



Hillside 6341

MOTION PICTURES • TELEVISION

1520 North Gower Street

Hollywood 28, Calif.

Gentlemen:

This contact with you is in advance of an exploitation campaign on "MAGIC VALLEY" a picture to be made in Hollywood with the most powerful message ever filmed. Approximately 300 children will comprise the larger part of the cast. As you probably know, the "Babe Ruth Story" used some 160 youngsters in the cast. M. G. M.'s European production "The Search" also included many children and is to date winning high praise.

The story of "MAGIC VALLEY" is greater than these for the subject matter deals with the current problems of today. You will find attached a brief outline or synopsis of the picture.

We can supply capacity business to responsible photographic studios in certain areas doing photography of children of 4 to 12 years of age. It is possible that one, or several children may be selected from any of these areas. Such children that are photographed will be considered as a participant in the picture. Final selections are to be left to the discretion of the director, the casting director, and the producer.

If you are in a position and desire to handle such a campaign between now and March 30th of 1950 wire or contact us immediately and we will forward the contracts and other data to you that will be self-explanatory.

This campaign is to be handled by Whyte Productions Inc. which is a California corporation operating under the state laws. We will be glad to furnish you with any information pertaining to the history of the members of the corporation.

Very truly yours,

WHYTE PRODUCTIONS INC.

*Charles E. Whyte*



## BRIEF PROSPECTUS

MAGIC VALLEY is to be a feature motion picture. It is scheduled for production in Hollywood by Whyte Productions Inc. The story is a light and entertaining modern version of the legend of the Pied Piper and takes place in a typical middle-sized American town. It is an original, copyrighted and registered at the Screen Writers Guild and assigned to the producers. MAGIC VALLEY will also be published in book form, illustrated in color, shortly.

CAST - Will consist mainly of children. Story calls for approximately 300 youngsters between the ages of 4 and 12, all of whom will be selected from those photographed by our cooperating photographers. As there are many excellent children's parts in the script, MAGIC VALLEY may start more than one on a successful motion picture career. Inasmuch as the cast as a whole will represent a cross section of an American town, it will be necessary to use all types. The grown-up parts will be filled by regular motion picture actors. However, with the exception of the central role, the adult parts are secondary to those of the children. All those who are chosen to work in the picture will receive salaries as provided for in Screen Guild contracts.

DIRECTOR - Donald L. Brodie has been signed to direct MAGIC VALLEY. Mr. Brodie has had more than 20 years experience in varied phases of the motion picture industry and was selected for his exceptional ability of getting the best work from untrained youngsters and also for his rare talent for fantasy and its unfoldment on the screen. Brodie has handled the dialogue direction on 8 major films; 3 for Warners, 3 for Universal, 1 for 20th Century Fox and 1 Independent.

SCHEDULE - According to present plans, actual selection of the cast will be done during the spring with production of the picture in the early summer. Budget is set at \$250,000. It is the intention to make MAGIC VALLEY outstanding entertainment and top calibre in every way. Film will be made in color.

ACKNOWLEDGEMENT OF PHOTOGRAPHS - Contracts with cooperating photographers call for 1 photo of each child photographed to be sent by them to us promptly. Parents should approve the photo selected. If the parent desires to send in additional photos of a child, that may be done by arrangement with the photographer. All photos thus sent in will be seen by the casting committee and all children whose photos are thus submitted will be carefully considered for roles in MAGIC VALLEY. ALL PHOTOGRAPHS RECEIVED FROM OUR COOPERATING PHOTOGRAPHERS WILL BE ACKNOWLEDGED BY US DIRECTLY TO THE PARENT.

For many children, this will be their first opportunity to be considered for a role in a feature film, however you may be assured that no child will be overlooked by our casting committee and that each child will be given fair and impartial consideration.

WHYTE PRODUCTIONS INC.  
1520 North Gower Street  
Hollywood 28, California

TO BE POSTED SO YOUR CUSTOMERS CAN READ



### Synopsis of MAGIC VALLEY story

(Magic Valley is copyrighted, registered at Screen Writers Guild and assigned to Whyte Productions Inc. Infringement of any kind will be prosecuted.)

Story is a modern version of the legend of the Pied Piper. Action starts in a typical middle-sized American town. A fantastic character tall, slender and debonair, Hercules Champigneey, Mr. Pigney for short, appears from out of nowhere and takes an interest in the neglected children of the town.

Mr. Pigney has a flute on which he plays gay, magnetic airs that draw all children to him. They even stop fighting when they hear his music. Ill-mannered, unkempt and generally incorrigible in keeping with their surroundings and the lack of attention to which they are subjected, the children pilfer from stores and when they aren't fighting, try to outdo one another at cops and robbers. The several rich children in the town are even worse in many ways.

Mr. Pigney teaches the youngsters tolerance, fair play, unselfishness and consideration for others and entertains them, not only with his flute, but with fairy tales and other fascinating stories. When one child objects that Cinderella wasn't real, Mr. Pigney tells her and the others that she not only is real but that Cinderella and he are very good friends. Perhaps someday he'll take them all to meet her and many other of his friends also. The town is without playgrounds and other recreational facilities for the children and Mr. Pigney bothers the town council so much, insisting they be built, that the political powers, to get rid of him, have him arrested as a vagrant and order him to leave the town.

Mr. Pigney goes, playing his flute, and all the children quit whatever they are doing and follow him. He takes them to the side of a large mountain and, saying a few magic words, two tremendous doors swing open and inside in beautiful color is MAGIC VALLEY. They go in, the doors close, and the children meet Cinderella, in person, Little Boy Blue, The Old Woman Who Lives In a Shoe and many other story book characters. The children are to make their home in MAGIC VALLEY while Mr. Pigney returns to the town to fight for playgrounds.

On his return, he is of course thrown into jail, but remains pleasantly adamant. He patiently explains to the townspeople that the children of today become the citizens of tomorrow and the influences that surround them determine the type of adult they will become. His price for bringing the children back is that the town must first be made a decent place for children to grow up in. Willing to do anything to get their children back the town "reforms" and Mr. Pigney keeps his promise and delivers the children safely to their parents. Refusing their offers to make him Mayor of the town or at least President of the Bank, Mr. Pigney leaves the happy, but sad, populace and starts for the next town where he has similar work to do.

This brief sketch omits not only the interesting character portrayals of the numerous children in the story, but also the many delightful human interest incidents. Beneath its light and entertaining surface, MAGIC VALLEY carries a powerful message for the world today.