EDMUND GWENN IN NEWEST CHRISTMAS CLASSIC
"Miracle On 34th Street" Already a Yuletide Tradition

Proof That There Is A Santa Claus on Channel ____________

The newest Christmas classic, "Miracle On 34th Street" has been released for telecast by National Telefilm Associates and will be shown ____________ day at ____________ over Station ____________.

The delightful 20th Century-Fox film features Edmund Gwenn as the kindly old man who believes he is Santa Claus. Kris Kringle (Gwenn) secures himself a job as Macy's Santa from the store's personnel manager, Doris Walker (Maureen O'Hara). In opposition to commercialism of the holiday, Kringle proceeds to direct customers to other stores if Macy's doesn't have what they want.

When Kringle insists he is really Santa Claus, Doris sends him to the company psychiatrist. Upon returning home Doris finds that her 8-year-old daughter, Susan (Natalie Wood), has befriended a neighbor, Fred Gailey (John Payne).

Fred brings Susan to the store to see Kris and Doris reprimands her neighbor saying that she doesn't want the child to believe in myths. Fred strikes up a friendship with Kris and the two men try to break through Susan's cynicism and succeed to the extent that she tolerates fairy tales.

The idea that Kris may not be in possession of all his faculties has come to the attention of the authorities and the old man is forced to go on trial to avoid commitment to an insane asylum.

As she sits in the courtroom, Doris mellowes considerably and Christmas Day proves to Susan, as well as her mother, that Santa is no fairy tale.

"Miracle On 34th Street", released for television by National Telefilm Associates, was directed by George Seaton and produced by William Perlberg from a story by Valentine Davies.

Variety:
"Miracle on 34th Street" is one of the most appealing, heart-warming films to come out of Hollywood in many a day . . . George Seaton's scripting and direction rock it over with laughter, tears and all other ingredients that spell ticket sales . . . Film is an actor's holiday, providing any number of choice roles that are played to the hilt. Edmund Gwenn's Santa Claus performance proves the best in his career, one that will be thoroughly enjoyed by all filmgoers. Straight romantic roles banded Maureen O'Hara and John Payne as co-stars also dislplay pair to advantage.

Motion Picture Daily:
A rare blend of laughter and sentiment, it is the type of picture that casts a warm and pleasant glow over an audience . . . There is a rich bounty of wholesome chuckles.

The Hollywood Reporter:
Smash job; acting, story great . . . The William Perlberg production, delightfully written for the screen and directed by George Seaton, may well prove to be one of the sleeper hits of the year.

The Film Daily:
A picture to shout about! Will bring golden Yuletide in June to the Nation's Boxoffice! Here again we have something to shout about. And we feel we can shout loud and long. It rates . . . The audience will sit fascinated, rock with laughter, roar with delight . . . and maybe even shed a tear . . . some of the best comedy in recent times.

SANTA AND BUBBLE GUM
In his long career, veteran actor Edmund Gwenn thought he had been called upon to do just about anything a director could ask. He was wrong however. In "Miracle on 34th Street," to be telecast ____________ day at ____________ over Station ____________ the script called for him to chew bubble gum. Not even initiated into the mysteries of every day, non-inflatable gum, Gwenn sought coaching from Natalie Wood, the young star of the picture who had the same task to perform.

PROP MAN'S PARADISE
Making "Miracle on 34th Street" which will be telecast ____________ day at ____________ over Station ____________ proved a prop man's paradise. Usually gathering properties for a motion picture requires a lot of leg work. However, since "Miracle" was shot on location at Macy's Department Store, the man in charge of getting paraphernalia merely had to requisition a heap of toys, or a table, and within a few minutes messengers arrived with the props from one department or another.

NATALIE WOOD AS AN EIGHT YEAR OLD
Natalie Wood, the popular young Hollywood actress, has an annual reminder of her childhood. She starred as the 8-year-old who didn't believe in Santa Claus in "Miracle on 34th Street." The touching motion picture is becoming a Christmas tradition and is telecast at the Yule season, on ____________ day at ____________ over Station ____________.

HIGHLIGHT LISTING
An old man, convinced that he is Santa Claus, spreads Yuletide spirit through New York department stores. However, he is brought to court and by trying to demonstrate his sanity, he proves there really is a Santa Claus. Maureen O'Hara, John Payne, Edmund Gwenn, Natalie Wood.

* * * *
Miracle on 34th Street

Cast

Doris Walker .................................. Maureen O'Hara
Fred Gailey .................................. John Payne
Kris Kringle .................................. Edmund Gwenn
Judge Henry X. Harper ..................... Gene Lockhart
Susan ......................................... Natalie Wood
Mr. Sawyer ................................... Porter Hall
Charles Halloran ............................. William Frawley
Thomas Mara .................................. Jerome Cowan
Mr. Shellhammer ............................. Philip Tonge
Dr. Pierce .................................... James Seay
Mr. Macy ...................................... Harry Antrim
Mothers ....................................... Thelma Ritter, Mary Field
Cleo ............................................ Theresa Harris
Albert ......................................... Alvin Greenman
Mrs. Mara ..................................... Anne Staunton
Thomas Mara, Jr. ............................. Robert Hyatt
Reporters ..................................... Richard Irving, Jeff Corey
Secretary ..................................... Anne O'Neal
Mrs. Shellhammer ............................ Lela Bliss
Peter ........................................... Anthony Sydes

Credits

Written for the Screen and Directed by George Seaton
Produced by .................................. William Perlberg
Story by ....................................... Valentine Davies

Synopsis

During Macy's Thanksgiving Day parade, a white bearded man (EDMUND GWENN) named Kris Kringle notices that the parade's Santa is somewhat the worse for drink. He seeks the store's personnel manager Doris Walker (MAUREEN O'HARA) to tell her. After firing the intoxicated Santa she prevails upon the stranger to take his place.

At home, Doris' eight-year-old daughter Susan (NATALIE WOOD) has made the acquaintance of next-door-neighbor, Fred Gailey (JOHN PAYNE), and insists he stay to dinner. He learns that Doris wants Susan to face life without illusions, with a mind unclouded by fairy tales.

In Macy's toy department, Kris in his role of Santa, is causing a stir by sending customers to other stores when Macy's doesn't have what they want. Fred brings Susan to see Santa and when Kris tells the little girl there really is a Santa Claus, Doris wants to fire him for interfering with the child's mind with make-believe. But his unorthodox policies are creating good will for the store and she allows him to keep the job.

The store psychologist insists Kris is deluded and has maniacal tendencies. Doris is happy when Fred offers to share his apartment with the old man since this will give her an opportunity to keep an eye on him. Finding that Doris is afraid of another marriage, Kris decides to help Fred who is in love with her.

One day, provoked by the store psychologist, Kris raps the man on the head with a cane. Doris, though fond of the old man, fears that her original suspicions were true and tricks him into going to a hospital for observation. Here he deliberately answers the psychiatrist's questions erroneously.

At the trial Fred convinces Kris that he'll have to put up a legal fight if he wants to escape commitment. Fred acts as his lawyer and Susan, unknowingly, causes thousands of undelivered Santa Claus letters to be delivered to Kris at the courthouse. Since the U.S. Post Office considers Kris the one and only Santa Claus, the judge dismisses the case.

The next day Doris, Fred, Susan and Kris celebrate by taking a drive in the country. Kris gives directions and they stop by a pretty house. Susan is convinced that this is the house which she asked Santa to give her. Fred tells Doris the house is for sale. Happily Doris agrees to get married and move in.

In the corner of the empty room stands the cane Kris always carries.
On-the-air Announcements

10 seconds
You don’t believe there is a Santa Claus? __________ day at __________ on this station, Edmund Gwenn proves there is, when he stars in MIRACLE ON 34TH STREET. Don’t miss this heart warming Christmas classic.

10 seconds
A wonderful entertainment package will be unwrapped __________ day at __________ when this station presents MIRACLE ON 34TH STREET. Edmund Gwenn will star as the man who believed he was Santa Claus.

20 seconds
Does Macy’s tell Gimbels? Is There a Santa Claus? Yes, is the answer to both questions . . . or so claims Edmund Gwenn __________ day at __________ on this station when he stars in MIRACLE ON 34TH STREET. See this whimsical story of a man who believes in miracles, featuring Maureen O’Hara and John Payne, with Edmund Gwenn as the man who claimed to be Santa Claus.

20 seconds
Edmund Gwenn earnestly believes he is Santa Claus in the delightful MIRACLE ON 34TH STREET, which will be telecast __________ day at __________ on this station. He works for Macy’s and sends customers to the rival Gimbel’s department store in keeping with the holiday spirit. Don’t miss this heart-warming story of a man who produces a small miracle to prove he is Santa. Maureen O’Hara and John Payne co-star in MIRACLE ON 34TH STREET.

SLIDE
This 2”x2” promotion slide or telop is available free of charge four weeks prior to playdate. Order by number from the NTA Promotion Department in New York.

MS-S1
Exploitation Tips to Build Audiences and Help Garner High Ratings for Your Telecast of "Miracle On 34th Street"

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 any of your own successful promotions.

You can keep your whole town 'Miracle-conscious' with teaser rack-cards aimed right at your playdate. Inexpensive, yet usually effective, there are many variations that can be worked up to fit local needs. At least, a week in advance of your playdate, tee off with a teaser campaign that blankets the town, with such copy as:

It couldn't happen on Elm and Main!
It could only happen on 34th Street!
"Miracle On 34th Street"
(playdate)

If the show is not played at Christmastime, Christmas cards can be mailed out with a note about the telecast of "Miracle On 34th Street." The anachronism of the Yuletide greeting is sure to attract attention to your feature.

If "Miracle On 34th Street" is shown around Christmas, a convention of sidewalk Santa's should be arranged. The publicity which the newspapers give this convention will naturally tie-in with your feature. If the playdate is at another time, a sidewalk Santa should be costumed and driven around town on a float or in an open car with posters explaining "I just had to come back to tell you about 'Miracle On 34th Street."

An excellent mid-summer promotion tied in with a merchants association or Chamber of Commerce would be a "Christmas In July." The general Christmas merchandising and courtesy campaign could be kicked off with a telecast of "Miracle On 34th Street." The ads and merchandising would feature the telecast with copy as "Your Town Store" who knows value best suggests a miracle of entertainment . . .

STILLS

Order your 8' x 10' glossy photos four weeks prior to playdate from the NTA Promotion Department in New York. Additional star heads and production shots are available on request for special promotions.

MS-P1  MS-P2  MS-P3
TV's BEST...TONIGHT

Miracle on 34th Street

MAUREEN O'HARA JOHN PAYNE
EDMUND GWENN

WXXXY channel 00
TONIGHT at 0:00

TV's BEST...TONIGHT

Miracle on 34th Street

MAUREEN O'HARA JOHN PAYNE

WXXXY channel 00
TONIGHT at 0:00

One-column and two-column ad mats, as well as other sizes, are available to assist you in promoting and merchandising this fine feature. Order by number, four weeks prior to playdate from the NTA Promotion Department in New York. Cooperation in creating special layouts will be readily extended by our Art Department.