Oscar Bradley

SYNOPSIS

Appearing from nowhere Anna Moore (Rochele Hudson), a pretty young girl seeks employment in a New England town of the 1890's. She finds work in the household of Squire Bartlett (Russell Simpson), a stern, rockbound New England moralist. She is happy at the Bartletts since Mrs. Bartlett (Spring Byington) takes a warm, motherly interest in her, and young David (Henry Fonda) seems to be in love with her. For some reason Anna seems unable to return the affection. The romance is further hampered by the occasional visits of Lennox Sanderson (Edward Trevor) who lives next door, and the determination of the Squire that David should marry Kate (Astrid Alwyn). Kate however, is in love with the saucy, worldly Sanderson.

As the seasons pass, gossip brings tales of Anna's mysterious past to the Squire's ears. They reveal that the girl had been the victim of an unfortunate love affair, and that Sanderson has wronged her. A stormy scene follows in the Bartlett house. Anna attempts to flee over the icy river and is caught in the breaking of the ice jam. In the heroic scene that follows, David rescues her from drowning but Sanderson goes to a watery grave.
On-the-air Announcements

10 Seconds
The love story that never grows old: WAY DOWN EAST, starring Henry Fonda. The elemental drama of a woman wronged—and an unforgiving world. It's America's favorite melodrama. WAY DOWN EAST, this station, ______ day at ________.

10 Seconds
Shall one flaming, impulsive sin brand a woman all of her life? Can a defenseless girl rebuild a shattered life—with a new lover? WAY DOWN EAST tells the story ______ day at ________ on this station. With Henry Fonda, Rochelle Hudson.

20 Seconds
Far from the scene of her wrong—in a remote farmhouse—a wronged girl seeks freedom from the scorpion tongue of scandal. Secluded, sheltered, she dreams of her right to love . . . and be loved. Until her secret is out, and she finds herself homeless, friendless . . . ruined. A melodrama that has haunted the nation. See Henry Fonda and Rochelle Hudson in WAY DOWN EAST on this station, ______ day at ________.

20 Seconds
Wonder mounts in a crescendo of thrills, heartaches and heroics in the world's greatest melodrama. Audiences all over America hailed this story on the stage, in silent pictures, in talkies — and now on television. It's WAY DOWN EAST, with Henry Fonda and Rochelle Hudson . . . the filmed epic, in gorgeous new poetic photography, of a woman who has sinned and her struggle to secure new happiness. This station, ______ day at ________ — WAY DOWN EAST.

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.
TV's BEST...TONIGHT

TRIUMPH OF THE TALKING SCREEN
—its drama intensified a hundred times!

Today more than ever, this vital drama...of a trusting love betrayed...grips every human sympathy...as its crashing climax strikes with stunning force and stirring realism.

WAY DOWN EAST

HENRY FONDA
ROCHELLE HUDSON

WXXX channel 00
TONIGHT at 0:00

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.

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M101