Junior Miss

Starring

PEGGY ANN GARNER
ALLYN JOSLYN
MONA FREEMAN
TEEN-AGER CREATES A TEMPEST
“Junior Miss” Is Hilarious, Exciting Screen Hit

Peggy Ann Garner Stars as the Imaginative “Junior Miss” on Channel __________

Thirteen year old Judy Graves is blessed with a vivid imagination which translates every-day incidents into dramatic situations and her antics throw her home into confusion in the National Telefilm Associates tv film, “Junior Miss,” day at __________ on Station __________, Channel __________.

Cast as the youngster in this 20th Century-Fox film version of the hilarious play that ran on Broadway for two years, is Peggy Ann Garner. Allyn Joslyn is seen as her father, the earnest, hard-working member of a law firm. As Fuffy, Judy's friend, confidante and fellow conspirator, Barbara Whiting will be seen.

She conjures up a non-existing triangle involving her father and mother after witnessing a paternal peck. To save her family, Judy embarks on a plan of action that sends her parents into a frenzy of confusion.

She almost wrecks her older sister, Lois’ (Mona Freeman), social standing and gets her father fired from his job with a law firm. Her handsome uncle turns up and she fabricates a romantic legend about him, telling Fuffy that he is a paroled convict, and maneuvers him into a romance with her mother's rival.

On the eve of her own first formal party, Judy accidentally sets the whole mess aright—by a fluke, as unintentional as the rest of her antics, and brings everything back to a state of comparative peace.

Included in the cast are Michael Durnne as Uncle Willis, Faye Marlowe as Ellen Curtis and Sylvia Field as Grace Graves. ”Junior Miss” was produced by William Perlberg and written and directed by George Seazan from the stage play by Jerome Chodorov and Joseph Fields.

NEW YORK TIMES:
... this film is a laughing entertainment in the strictly domestic line. It tells with a great deal of humor of the confusion and upheavals caused by a highly imaginative and meddlesome "Junior Miss" in a New York apartment home. As the fearfully precocious youngsters around whom a family (and a civilization) turn, Peggy Ann Garner is quite appealing and blessed with a sweet naiveté. Sylva Field is very good as the mother and Mona Freeman plays the older sister quite well.

NEW YORK HERALD TRIBUNE:
Sally Benson's sentimental stories about a meddlesome brat have inspired a captivating comedy. "Junior Miss" has already made its mark in the theater. The film version has even more pointed and antic definition. With Peggy Ann Garner playing the title role to perfection, and Scotty Beckett playing her adolescent sis-sis with remarkable authority, the picture has substance and meaning, in addition to amusement. Little Miss Garner was very good indeed in "A Tree Grows in Brooklyn." She is far better as "Junior Miss." It was no easy assignment to follow Patricia Reardon of the stage play in a dominant part, but she has done it brilliantly. The Garner kid realizes all of the obvious run-ins between children and parents which make the heart of the Sally Benson yarn. She also lends a poignancy to the exposition which enriches it no end. Since Beckett backs her up at every turn with a portrayal of a fresh boy with nice insinuance, all is well.

SHORT TAKES

Debut
Barbara Whiting who recently starred in a television series with her singing sister, Margaret, made her motion picture debut as a comedienne at the age of 13. She played the role of Fuffy in the film version of "Junior Miss," which will be shown day on Station __________. Barbara is the daughter of the late songwriter, Dick Whiting.

First Formal
Peggy Ann Garner got her first formal gown when she was 13 as a result of her role in "Junior Miss," which will be telecast on Station __________. Her mother wanted Peggy Ann to wait till she was sixteen for her first long dress, but the little actress reasoned that if the thirteen year old "Judy" of the film could have a formal, why couldn't she have it in real life? Mrs. Garner finally consented.

MAKE UP MAN'S HOLIDAY
The make-up man assigned to a picture like "Junior Miss," which will be seen on Station __________, could practically sit back and relax throughout the entire filming. When Peggy Ann Garner starred in the picture she was only thirteen. Barbara Whiting, another thirteen year old, played the comedy role and Mona Freeman who can be seen as the older sister—was all of seventeen. The oldest actor in the cast was Allyn Joslyn, still in his thirties. Veteran make-up man Vern Murdock, claimed that he had the easiest assignment of his career.

HIGHLIGHT LISTING
Adapted from the Broadway stage sensation, "Junior Miss" recounts the hilarious adventures of a teen-ager with a vivid imagination. Because she suspects her father of being interested in another woman, the youngster turns the household topsy-turvy till an unintentional fluke sets matters straight. Peggy Ann Garner, Mona Freeman, Allyn Joslyn, Faye Marlowe.
SYNOPSIS

Judy Graves ............... Peggy Ann Garner
Harry Graves ............... Allyn Joslyn
Uncle Willis ............... Michael Dunne
Ellen Curtis ............... Faye Marlowe
Lois ......................... Mona Freeman
Grace Graves ............... Sylvia Field
Fuffy ......................... Barbara Whiting
Joe ......................... Stanley Prager
J. B. Curtis ............... John Alexander
Hilda ......................... Connie Gilchrist
Haskell Cummings, Jr. .... Scotty Beckett
Haskell Cummings, Sr. .... Alon Edwards
Mrs. Cummings ............. Dorothy Christy
Merrill Feuerbach ........... William Frambes
Donald Parker .............. Ray Kline
Tommy Arbuckle ............. Mickey Tiitus
Albert Kusky ................ Eddy Hudson
Sterling Brown ............. Mel Torme

Directed by ................ George Seaton
Produced by ................. William Perlberg
Screen Play by .............. George Seaton

Credits

It is midst the usual confusion created by two lively teen-age daughters, Judy (PEGGY ANN GARNER) and Lois (MONA FREEMAN), that Harry Graves (ALLYN JOSLYN) and his wife Grace, are preparing cocktails before the arrival of Harry's boss, J. B. Curtis, and his daughter, Ellen.

Lois has made off with all the ice cubes for a facial while Judy berates her father for having had neither a dramatic nor colorful youth that she can write about in her biography for school work. There is almost a scene when Lois suggests that Uncle Willis story might add the touch of wildness needed in the Graves' chronicle.

The matter is forgotten for the moment with the arrival of Fuffy Adams, Judy's best friend. She has managed a date for Judy for the Cawell party. Fuffy bounces off just as J. B. and Ellen (FAYE MARLOWE) arrive.

Right behind them arrives one of Lois's numerous young men. The pompous J. B. begins heckling the lad, employing the same method he used to drive off all Ellen's suitors and he says as much to Harry in the kitchen. Harry gives Ellen soothing advice, putting his arm around her consolingly. Unknown to them, Judy has watched this little scene and immediately sees Ellen in the role of the other woman.

Judy loses no time in confiding her trouble to Fuffy, who agrees that it is really a critical situation requiring desperate measures. At that night Judy is alone in the house when Uncle Willis (MICHAEL DUNNE) turns up. Judy attributes his pallor to a session in prison and is very sympathetic.

When Grace and Harry return home, Uncle Willis tells them in confidence that he had hid out until he considered his weakness for drink. He also speaks of his chat with Judy.

Christmas Day finds the too worried junior misses planning a scheme to solve the "triangle" problem in the Graves home. Their plan is to get Ellen and Uncle Willis together. It works, as Ellen and Willis continue to see each other.

Meanwhile J. B. is trying to swing a business deal with Haskell Cummings. He comes to see Harry about it New Year's Day. Judy buttonholes him to get his views on hiring an ex-convict. When he ironically answers, "I'd like nothing better than to fill my office with ex-convicts," Judy takes him literally and says she's so happy "on account of Ellen." When J. B. hears the details about Ellen and Willis—Judy's version—he goes to pieces. The situation is made worse with the appearance of the pair who announce their marriage. The irate man blames Harry for this, fires him and leaves.

It is on the night of Judy's big moment—the Caswell party—that J. B. surprises the Graves with another visit, demanding to see Ellen. In the resulting confusion and arguments, J. B. overhears that Mr. Haskell Cummings is announced. J. B. jumps to conclusions: Harry has been making a business deal behind his back. He promises to give Harry a partnership and to take Willis in the firm if Harry will bring in Cummings. Before the bewildered Harry can say anything, Ellen and J. B. are patching up their differences and Haskell Cummings is at the door. Although Cummings proves to be Judy's young escort for the party, peace and the deal remain intact. But there is one more surprise for the Graves. It's Judy—suddenly emerging as a beautiful young junior miss in her first party dress.
On-the-air Announcements

10 Seconds
Meet the miss that’s a hit! Meet JUNIOR MISS, that madcap teen-ager who kept Broadway laughing for two years, _______ day at _________ on this station. Peggy Ann Garner stars as the imaginative Judy.

10 Seconds
You have a date with a madcap, imaginative JUNIOR MISS _______ day at _________ on this station when Peggy Ann Garner stars as a teenager who learns that men can be a pain in the heart as well as a pain in the neck.

20 Seconds
A young lady about to hear her first wolf call will have you howling with glee in JUNIOR MISS, _______ day at _________ on this station. Peggy Ann Garner learns that boys can be a pain in the heart — instead of the neck — when she prepares for her first formal dance. You’ll enjoy this sensation of the Broadway stage that kept New York laughing for two years.

20 Seconds
A precocious, highly imaginative girl conjures up a non-existing triangle involving her unsuspecting mother and father and the innocent daughter of her father’s boss in JUNIOR MISS, _______ day at _________ on this station. Hoping to save her family, the teen-ager, played by Peggy Ann Garner, gets her father fired from his job and sends her family into a frenzy of confusion. Don’t miss JUNIOR MISS, _______ 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 unmouted 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.
Exploitation Tips For Your Campaign To Attract Widest Audience For "Junior Miss"

Some showmanship ideas are as old as Barnum, some so new that they will be created by you on receipt of the film. We hope the following suggestions will serve as a springboard for your station's exploitation campaign. Since we are anxious to learn about new methods you may devise to merchandise this show, please let us know about any of your own successful promotions.

Capitalize on the heart-humorous puppy love in JUNIOR MISS by selecting a local "junior miss" and then seeing her off on her first real date, like Peggy Ann Garner as Judy in the picture. In advance of your telecast, arrange for a "Junior Miss" dance at a community center and select a girl for "Junior Miss." Girls could receive numbered cards and the boys would get duplicate cards having the same numbers. The girls and boys having the same numbers would be coupled as dates for the dance and one couple singled out as "junior miss" and her date. The event could be sponsored jointly by your station and the community center. Perhaps some department store will outfit her in her first grown up ensemble—high heels, a gown, wrap, etc. An early dinner and tickets for a local event would be her first real date. Your local "Teen Age" columnist might interview her or a feature might appear on the woman's page.

There are angles for newspaper and TV interviews such as:
1. Do you still remember your first date?
2. Do you think girls gossip more today than long ago?
3. In "Junior Miss" the theory is that life begins for a girl when she begins to notice that boys can be a pain in the heart instead of the neck. When, would you say, did life begin for you?

The Woman's Page Editor's views on "JUNIOR MISS"—a review stressing her clothes, her relationship with her big sister and parents—would be of interest to teen agers and their parents. A column on the importance to teen agers of developing good grooming habits would also be of interest to parents.

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.
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.