



**Greenwich matron:** *It's much too good  
for the average man!*



**Flatbush rooter:** *How can it be  
a miracle if it didn't happen in Brooklyn?*



**Columbia professor:** *Of course it isn't Shakespeare. But I tell  
you, sir, that Shakespeare was never so much fun!*



**Roxy usherette:** *I'm the luckiest girl in the world!  
I can see this miracle 6 times a day. For free*



**Visiting Englishman:** *An extraordinary flick, by gad!  
Laughed like a giddy garden goat—that I did!*



**Bronx walter:** *So beautiful — so tender —  
like the first slice of a fresh smoked salmon!*



**A Queens father of 3:** *I tell you I'm sitting there —  
laughing one minute, bawling like a baby the next.*

It's a

## "Miracle on 34th Street"

Starring **Maureen O'Hara**  
and **John Payne**  
with **Edmund Gwenn**

Written for the screen and  
directed by **George Seaton**

Produced by **William Perlberg**

A 20TH CENTURY-FOX PICTURE

SO YOU DON'T BELIEVE in miracles? Well . . . neither did Maureen O'Hara. Neither did John Payne—though he sort of hoped, in the back of his mind. Susan took no stock in miracles at all. But very strange things have been known to happen around Christmas time—even with a million people watching. And a miracle *did* happen—that very day! Right on 34th Street. An authentic miracle of love, and laughter, and romance, and such tenderness as to warm your heart! It is a picture so different that it will be seen and remembered with affection by millions. And the best thing about it is the Miracle which happened to Maureen and John and Susan could happen to you!

Starts tomorrow at the

# ROXY

7th Ave. at 50th

*New York Times, 6/4/47*

**nobody but nobody**

**could salute**

**"Miracle On 34th Street"**

**with more enthusiasm than the**

**Miracle on 33rd Street**

**big-hearted magnanimous friendly old Gimbels — 33rd Street — N. Y. C.**

New York Times, 6/4/47

*T*HERE'S NEVER BEEN A MIRACLE  
SO FILLED WITH LAUGHTER  
TENDERNESS . . . AND JOY!



"Meet the  
man behind  
the Miracle!"



MAUREEN O'HARA  
JOHN PAYNE

in

# Miracle on 34th Street

20<sup>th</sup>  
CENTURY-FOX  
ENTERTAINMENT  
MIRACLE!



with EDMUND GWENN • GENE LOCKHART • NATALIE WOOD • PORTER HALL • WILLIAM FRAWLEY • JEROME COWAN • PHILIP TONGE  
Story by Valentine Davies • Written for the Screen and Directed by GEORGE SEATON • Produced by WILLIAM PERLBERG

ON STAGE! . . . IN PERSON!

**JERRY LESTER**

Comedy Star of Stage, Screen and Radio

**SALICI PUPPETS**

*Special!*

**ART LUND**

The new recording sensation of  
"Mamelle" and "Blue Skies"

**Extra Added Attraction!**

**JAN AUGUST**

And His Piano Magic

STARTS  
**TODAY**  
**ROXY**

7th Ave. & 50th St.

DOORS OPEN  
10:30 A.M.

# THE SCREEN

**'Miracle on 34th Street,' With Edmund Gwenn in the Role of Santa Claus, at Roxy—'Web' at Loew's Criterion**

MIRACLE ON 34TH STREET, screen play by George Seaton, based on a story by Valentine Davies; directed by George Seaton; produced by William Perleberg for Twentieth Century-Fox. At the Roxy.

Kris Kringle	Edmund Gwenn
Doris Walker	Maureen O'Hara
Fred Galley	John Payne
Judge Henry X. Harper	Gene Lockhart
Susan	Natalie Wood
Mr. Sawyer	Porter Hall
Politician	William Frawley
District Attorney Mara	Jerome Cowan
Mr. Sheldahl	Philip Tongue
Dr. Pierce	James Bary
Mr. Macy	Harry Anthony
Mothers	Thelma Ritter
Cleo	Mary Field
Albert	Theresa Harris
Mrs. Mara	Alvin Greenman
Thomas Mara Jr.	Anne Staunton
Mrs. Sheldahl	Robert Hyatt
Dutch child	Lela Hillis
	Marlene Lyden

## By BOSLEY CROWTHER

For all those blasé skeptics who do not believe in Santa Claus—and likewise for all those natives who have grown cynical about New York—but most especially for all those patrons who have grown weary of the monotonies of the screen, let us heartily recommend the Roxy's new picture, "Miracle on 34th Street." As a matter of fact, let's go further: let's catch its spirit and heartily proclaim that it is the freshest little picture in a long time, and maybe even the best comedy of this year.

If that sounds like wild enthusiasm for a picture devoid of mighty stars and presented without the usual red-velvet-carpet ballyhoo, let us happily note that it is largely because this job isn't loaded to the hubs with all the commercial gimmicks that it is such a delightful surprise. Indeed, it is in its open kidding of "commercialism" and money-grubbing plugs that lies its originality and its particularly winning charm.



Edmund Gwenn in "Miracle on 34th Street."

What would you think, if you put it plainly, if you ran across an old man who not only looked like Kris Kringle but confidently claimed that he was? And what would you think, more specifically, if you were an executive of Macy's store, employing the old man to lure the kiddies before Christmas, and caught him sending customers to Gimbel's, down the street. Would you see in this merchandising technique a "friendly policy," as Mr. Macy does, or would you figure the old fellow crazy and a menace, as does a sour psychiatrist?

Well, if you were Valentine Davies and George Seaton, who wrote the story and script of "Miracle on 34th Street" for Twentieth Century-Fox, you would give free rein to the latter point of view and you would get the old man before the Supreme Court on a question of his sanity. You would, for the sake of the story and an uncommonly fascinating jest, call for a formal court decision as to whether

*New York Times,*  
6/5/47

there is actually a Santa Claus. And, furthermore, you would demand substantiation that this old fellow is the true Santa himself—and you would then go ahead and prove it by the highest authority in the land. By doing so, you would not only gladden the hearts of all New York but you would bring a young couple to matrimony and you would lift a little girl's doubts.

At least, that is what Mr. Davies and Mr. Seaton have done in their bright yarn. And, appropriately, in this buoyant spirit, Mr. Seaton has directed it. He has got Edmund Gwenn to play Kris Kringle with such natural and warm benevolence that, if ever the real Santa wants to step down, Mr. Gwenn is the man for the job. His candor with Mr. Macy, an awesome tycoon; his charm with little Sue and his genuine attitude of generosity toward everybody are cherishable in this dark day.

Good, too, are Maureen O'Hara and John Payne, as the lady and gent who help Mr. Kringle spread sunshine. And most amusing are little Natalie Wood as the child who has been trained to sniff at Santa and Gene Lockhart as the much embarrassed judge. Porter Hall is a tangle of malice as the big-business psychiatrist and at least a dozen others are delightful in small roles or bits. Scenes shot in actual New York settings add credibility to the film.

As a lesson in merchandising not only store products but good-will, this "Miracle on 34th Street" is a dandy. Does Macy's tell Gimbel's? It should!

On the stage at the Roxy are Jerry Lester, comedian; Art Lund, singer; Jan August, the Salici Puppets and the Gas Foster Roxyettes.

**Important Event on the Michigan Calendar!**

**MONTH OF MIRACLE ENTERTAINMENT!**

**AUGUST 1947**

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
					1	2
	6	7	8			
12	13	14	15			
18	19	20	21	22		
25	26	27	28	29	30	31



**Greater MOVIE SEASON**

*in the Butterfield Theatre*

**THE First AND Last Word IN MOTION PICTURE ENJOYMENT!**

**STARTING SUNDAY! MICHIGAN**

*It's A MIRACLE OF ENTERTAINMENT!*

THE DAY YOU  
SEE THE PICTURE  
WILL EVER REMAIN  
...A DAY SET ASIDE  
IN YOUR HEART!

*There's never  
been a Miracle  
so filled  
with laughter!  
tenderness  
and joy!*

**MAUREEN O'HARA · JOHN PAYNE**

**Miracle on 34th Street**

**EDMUND GWENN**

GENE LOCKHART · NATALIE WOOD  
PORTER HALL · WILLIAM FRAWLEY  
JEROME COWAN · PHILIP TONGE

Acclaimed  
By All At  
Book Preview  
Don't  
Miss  
It!

Ending Tonight  
Guy de Maupassant's  
"Private Affairs of Bel Ami"

Extra  
"Tubby The Tube"  
Cartoon  
News ... Oddity

Shows Sunday  
Continuous  
Starting at 1-2-3-5-7-9 p.m.  
Adults 50c Children 16c

LAST TIMES TODAY

**DARK DELUSION**

Lionel Barrymore  
JAMES CRAGG · LUCILLE BREWSTER

★  
Also  
LATEST  
NEWS

WEEKDAYS  
3:30 to 5 P.M.

★ CONTINUOUS  
DAILY FROM 1 P.M.

**The Fun Starts Sunday**

**Starts Sunday!**

*They're BACK!*

*from the FRONT!*

UNIVERSAL-INTERNATIONAL presents

**Bud ABBOTT  
Lou COSTELLO**

**"BUCK PRIVATES COME HOME"**

THOSE "BUCK PRIVATES" ARE HOME AGAIN IN A POST WAR GALE OF GLEE!

ALL NEW!

TOM BROWN · JOAN FULTON · NAT PENDLETON · DONALD MACBRIDE and BEVERLY SIMMONS

Also


**"SHORES OF NOVA SCOTIA"**  
"ANIMALS IN LOVE"  
LATEST WORLD NEWS  
Coming "CYNTHIA"

**NEW! MARCH OF TIME**  
"NEW TRAINS FOR OLD"

ADDED

**WHITNEY**

**The Law Versus Renegades!**




**CODE OF THE WEST**

JAMES WARREN · JOHN LAURENZ · DEBRA ALDEN

**STARTING TODAY**  
CONTINUOUS STARTING AT 1:30

CO-FEATURE



**WEB OF DANGER**

MARA KENNEDY · CAMERON MURRAY

Chapter 6—DEATH'S SHINING FACE  
"LOST CITY OF THE JUNGLE"  
RKO WORLD NEWS  
Lincoln's Personal Papers Revealed  
Scouts Sail to France for World Jubilee

**ALWAYS BARGAIN PRICES!**

Evenings—Sundays—Holidays  
Adults—30 cents  
Weekday Matinees—Adults 15c  
Children—Always 12 cents

**WUERTH**

**Sunday, Monday, Tuesday.**



**Song of the South**

Walt Disney's  
MAGIC FANTASY IN TECHNICOLOR

PLUS! "THE MAGNIFICENT ROGUE"  
LYNNE ROBERTS · WARREN DOUGLAS

**ALWAYS BARGAIN PRICES!**

Evenings—Sundays—Holidays  
Adults—30 cents  
Weekday Matinees—Adults 15c  
Children—Always 12 cents

**TODAY!**

Brian Donlevy  
Robert Walker  
"BEGINNING OR THE END"

and

Judy Canova  
Allen Jenkins  
"SINGIN' IN THE CORN"

**MICHIGAN**  
Perfection in Modern Dancing

Playing Through  
**WEDNESDAY!**

**THEY'RE IN LOVE . . .**

*again!*



**MAUREEN O'HARA  
JOHN PAYNE**

in

# MIRACLE ON 34TH STREET



**IT'S A MIRACLE  
OF FUN AND  
ROMANCE!**

**You'll love  
Every Minute of It!**

with  
**EDMUND GWEEN  
GENE LOCKHART  
JEROME COWAN  
NATALIE WOOD  
WILLIAM FRAWLEY**

**Acclaimed by  
hundreds at  
Hollywood  
Sneak Preview,  
whose comments are  
available in our lobby**

— added —  
**"TUBBY THE TUBA"**  
Cartoon  
News . . . Gality  
Matinees 2-4 p.m.  
Nights 7-9 p.m.

*Detroit News, 8/20/47*

You will know

# LAUGHTER

that's a Miracle of  
Entertainment!

You will know

# TENDERNESS

that has a special  
meaning for today!

You will know

# JOY

when you  
meet the  
man behind  
the miracle!



**MAUREEN O'HARA**  
**JOHN PAYNE**

*Miracle on  
34th Street*

20th  
CENTURY FOX

# FOX

**STARTS  
FRIDAY**

Today! You're going to Discover a  
*Miracle!*

Meet  
the man  
behind the  
miracle!



A Miracle of **LAUGHTER!**

Flowing from the joy of real people!

A Miracle of **TENDERNESS!**

A heart story with a special meaning for today!

A Miracle of **ENTERTAINMENT!**

That will work a Miracle in every Heart!



with EDMUND GWENN

MAUREEN JOHN  
O'HARA · PAYNE  
*Miracle on  
34th Street*

Plus  
First in Thrills! Romance! Action!  
**"SECOND CHANCE"**

with KENT TAYLOR · LOUISE CURRIE · DENNIS HAY · LARRY BLAKE

20<sup>th</sup>  
CENTURY-FOX  
ENTERTAINMENT  
CORPORATION  
A MIRACLE!

**FOX**

Written for the Screen and Directed by  
**GEORGE SEATON**  
Produced by  
**WILLIAM PERLBERG**

# 'Miracle' Film Says There Is a Santa Claus

BY NORMAN KENYON

Free Press Staff Writer

If you've begun to lose faith in a world which seems full of sham, try "Miracle on 34th Street." It got underway at the Fox Theater Friday.

Full of quiet humor and sugar-coated philosophy, it offers a relaxing antidote to the "There ain't no Santa Claus" bitterness so prevalent today.

As a do-good little old man who believes he is the real Kris Kringle, Edmund Gwenn has the outstanding role of his career.

KRIS is hired as the New York Macy's department store Santa when his predecessor imbibes a little too heavily during the store's Thanksgiving Day toy parade.

(Actual scenes of the parade will have a special thrill for Detroiters who turn out each Turkey Day for Hudson's equally fine show.)

Angered by what he considers the store's "anything to make a buck" attitude, Kris rebels. He tells the tots' mothers to buy a certain toy at Gimbel's, if Macy's doesn't have as good a bargain.

AMAZED by the goodwill thus generated, the rival department store heads become imbued with Kris' "Christmas spirit."

But Kris, meanwhile, has run afoul of Macy's neurotic would-be psychiatrist, admirably played by Porter Hall.

Kris is brought into court on an insanity charge. John Payne, as an attorney who "believes," comes to his defense.

THROUGH the whim of a postal employee, Kris is proved to be the "real" Santa.

Gene Lockhart is delightful as the judge who must rule on the ticklish question of whether there is a Santa. His decision is made with a wary eye cocked toward the politician who gets him elected (William Frawley).

Kris' employer (Maureen O'Hara) has reared her daughter (Natalie Wood) to take no stock in Santa Claus fantasies.

NATALIE is heart-warming as a little girl who welcomes the chance to be converted from boring realism by Kris.

Only in the fade-out, when the Santa Claus symbolism gets a little out of hand, does "Miracle" cease to be effective.

As a pleasant side issue, Miss O'Hara and Payne fall in love, argue over what to teach her child and wind up completely under the spell of Kris' philosophy.

Filmed in a department store, "Miracle" should put you in a Christmas mood, despite the heat.

# The Screen in Review

By AL WEITSCHAT

"MIRACLE ON 34TH STREET." Released by 20th Century-Fox. Produced by William Perlberg. Directed by George Seaton. Screen play by Seaton based on a story by Valentine Davies. At the Fox Theater.

Kris Kringle.....Edmund Gwenn  
Doris Walker.....Maureen O'Hara  
Fred Galley.....John Payne  
Judge Henry X. Harper.....Gene Lockhart  
Susan.....Natalie Wood  
Mr. Sawyer.....Porter Hall  
Petitioner.....William Frawley  
District Attorney Mark.....Jerome Cowan  
Mr. Sturges.....Philip Tongue  
Dr. Price.....James Bony  
Mr. Macy.....Harry Arthur  
Machaffee.....Thomas Ritter, Mary Field  
Cleo.....Theresa Harris  
Albert.....Alvin Greenman  
Mrs. Macy.....Anne Schunier  
Thomas Macy Jr.....Robert Kraft  
Mrs. Sturges.....Lela Bliss  
Death child.....Marlene Lyden

**OUTSIDE** the Fox Theater it is August and hot and stuffy; inside it is the time of Christmas and good cheer and good will and the laughter of children. For on the screen is a story about Santa Claus and a miracle, and not the least part of that miracle is that it summons up the spirit of the happiest season when it dwells not at all in the mind.

This is one of the most delightful fables the screen has produced. It lends that rare good feeling that comes with looking at a fresh movie idea. It is a picture for the whole family to see and to leave gladdened in heart.

★ ★ ★  
**IT STARTS** during Macy's great Thanksgiving toy parade for children in New York, and an emergency occasioned by the collapse of Santa in a drunken stupor. A merry little fellow with whiskers is dropped on the spot, and he fills in so admirably he is kept on to play Santa at the store.

The tantalizing question whether this is really Santa begins to grow. He signs his employment card Kris Kringle, and the personnel manager thinks he's crazy, and so does Mr. Macy when he catches him sending customers over to Gimbel's for short-stock items. Then thousands of letters pour in praising Macy for this splendid gesture, and Macy and Gimbel join hands to soften the taint of crass commercialism which marks the Christmas business rush.

This must be Santa, it seems, when Kris patiently rebuilds the faith of little Natalie Wood, daughter of Maureen O'Hara, advertising woman and divorcee, who thinks children should not believe in fairy tales. He completes the job by promoting a romance between the mother and John Payne, a kindly fellow in sympathy with Kris' notions.

**BUT THERE** must be skeptics and a villain, too. He's the personnel manager, who thinks he'll end this silly incident by sending Kris to court for judgment on his sanity. This episode is highlighted by the humorous byplay between Gene Lockhart the judge, and William Frawley, his campaign manager, who keeps signaling the bench to steer clear of any ruling that there is no Santa Claus, since he is coming up soon for re-election.

The beleaguered prosecutor, sunk by the testimony of his own son, finally resorts to a demand for documentary proof as to the existence of Santa. And old Kris is ready for him. He waves, and in come bags and bags of mail from the postoffice, every one of the letters addressed to Santa Claus. That's enough for the court, and it should be enough for any spectator with doubts.

★ ★ ★  
**EDMUND GWENN**, in the finest performance of his career, bids for an Academy Award as Kris. He's gentle, restrained, wise, witty and the soul of generosity, the perfect materialization of every child's conception of Santa Claus. His portrayal dominates throughout, even though Miss O'Hara and Payne are at their best, Natalie Wood is wistfully appealing, Lockhart and Frawley create gales of laughter, and Porter Hall, as the personnel manager, is annoyingly malicious.

It would not be surprising if George Seaton, who wrote and directed this gem of entertainment, also came in for honors next spring. But he should change the title. It ought to be "A Twentieth-Century Carol."

*Detroit News, 8/23/47*

# Ann Arbor News, 10/15/47

## WUERTH

NOW—THURS.!

It Couldn't  
HAPPEN...  
*But did!*



MAURITM  
O'HARA

JOHN  
PAYNE

MIRACLE  
ON 34TH STREET

with  
Edmund  
GWINN



— PLUS —

No Feels  
The Pulse  
of  
MURDER!

WARNER  
BAXTER

The  
Millerson  
Case

A  
CRIME  
DOCTOR  
PICTURE

Paul GUILFOYLE • Eileen JANSSEN

Coming Friday!  
"UNDERCOVER MAIZIE"  
"WEB OF DANGER"