John Steinbeck's
THE MOON IS DOWN

with SIR CEDRIC HARDWICKE
HENRY TRAVERS • LEE J. COBB
STEINBECK’S STORY OF NORWAY INVASION

"The Moon Is Down" Hailed in Superlative Screen Production

Film Version of Best Seller Shows Courage of the Defeated, on Channel

Throbbing with emotion, "The Moon Is Down," tells the story of the freedom loving people of Norway whose hope and spirit cannot be crushed under the heel of the Nazi conqueror. Day at p.m., on Station Channel Sir Cedric Hardwicke will be seen as Colonel Lanser, commander of the German forces which have just invaded a peaceful town, in this 20th Century-Fox—NTA tv film release.

Moving into the house of Mayor Orden (Henry Travers), the Nazi informs him that the townspeople will not face any real danger so long as they mine iron for the Germans. But the people do not bow down readily and the spirit of rebellion begins to rise.

Alex Morden (William Post, Jr.) kills a German officer and is sentenced to be publicly executed. He goes to his death courageously and helps unite the people in their flight for freedom. Sabotage becomes more frequent. The RAF bombings add to the increasing tension till Lt. Tonder (Peter Van Eyck), hysterically seeks companionship at the home of Molly Morden (Dorris Bowdon), widow of the executed Norwegian.

Molly stabs the lieutenant and as the tension continues to mount Colonel Lanser orders his men to take hostages, kill them and take more hostages. But the sabotage continues and Lanser orders the death of the mayor and hostages.

Lanser orders a public execution, but a demonstration by the townspeople shows the hostages that they are not dying in vain.

"The Moon Is Down" is a National Telefilm Associates tv film release directed by Irving Pichel, produced and written for the screen by Nunnally Johnson from the novel by John Steinbeck.

New York Daily News: Nunnally Johnson has kept faith with John Steinbeck in transferring the latter's play, "The Moon Is Down," to the screen for Twentieth Century-Fox. Johnson wrote the screen play on which the picture is based and he has charge of its production.

In preserving the author's story intact and in making his intentions plain, the producer's integrity deserves to be acknowledged with an applause from the reviewing stand. The picture is a stark, gripping account of the war as it affected the people of a small Norwegian mining town. Steinbeck appeals more to the intellect of the audience than to its emotions in presenting this phase of the war.

One feels, in the interpretation given to the character of the Colonel by Sir Cedric Hardwicke, that the German officer is caught in the same trap that has snapped its ugly jaws on Norway. The unheroic nobility of the mayor shines through the performance of Henry Travers. The picture moves quickly and with a mounting sense of the tragic drama towards its grim climax of the public hanging scene.

New York Mirror: A successful novel and play comes to the screen in "The Moon Is Down." Adapted by Nunnally Johnson, who also produced, John Steinbeck's story of Norwegian underground resistance to the Nazi is dramatic and gripping. Sir Cedric Hardwicke is the Nazi Colonel to the life. It's a generally good cast in an uncommonly good picture. Worth seeing and being and getting angry about.

SHORT TAKES

Sonja Henie Gives Advice

Sonja Henie was drafted to give technical advice on the filming of "The Moon Is Down," which will be telecast day at p.m. on Station Channel. Based on John Steinbeck's great novel about Norway's resistance to the Nazi invaders, the film required technical and language direction. Sonja proved that she knew her native country well. Especially valuable were her tips about the small coastal cities, and the language and costumes of the people.

Hitler Is Demoted

Hollywood's "voice of Hitler," the off screen speaker used in numerous motion pictures and broadcasts to imitate the German dictator's voice, was cast as a mere German soldier in "The Moon Is Down," to be seen day at p.m., on Station Channel. The voice belongs to Hans Wollenberger. In this picture, adapted from John Steinbeck's great novel, he plays one of the Nazi soldiers of the invasion army.

Newspaper Training Aids in Producing Pictures

The first lesson learned by a good newspaperman is accuracy. After he has mastered this all important "must," he can then inject his own personality into stories. Nunnally Johnson, one time New York newspaper reporter, has carried this principle far afield. Johnson, who filmed John Steinbeck's best seller, "The Moon Is Down," which can be seen day at p.m., on Station Channel, went out of his way to bring all the emotional ingredients, suspenseful action and tender romance of the novel to the screen. He changed few sequences, and then only to take full advantage of motion picture technique.

HIGHLIGHT LISTING

The stirring story of the Nazi invasion of a peaceful Norwegian town adapted from John Steinbeck's best selling novel, shows the courage and spirit of a conquered people in their fight for freedom. The rebellion takes many forms, such as killing the Nazi soldiers and sabotage. Sir Cedric Hardwicke, Lee J. Cobb, Henry Travers, Dorris Bowden.
SYNOPSIS

THROBBING WITH THE FURY OF EMOTIONS BEYOND WORDS!

This picture will stir your very being! It will move you more deeply than any story of peace or war!

John Steinbeck’s

THE MOON IS DOWN

Running time: 90 minutes

CAST

Sir Cedric Hardwicke
Henry Travers
Lee J. Cobb
Dorris Bowdon
Margaret Wycherly
Peter Van Eyck
William Post, Jr.
Henry Rowland
E. J. Ballantine

SYNOPSIS

But the people do not bow to the Nazi yoke. Although war is something they have almost forgotten, freedom is a precious heritage. As the Nazi edicts grow harsher, the spirit of rebellion begins to rise, culminating when Alex Morden (William Post, Jr.) brainwashes a German officer. Morden is summarily sentenced to be publicly executed. As he goes to his death, the mayor says, “Go, but know that these men will never again have any rest, no rest at all, until they are gone from Norway, or dead. You are making the people one.” Sabotage grows more frequent. With the aid of patriots, the R.A.F. bombs the mine and forces it to shut down. All of the Nazis feel the mounting tension. It is too much for Lt. Tonder (Peter Van Eyck) who hysterically voices the thoughts in all their minds: “Conquered!—and WE'RE afraid Conquered!—and WE'RE surrounded! Conquest after conquest!—deeper and deeper into the wastelands! Flies conquer the flypaper! Flies capture two hundred miles of new flypaper!” Desperate for companionship, Tonder goes to the home of Molly Morden (Dorris Bowdon), widow of the executed Norwegian. Molly kills him and escapes.

The R.A.F. returns—and this time, by means of parachutes, dynamite is dropped—with instructions telling how it is to be used.

Col. Lanner orders: “Take the leaders, kill the leaders. Take hostages, kill the hostages. Take more hostages, kill them.”

But the sabotage continues on an ever-increasing scale—Lanner arrests the town’s leading citizens and proclaims they will be executed immediately following another “outrage.”

The “outrage” soon occurs.

Lanner orders the death of the mayor and the other hostages. Before they are executed, Lanner asks the mayor to appeal to the people to cease the sabotage, to which the mayor replies: “I’m not a very brave man, sir, and the way it is now I have no choice of living or dying. But I do have a choice of how to do it. If I tell them not to fight, they’ll be sorry—but they’ll keep on fighting. If I tell them to go on fighting, as I shall, they’ll be glad—and if I was not a very brave man, well, I have made THEM a little braver.”

Frustrated and enraged, Lanner orders the entire populace assembled for the public executions. As the men are about to die, explosion follows explosion—the whole town seems to be blowing up. The assemblage breaks into song, in defiance of the machine guns of the Germans—the Norwegian national anthem fills the air, and the hostages know they do not die in vain. As the execution is completed, one of the people softly says: “How much more dynamicize have we got?”

“Precisely on schedule, Colonel! My congratulations!”

Thus does the quelling, George Corell (E. J. Ballantine), greet Colonel Lanner (Sir Cedric Hardwicke), commander of the German forces who have just invaded a peaceful Norwegian town.

At the home of Mayor Orden (Henry Travers), his friend Dr. Winter (Lee J. Cobb), says to him, “For us the war lasted exactly two hours.”

Lanner and his staff immediately move into the Mayor’s house, where the Nazi informs the mayor: “It is your duty to protect your people from harm. It is mine to get iron from the mine. Our leaders do not tell us how; they order us to get it. So if your people are rebellious they will be in genuine danger. It is your concern to see that they work—and then they’ll be safe.”
**10 Seconds**
The stirring story of spirited Norwegian resistance to the Nazi invasion, THE MOON IS DOWN, will be this station's presentation _________ day at _________ . See how freedom-loving villagers rebelled against the conqueror.

**10 Seconds**
The ruthless invasion of Norway and the heroic resistance of the freedom-loving people will be eloquently presented _________ day at _________ . Don't miss THE MOON IS DOWN, on this station.

**20 Seconds**
Startling as the sudden shadow of the conqueror — tense as the pent-up anger of men — heroic as the hearts of those who long to be free — John Steinbeck's THE MOON IS DOWN comes to this station _________ day at _________ . See this powerful, dramatic story of Norway's fight against the invaders. The outstanding cast is headed by Sir Cedric Hardwicke and Lee J. Cobb.

**20 Seconds**
After the initial shock of the invasion of their country, the Norwegians begin a rebellion against the conquerors in John Steinbeck's THE MOON IS DOWN, _________ day at _________ on this station. As the resistance movement grows the Nazis hysterically take hostages. See an outstanding cast headed by Sir Cedric Hardwicke and Lee J. Cobb in this stirring story of the heroism and courage of freedom-loving people fighting the invaders.

---

**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.
Win A Wider Audience And Higher Ratings For
"The Moon Is Down" Through Showmanship

Showmanship in selling feature films adds the little touch of magic which stretches your promotional dollar. Not all of these ideas will be adaptable for your station, but perhaps you can use one or two to create interest for your feature film telecast — or maybe these suggestions will serve to remind you of another idea which can effectively attract an audience in your locality.

The heroic character of the mayor in "The Moon Is Down," offers an opportunity to work on an "Official Week" stunt by going to the local mayor and offering to do something for him—instead of asking him to do something for you. If, in the past, you have had the cooperation of your mayor on proclamations, he’ll like the idea behind promotion of your playdate campaign. Idea is simply to stage on "Honor Our Mayor Week" and stems from the courageous Mayor Orden in the film, who represents to his community the acme of civic integrity.

1. You can start the ball rolling with newspaper cooperation. Perhaps they will lead off with an editorial and follow through with stories as the promotion builds.

2. Have the mayor interviewed on a live local show.

3. Follow through on your "Honor Our Mayor Week" as on any community drive.

4. Highlight of the "Week" would be the Mayor’s introduction of "The Moon Is Down." Perhaps he can be presented with a scroll from the citizens of the town.

5. Past mayors of your town could also participate in the "Week" and in the ceremonies on the air.

After seeing "The Moon Is Down," Steinbeck commented on the excellent photography in the film, "There is a curious third dimension in the scenes I saw, I don’t know how this is done, whether by photography or lighting by placing of the people but it did seem that one looked deep into a scene rather than simply looking at it." The excellent stills available reflect the superb camera work on "The Moon Is Down." Displays of the stills can be furnished for local camera clubs and stores.

Additional ways to attract the novelist's fans are; Helping the library make a bulletin-board display of the various Steinbeck books which have been made into motion pictures or plays, featuring stills from "The Moon Is Down"; sending letters to members of literary groups; covering public and circulating libraries with bookmarks carrying an ad for your telecast; reminding literary critics of your showing of "The Moon Is Down," and supplying banners for the trucks of book distributors.

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.
TV's BEST...TONIGHT
THE GREATEST HEART - STORY
OF OUR TIME!
It lives on the screen...today's greatest drama!

John Steinbeck's
THE MOON IS DOWN

with Sir Cedric Hardwicke • Henry Travers
Lee J. Cobb • Dorris Bowdon
Margaret Wycherly • William Post, Jr.
Directed by Irving Pichel • Produced and Written for the Screen by Nanelly Johnson

WXXX channel 00
TONIGHT at 0:00

TV's BEST...TONIGHT
Out of all the courage in the world today . . .
A GREAT PICTURE
HAD TO COME!

John Steinbeck's
The Moon is Down

with Sir Cedric Hardwicke
Henry Travers
Lee J. Cobb
Dorris Bowdon
Margaret Wycherly
William Post, Jr.

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