Second Honeymoon
Loretta Young  Tyrone Power
"SECOND HONEYMOON" IS GAY ROMANCE
Loretta Young and Tyrone Power Star in Diverting Film

Divorced Young Couple Fall In Love With Each Other At "Second Sight" on Channel

Love at first sight is romantic enough, most people agree. But love at second sight—well, that's the theme for the 20th Century-Fox-National Telefilm Associates presentation "Second Honeymoon," to be telecast next ________ day at ________ p.m. over Channel ________.

Starred in this romantic comedy hit are Tyrone Power and Loretta Young. Supporting roles are played by Stu Erwin, Claire Trevor, Marjorie Weaver, Lyle Talbot and J. Edward Bromberg.

Loretta and Tyrone fall for each other twice in this gay hit. After parting in Reno, they meet accidentally under a thrilling, Miami moon and kiss impulsively, to find they have fallen in love all over again.

Having left Tyrone because he was mad, irresponsible and gave her no sense of security, Loretta finds she wants him back for the same reasons. But a honeymoon renewed is not so easily accomplished as a honeymoon "Reno'd," especially when Loretta's second husband is considered.

The fun begins when Husband Number One and Husband Number Two try to become friends. That sets the theme for a delightful romp.

Darryl F. Zanuck was in charge of production for this NTA television presentation. Walter Lang directed. The film is based on an original story by Philip Wylie.

REVIEWS

New York Journal-American:
A gay and frivolous comedy is "Second Honeymoon," a thoroughly diverting piece that romps along briskly through a succession of amusing incidents . . . it has been served up with flip lines and handsome sets . . . Director Walter Lang has handled his material smartly. Mr. Power and Miss Young are charmingly romantic, young Marjorie Weaver is an interesting new personality and the combination of it all is good fun.

New York Daily News:
Under Walter Lang's slick direction, the picture has a smooth, satiny finish like unto that well advertised skin you love to touch. There are nuances of comedy throughout the picture that are the results of perfect collaboration between the director and his players . . . The co-stars are happily supported by a group of players that add color and fun to the story.

New York Post:
The Power charm beams brightly, and Miss Young does her usual stuff in the manner that has lifted her to her present eminence. Stu Erwin appears as Power's valet, a Texas oddity who has learned how to do everything there is through correspondence courses . . . It has been smoothly made and is what the doctor ordered for . . . relaxation, and keep your mind off your troubles.

Motion Picture Herald:
Hang up the names of Tyrone Power, Loretta Young, Stu Erwin, Lyle Talbot and Claire Trevor, and spout adjectives. "Second Honeymoon" is a Philip Wylie story (which means a very definite thing).

SHORT TAKES

The Robe With A History
Made of a cloth judged to be six hundred years old, the gorgeous lounging robe which Loretta Young wears in her role opposite Tyrone Power in "Second Honeymoon," scheduled for next ________ day at ________ p.m. over Channel ________, is valued at almost $10,000 and dates from Ming dynasty. The mandarin robe was brought to America many years ago following the Boxer Rebellion in China.

That's The Way The Ball Bounces
Pretty Marjorie Weaver, who plays one of the featured roles in "Second Honeymoon," to be telecast next ________ at ________ p.m. over Channel ________, thought the smart thing to do was to lose her Southern accent and thus open a wider field of dramatic roles for her to portray. She took voice and elocution lessons and her drawl disappeared. At that time, Miss Weaver was tapped for her first big part in "Second Honey moon" Yes—the part called for her to speak with a deep South drawl sprinkled with "you-alls" and "sho-nuffa's."

It's Fishing Time!
The popular sport known as "progging" is one of the highlights of the 20th Century-Fox-National Telefilm Associates presentation, "Second Honeymoon," to be telecast ________ day at ________ p.m. over Channel ________. The pastime begins with the catching of fish after dark with the aid of searchlights and spears, and ends with the dying embers of a driftwood fire on the beach, over which the catch has been broiled.

HIGHLIGHT LISTING

A comedy about a young couple who found love at first sight so wonderful that they decided to get married. They are subsequently divorced because the wife decides she wants a more stable, dependable husband. But, when she is on her honeymoon with the second husband, she decides she'd rather have the unpredictable first spouse. Loretta Young, Tyrone Power, Stu Erwin, Claire Trevor.
**SYNOPSIS**

**TYRONE POWER**  
**LORETTA YOUNG**  
in  
**SECOND HONEYMOON**  
with  
Stuart Erwin  
Claire Trevor  
Marjorie Weaver  
Lyle Talbot  
J. Edward Bromberg

**Cast**

- Tyrone Power
- Loretta Young
- Stuart Erwin
- Claire Trevor
- Marjorie Weaver
- Lyle Talbot
- J. Edward Bromberg
- Paul Hurst
- Kay Nevin
- Andy Devine
- Hal K. Dawson
- Mary Treen

**Credits**

Directed by Walter Lang; Associate Producer: Raymond Griffeth; Screenplay by Kathryn Scola and Based on the Red Book Magazine story by Philip Wylie; Photography: Ernest Palmer, ASC; Art Direction: Bernard Herzbrun; Associate, David Hall; Set Decorations by Thomas Little; Acent: Director, Gene Bryant; Film Editor, Walter Thompson; Costumes, Gwen Waking; Sound, Eugene Grossman and Roger Heman; Musical Direction, David Buttolph.

**Synopsis**

Tyrone Power and Loretta Young meet accidentally in Miami after their recent divorce. Loretta has since married the prosaic Lyle Talbot whom she considers a welcome change after her hectic life with Tyrone. To celebrate their meeting, Tyrone throws a party. Present are Claire Trevor, Loretta's closest friend, and her husband, J. Edward Bromberg, and Loretta and husband. Tyrone comes late with Marjorie Weaver, a pert, naive youngster with an unconventional attitude towards life. She shocks the company, particularly Loretta. Later, Stuart Erwin, Tyrone's valet, falls for Marjorie, and their romance results in Loretta's misunderstanding Marjorie's visits to Tyrone's apartment. However, the entire group sails on a fishing party, on which Talbot shows himself in a highly unfavorable light. Loretta finds herself combating her love for Tyrone. When he also finds his old love awakening, he decides to leave at once. Erwin and Marjorie rush to get married; they are to leave on the same plane with Tyrone. At the airport, they bid him goodbye, Loretta thinks that Tyrone has married Marjorie and returns, sick at heart. In the meantime Talbot has acted the coward in a jam with the reporters and police, and Loretta declares she will divorce him. Only then does she learn of her misunderstanding, and she and Tyrone reunite for their "Second Honeymoon."

Running time: 77 minutes
On-the-air Announcements

10 seconds
They parted in Reno... kissed impulsively in Miami and the damage was done again. Tyrone Power and Loretta Young fall for each other twice in SECOND HONEYMOON, ______ day at ______ on this station.

10 seconds
Love at first sight is romantic enough... But love at second sight... Well, see for yourself, ______ at ______ when this station presents SECOND HONEYMOON with Loretta Young and Tyrone Power.

20 seconds
Train leaving for Reno on track 6! Train for Miami leaving on track 12! And Loretta Young and Tyrone Power take them both! They part in Reno and kiss impulsively in Miami... and the damage is done all over again. You'll see Loretta Young and Tyrone Power in SECOND HONEYMOON, a gay and romantic comedy on this station at ______, ______ day as the young couple who made a mistake when they got a divorce.

20 seconds
Love at first sight is romantic enough. But love at second sight is something to go out of your way to see. And you can see it ______ day at ______ on this station when Loretta Young and Tyrone Power star in a gay and diverting comedy, SECOND HONEYMOON. After their divorce, Tyrone sweeps his ex-wife out of her second husband's arms and experiences a series of amusing adventures.

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.
Merchandising Devices To Help Increase Ratings For Your Telecast Of "Second Honeymoon"

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.

"Second Honeymoon" is a title that makes merchant cooperation easy to obtain. Perhaps you can tie in with your merchants for a full-page of cooperative ads. Copy of ads might be:

A "SECOND HONEYMOON" GIFT
that will bring back the romance and
songs of the first!
ACME RECORD SHOP
Save now for that
"SECOND HONEYMOON"
at
THRIFT BANK
Enjoy your "SECOND HONEYMOON" supper
at the
GOLDEN TAVERN
Start your "SECOND HONEYMOON"
with your right foot forward
BLANK'S SHOES

If you are competing unsuccessfully for space to display your window streamers, suggest to local dealers that they paste yours inside and at the top of their glass showcases.

Play up your title big just before your telecast. Line up local automobile dealers and organize a parade of cars. Arrange to have a pair of "Second Honeymooners" occupy the first car in the parade. The car should be decorated with tin cans, streamers, old shoes and all other customary decorations. Put banner on first car reading "We're On our 'Second Honeymoon'!"

Here's a novel way to distribute promotional handbills devised by a Louisiana station. This station offered some unused station time to the largest local super-market, which, in exchange, inserted the handbills in all boxes and bags at the check-out counters.

An Illinois station created a unique stunt with excellent results. Each morning the station mimeographed a small newspaper with the very latest news—news which did not appear in the morning paper. These novel news sheets were distributed daily to local restaurants. Of course, one of the news bits was the title of that evening's feature film.

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

THEIR LOVE IS NEWS AGAIN!

...and you'd never forgive us if we didn't tell you that this time they really have their hearts in it! It's their perfect picture together!

Tyrone POWER - Loretta YOUNG

Second Honeymoon

STUART ERWIN - CLAIRE TREVOR
MARJORIE WEAVER - LYLE TALBOT

WXXX channel 00
TONIGHT at 0:00

M201

TV's BEST...TONIGHT

...it's a new and deeper love...in a new, exciting way!

Second Honeymoon

Tyrone POWER
Loretta YOUNG

WXXX channel 00
TONIGHT at 0:00

M102

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.