Sun Valley Serenade

JOHN PAYNE
SONJA HENIE
Milton Berle
**MUSICAL FEATURES SKATING, SKIING**
Sonja Henie Performs to Glenn Miller's Music in "Sun Valley Serenade"

**VACATIONLAND EXTAVAGANZA**
To Be Telecast on Channel

America's glorious vacationland provides the background for gay romance, music and fun in the 20th Century-Fox —NTA tv film release, "Sun Valley Serenade," to be telecast at 3 p.m., on Station Channel. Sonja Henie, as refugee Karen Benson, performs to Glenn Miller's music.

Phil Corey (Glenn Miller) and his orchestra find engagements rather far apart till well-known singer, Vivian Dawn (Lynn Bari) develops a crush on the piano player, Ted Scott (John Payne). She arranges a booking for the band at the Sun Valley resort. Before departure, band manager Nifty Allen (Milton Berle) informs Ted that the Norwegian refugee he had agreed to sponsor as a publicity stunt, had arrived.

The 'little girl,' Karen Benson, turns out to be quite a young lady and she promptly falls in love with her sponsor. Ted is pestered by her romantic overtures aboard the westbound train. After the band, Vivian and Karen arrive at Sun Valley, Vivian turns out to be an indoor girl and Ted spends most of his time skiing with Karen who refuses to believe that he is going to marry Vivian.

Karen arranges that she and Ted be marooned in a ski hut. Finally, Ted realizes that the love is mutual and the finale provides an unusual conclusion featuring white costumed skaters in a ballet on black ice.

Included in the cast are Joan Davis, and the Nicholas Brothers and Dorothy Dandridge doing specialty numbers. Mack Gordon and Harry Warren wrote music and lyrics for the hit songs: "I Know Why and So Do You," "It Happened in Sun Valley" and "Chattanooga Choo Choo."

**REVIEWS**

New York Post:
...for a musical comedy with variety, "Sun Valley Serenade" is hard to top. Miss Henie's skating, well there's just so much you can do on ice, isn't there? She does it superbly, this time on black ice with herself and troupe all in white. Very fetching... John Payne seems unusually pleasing in the picture.

Variety:
...an excellent component of entertaining ingredients, displaying Sonja Henie and sparkling comedienne of top brand without the necessity of putting on the blades, and displaying boxoffice potentialities of high calibre. Picture is a top attraction, which will catch plenty of holdovers in the key runs.

A plentiful supply of Glenn Miller music, a straight comedy performance by Milton Berle, a dance by the show-stopping Nicholas Bros. and strong support all along the line give Miss Henie major assistance. Add four songs by Mack Gordon and Harry Warren, and prescription blends into very palatable entertainment for wide attention.

Picture presents new talents of Miss Henie not disclosed in previous appearances. She's a light comedienne, with a wealth of personality and vivacious eyes that work continually. Payne advances considerably as the romantic lead, in which spot he turns in a topnotch performance. Berle handles a straight role to advantage.

This National Telefilm Associates tv film was produced by Milton Sperling and directed by H. Bruce Humberstone from a screen play by Robert Ellis and Helen Logan.

**SHORT TAKES**
Sonja Henie Uses Only One Pair Of Skates Per Film
Sonja Henie has about two dozen pairs of new skates in a closet all the time, but while shooting "Sun Valley Serenade," to be telecast day at p.m., Station Channel, she used only one pair. She has always done it that way. Though there is a duplicate pair on the set in case of emergencies, she insists on wearing only one pair. This is not a superstition. She breaks in a new pair of boots every time she makes a picture. By the time she has the routines in shape, the boots are well broken in and comfortable. If she had to break in two pairs of boots at the same time, it would require twice the amount of preliminary skating before starting the picture.

Skaters Dodge Dye
The girls skaters rehearsing for "Sun Valley Serenade" to be seen day at p.m., on Station Channel, looked like female airplane mechanics on blades. The ice on the rink had been dyed black, which did not bother the girls until some of them began taking spills expected during a rehearsal. It wasn't the damage to their costumes that bothered them. Costumes could be cleaned easily enough. But the sliding on the black ice embarrassingly blackened the anatomy, and it took the girls several days of scrubbing to get the dye out of their skins. They asked for covering and the studio prop department went to work with scissors and sewing machines. In the space of a half a day, the skaters were protected with coveralls.

**HIGHLIGHT LISTING**

An extravaganza set in America's glorious vacationland features music, romance and comedy. A piano player agrees to sponsor a "little girl" refugee who turns out to be a very attractive young lady. Unwilling to believe that he will marry a well known singer, the girl breaks up the engagement and gets herself marooned with him in a ski hut. Sonja Henie, John Payne, Glenn Miller and his Orchestra, Milton Berle, Joan Davis.
SYNOPSIS

SUN VALLEY SERENADE

Cast

Karen Benson ........................................ Sonja Henie
Ted Scott .......................................... John Payne
Phil Corey .......................................... Glenn Miller
Nifty Allen .......................................... Milton Berle
Vivian Dawn ......................................... Lynn Bari
Miss Carstairs ....................................... Joan Davis
Specialty ........................................... Nicholas Brothers
Murray ................................................ William Davidson
Specialty ........................................... Dorothy Dandridge
Nurse ................................................ Almira Sessions
Band Leader ....................................... Mel Ruck
Headwaiter ......................................... Forbes Murray
Customs Officer ..................................... Ralph Dunn
Process Server ..................................... Chester Clute

Credits

Director of Photography
Edward Cronjager, A.S.C.

Art Direction .................................. Richard Day
...................................................... Lewis Creber
Set Decorations ................................ Thomas Little
Film Editor ....................................... James B. Clark
Costumes ........................................ Travis Banton
Ski Clothes ....................................... F. A. Picard
Sound ................................................ Alfredu Bruzin
...................................................... Roger Heman

Technical Direction of Skiing
Sequences by ................................... Otto Lang
Musical Direction .............................. Emil Newman

Synopsis

Because well-known singer Vivian Dawn (Lynn Bari) gets a crush on his piano player Ted Scott (John Payne), Phil Corey and his Orchestra (Glenn Miller), a new band, gets a chance to play at Sun Valley.

Before they leave for the resort, Ted meets the refugee who had offered to take care of as a publicity stunt arranged by his manager, Nifty Allen (Milton Berle). The "Little Girl" turns out to be grown Karen Benson (Sonja Henie).

Ted, the band and Vivian arrive at Sun Valley. Ted is very much surprised to see Karen there as he had forbidden her to come after she had announced that she had decided to marry him.

Vivian turns out to be an indoor girl, so Ted spends most of his time skiing with Karen who is doing her best to win him away from Vivian. The singer becomes more angry, and announces that she has accepted Ted's offer of marriage.

But Karen refuses to accept this as final and works out an unusual conclusion on the sunny, snowy slopes of America's glorious vacationland.
10 Seconds
Sonja Henie and John Payne romance to the rhythms of Glenn Miller and his Orchestra in SUN VALLEY SERENADE, ______ day at ______. Don't miss the fun, music and ice show on this station.

10 Seconds
Sonja Henie skates and skis to Glenn Miller's rhythms while she romances with John Payne ______ day at ______. Don't miss the musical extravaganza, SUN VALLEY SERENADE, on this station.

20 Seconds
The tops in fun, music and winter sports, SUN VALLEY SERENADE, stars Sonja Henie skating and skiing to the music of Glenn Miller and his Orchestra, ______ day at ______ on this station. Funster Milton Berle parries with comedienne Joan Davis, Lynn Bari and the toe-tapping Nicholas Brothers in America's glorious vacationland. You won't want to miss Sonja Henie's spectacular skating ballet on black ice.

20 Seconds
Against the breath-taking background of the snows at Sun Valley, Sonja Henie and John Payne find romance on skis, to the rhythms of Glenn Miller and his orchestra. You'll see a skating ballet on black ice and hear Glenn Miller play "Chattanooga Choo-Choo" and "In The Mood." Don't miss this musical extravaganza, SUN VALLEY SERENADE, ______ day at ______ on this station.

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 "Sun Valley Serenade" 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.

"Sun Valley Serenade" features such winter sports as skating and skiing. Sports arenas usually put tickets in small envelopes when they are sold. Supply the ticket office of local sports arenas with envelopes printed with the ad of your attraction, inviting sports fans to tune in. Envelopes are inexpensive to print up and will get your message across to the sports fans in your locality.

Here's a human interest item from "Sun Valley Serenade" that may lead to a valuable off-the-tv-page plug from your newspaper's feature editor. In the film, John Payne finds himself in an unusual predicament. Having promised to care for a refugee child, he finds that he has a grown young woman on his hands. What is he to do? Pose that question for tv fans in the "Embarrassing Moments" column.

Such Glenn Miller tunes as "Chatanooga Choo Choo" and "In The Mood" which are featured in "Sun Valley Serenade" are perennial favorites. Contact local radio disc jockeys to play these Glenn Miller recordings and perhaps invite comment and comparison between these and the music preferred by the youngsters today.

With winter sports winning attention, a "Sun Valley Serenade" Ice Carnival might be staged with the cooperation of a newspaper. An Ice Queen might be selected and could be featured in a parade and receive gifts from local merchants. Ice skating races and other winter sports might be featured with trophies presented to the winners.

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

SONJA ROMANCES...TO GLENN MILLER'S MUSIC!

...and that means the grandest entertainment you've ever had!

SONJA HENIE

JOHN PAYNE

Sun Valley Serenade

GLENN MILLER and his ORCHESTRA

Milton Berle-Lynn Bari-Joan Davis-Nicholas Brothers

Produced by MILTON SPELFING - Directed by M. BRUCE HUMBERSTONE

Screen Play by Robert Ellis and Robert Sturgis

Story by Art Aronson and Robert McGahee

A 20th Century-Fox Picture

SEE

Sonja and the chorus of skaters have a ball in the bright, breezy skating:

BLACK ICE BALLET

WXXX channel 00

TONIGHT at 0:00

M201

NATIONAL TELEFILM ASSOCIATES, INC.

COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK 23, N.Y. • PLaza 7-2100 • CABLE: NATTELFILM

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.