CHARLES BOYER
JENNIFER JONES
in
ERNST LUBITSCH'S
Production of
Cluny Brown

PETER LAWFORD
HELEN WALKER • REGINALD GARDINER
MARGERY SHARP NOVEL COMES TO TV
"Cluny Brown" Starring Jennifer Jones & Charles Boyer to be Telecast

Saucy Production of Best Seller on Channel ...........

A madcap English girl with a penchant for plumbing cavorts through the 20th Century-Fox's National Telefilm Associates TV film release, "Cluny Brown," to be telecast .......... day at .......... p.m. over Channel ........... The comedy, adapted from Margery Sharp's best-seller, stars Jennifer Jones in the title role and Charles Boyer is co-starred.

Cluny, who has an irrepressible urge to fix pipes, is relegated to the position of parlor maid by her uncle in hope that she will learn her place. While in service at the country estate of Andrew Carmel (Peter Lawford), Cluny meets Adam Belinski (Charles Boyer), a carefree writer with a rather original philosophy.

Adam saves Cluny's job after she drops a tray and the two swear undying friendship. Later, when the girl announces to Adam that she has selected her husband to be — a pompous druggist — Adam attempts to discredit him. However, Cluny herself ruins the match when she impulsively fixes a faulty pipe at a family party.

The writer, meanwhile, has antagonized Andrew Carmel while trying to patch up his host's love affair. Finding it expedient to leave, Adam presents Cluny with a farewell gift. How these two decide to follow their misadventures together creates an uproarious comedy climax.

Ernst Lubitsch directed this National Telefilm Associates TV film release.

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SHORT TAKES

The Boyer Accent
Charles Boyer has a one-world accent that confounds even himself. He has played a Spaniard, a Russian, a German and Italian. In "Cluny Brown" to be telecast .......... day at .......... p.m. on Channel ........... he plays a Czech and the "Boyer Accent" is just as convincing as when he plays a Parisian.

Lucky Set
Jennifer Jones knew for sure that "Cluny Brown" would be an outstanding picture when she started shooting the outdoor scenes. As Jennifer looked around the set representing a small English town she immediately recognized the village of Lourdes. It was the very set used in "The Song of Bernadette," the film for which Jennifer won an Academy Award. The old French buildings had been torn down and replaced with houses of an L. "ish town but the road remained the same. Miss Jones proved to be right in calling this a good omen because "Cluny Brown" to be telecast .......... day at .......... p.m. on Station ........... is a great success.

The Lubitsch Touch
Ernst Lubitsch was told that audiences at "Cluny Brown" laughed so loud that some of the lines were drowned out. "Good," replied the producer, "Maybe people will go twice to hear the lines they've missed." A good second chance to hear the dialogue will be .......... day at .......... p.m. on Station ........... Peter Lawford Gets Girl

Lawford signed for "Cluny Brown" right after he became the teenager's idol in "Son of Lassie." Asked by an interviewer if he would win the girl, he replied, "Charles wins Jennifer. But I win Helen Walker. Now isn't that better than Lassie?"

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HIGHLIGHT LISTING

Because of her passion for plumbing, a young English girl is sent to a country-estate as a parlor-maid to learn her place. There she meets an unpredictable author who is a house guest. The writer finds himself as part of a triangle involving his host and the latter's wife-to-be. An amusing climax finally straightens out the romantic problems of the household. Charles Boyer, Jennifer Jones, Peter Lawford, Reginald Gardiner.
SYNOPSIS

Cluny Brown

CAST

Adam Bellinski
Cluny Brown
Andrew Carmel
Bette Creem
Hilary Ames
Sir Henry Carmel
Col. Duff Graham
William
Lady Alice Carmel
Mrs. Malle
Syrette
Dowager
Jill
Waller
Uncle Arn
John Frewn
Master Snaffle
Guest Piano Player
Mrs. Tupyham
Mr. Snuffle
Mrs. Snaffle

Charles Boyer
Jennifer Jones
Peter Lawford
Helen Walker
Reginald Gardiner
Reginald Owen
Sir C. Aubrey Smith
Richard Haydn
Margaret Bannerman
Sara Allgood
Ernest Cassott
Florence Bates
Una O'Connor
Quannie Leonard
Billy Bevan
Michael Dyne
Christopher Severn
Rex Evans
Ottola Nemeth
Harold De Becker
Jean Prescott

CREDITS

Produced and Directed by Ernst Lubitsch
Screen Play by Samuel Hoffenstein and Elizabeth Reinhardt
Based on the Novel by Margery Sharp
Director of Photography Joseph La Shelle, A.S.C.
Art Direction Lyla Wheeler and J. Russell Spencer
Set Decorations Thomas Little
Associate Producer Paul S. Fox

SYNOPSIS

It is a beautiful Sunday in Spring... in London... In 1939 but Mrs. Hilary Ames (REGINALD GARDINER) is aware only of the time and his stopped-up kitchen sink. He expects 30 guests for cocktails and no plumber seems interested in his dilemma.

When the doorbell rings, the frantic Ames assumes the caller to be a relenting plumber and propels the bewildered man to the sink. The visitor is explaining that he is not a plumber, but Adam Bellinski (CHARLES BOYER), seeking an old friend in Ames' apartment, when the bell rings again. This time Ames is confronted with an eager young woman who announces that she is Cluny Brown (JENNIFER JONES); she loves to plumb and had pleaded with her Uncle Arn for this chance. Ames hesitates, but, egged on by the intrigued Bellinski, lets her try. With much clatter and chatter, she repairs the sink and the relieved host offers cocktails to celebrate. The uninhibited Cluny is in a delightfully dazed state when her uncle comes for her, intoxicated, he drags her off with threats to send her into domestic service to lean her place. Bellinski, meanwhile, retires to Ames' bedroom for a nap before the confused Ames realizes what's going on.

During the cocktail party, Bellinski is discovered by the Honorable Betty Cream (HELEN WALKER) and her two suitors, Andrew Carmel (PETER LAWFORD) and John Frewn (MICHAEL DYNE), who recognize him as a famous Czech writer—and assume he is a political refugee. Charming, the impetuous Adam accepts Andrew's loan of 20 pounds and a later offer to "hide out" at the Carmel country estate. Cluny is already installed at the Carmel Estate as a parlor maid—her Uncle Arn having made good his threat. Serving at dinner, Cluny, in her enthusiasm at spotting Adam, drops her tray. He Intercedes in her behalf to prevent her dismissal, and later, determined to find out how Cluny came here, goes to her room to find her dissolved in tears over her failure as a maid. He consoles her and the two swear to undying friendship, foraking all thoughts of romance, for Cluny, with native regret, informs him he is not her type. Cluny has set her cap for Mr. Wilson (RICHARD HAYDN), the local druggist. When Adam discovers this, he surprises himself by attempting to discredit the pompous young man in Cluny's eyes. But it is Cluny herself who ruins her connection, when at a birthday party for Wilson's mother (UNA O'CONNOR), she obeys the impulse to repair a faulty pipe. Bellinski, meanwhile, endeavors to patch up the rocky romance between Andrew and Betty Cream, also a guest at Friars Carmel. When he enters her room without ceremony, Betty disbelieves his motive and screams. As a result Andrew challenges Adam to a fight. As a result Adam challenges Adam to a fight. He then takes his departure.

When Cluny receives Adams parting gift of sheer hose, she rushes to the station to thank him. Adam, realizing they belong together, pulls Cluny aboard. He tells her they'll go to America where he will write mystery novels and life will be exciting, if not secure.
10 seconds
CLUNY BROWN, the story of two unpredictable people who don’t belong anywhere—except in each other’s arms, will be telecast _________ day at _________ p.m. on this channel. See Jennifer Jones as CLUNY BROWN bring this best-seller to life.

10 seconds
Jennifer Jones stars in CLUNY BROWN as a parlor maid with dreams of being a plumber _________ day at _________ p.m. An unconventional author complicates Cluny’s life, but provides a good deal of merriment in the process.

20 seconds
A parlor maid who loses her chance for a perfect marriage because of an irresistible urge to fix plumbing provides amusing television fare _________ day at _________ p.m. on this channel. Jennifer Jones stars as this unconventional domestic, CLUNY BROWN. Charles Boyer plays a carefree writer in this romantic comedy. Watch this dramatization of a great best-seller _________ day.

20 seconds
That wonderful Ernst Lubitsch touch will be in evidence _________ day at _________ p.m. when this station presents CLUNY BROWN, with an all-star cast. Jennifer Jones will star as the irresistible Cluny, a parlor-maid who aspires to be a plumber. Charles Boyer plays a rather unconventional author who provides a touch of romance and excitement in her life. Together they manage to turn staid English society upside down. Watch this hilarious comedy _________ day.

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.
Exploitation Tips to Build Audiences and Help Garner High Ratings for Your Telecast of "Cluny Brown"

A story in Sponsor magazine commenting upon the influx of top-quality feature films into TV stated, "An era of more intensive station promotion appears to be on the horizon." In the highly competitive days ahead, it is the station that uses showmanship that will garner the audiences. Showmanship can perhaps be defined as "attracting audiences by using ingenuity as well as dollars." The promotions outlined below, and the others which you will find elsewhere in the NTA "Plus Package" are designed as a startling point to stimulate further promotion on your part for these fine feature films. Use them, improve upon them, adapt them and you'll be rewarded with pyramiding audience interest and ratings.

A well-known catch-phrase popularized by 20th Century-Fox in their promotion has been, "Good books make good movies" to which you can add ... "and good movies make good television entertainment." "Cluny Brown" is a picturization of the famous Margery Sharp best-seller. Capitalize on this pre-selling with a mailing of inexpensive Pocket Book editions of "Cluny Brown" to local newspaper writers and columnists. NTA has made arrangements for your station to secure these attention-getters at cost. For further information and prices on this unique but inexpensive promotion, contact the NTA Promotion Department in New York.

Here's a little trick used with great effect by a theater owner which can be applied just as successfully to TV feature film promotion. All that is needed are several thousand 2 x 4 inch cards printed up like this. At the top of the card appears:

"HELLO THERE: I Just Wanted to Remind You to Watch . . . " Then a little one-column ad on the picture. Below is telecast time, station and channel.

The promotion manager then calls the members of the station's staff together, asks them to leave the cards everywhere they go for the ten days preceding the play-date. The cost, practically nil; the results, sure to be much word-of-mouth publicity and boosted audience ratings.

Program logs printed up by the station offer an inexpensive means of feature film promotion. If a station is in a town served by "anti-tv" newspapers, such a publication is often the only way to disseminate program information. One station in order to convince a local newspaper to carry program logs, began to sell ads in their publication. After several weeks, the newspaper, losing revenue, got the idea; and started such a service—whereupon the station discontinued its own publication.

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.
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.