

● SECOND HONEYMOON

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 Honeymoon" Yes—the part called for her to speak with a deep South drawl sprinkled with "you-alls" and "sho-nuffs."

It's Fishing Time!

The popular sport known as "pro-ging" 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



THEIR LOVE IS NEWS AGAIN!

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

Tyrone
POWER
Loretta
YOUNG

Second Honeymoon

Another hit from 20th Century-Fox
STUART ERWIN
CLAIRE TREVOR
MARJORIE WEAVER
LYLE TALBOT
J. Edward BROMBERG

Directed by Walter Lang
Associate Producer Raymond Griffith • Screen Play by Kathryn Scola and Darrell Ware • Based on the Red Book Magazine story by Philip Wylie
Darryl F. Zanuck in Charge of Production

You'd never forgive us if we didn't tell you it's their perfect picture together!



Running time: 77 minutes

TYRONE
POWER

LORETTA
YOUNG

in SECOND HONEYMOON

with
Stuart Erwin Claire Trevor
Marjorie Weaver Lyle Talbot
J. Edward Bromberg

Cast

Raoul McLiesh	TYRONE POWER
Vicky	LORETTA YOUNG
Leo MacTavish	STUART ERWIN
Marcia	CLAIRE TREVOR
Joy	MARJORIE WEAVER
Rob Benton	LYLE TALBOT
Herbie	J. EDWARD BROMBERG
Dennis Huggins	PAUL HURST
Paula	JAYNE REGAN
Andy	HAL K. DAWSON
Elsie	MARY TREEN

Credits

Directed by WALTER LANG; Associate Producer, RAYMOND GRIFFITH; Screen Play 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; Asst. Director, GENE BRYANT; Film Editor, WALTER THOMPSON; Costumes, GWEN WAKELING; 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 combatting 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 to 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."

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.

SLIDE



SHOWMANSHIP

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.



P1



P2



P3

MAT ADS

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

**TYRONE POWER
LORETTA YOUNG Second Honeymoon**

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

M101

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.



NATIONAL TELEFILM ASSOCIATES, INC.

COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK 19, N. Y. • JUdson 2-7300 • CABLE: NATTELFILM