The Jones Family

in

EVERYBODY'S BABY

and

LOVE ON A BUDGET
JONES FAMILY FILMS ON TV
Adventures of America's Most Hilarious Family on Channel

Jones Family Celebrates Blessed Event In 'Everybody's Baby' on Channel

The Jones Family, one of America's favorite families, celebrates a blessed event day at in the 20th Century-Fox—NTA tv film, "Everybody's Baby," on Station Channel.

There's plenty of fun and excitement as the Joneses anticipate Bonnie's baby. Mrs. Jones (Spring Byington), Dad (Jed Prouty), Herbert (Russell Gleason), the father, and every member of the family await the new arrival.

Bonnie (Shirley Deane) has a quack doctor and after the baby is born, the physician sends a nurse over to attend to it. None of the Joneses are allowed near the baby and the nurse is in complete charge. Even the father is not permitted to fondle his daughter or go near the crib.

One day the baby begins crying and Herbert, trying to quiet her, picks up the infant and walks out of the house with her. Thinking her charge has been kidnapped, the nurse sends out an alarm. When police finally arrive they find that Herbert had merely taken the child to the garage.

The nurse admonishes the father not to touch the child any more. But it remains for Granny (Florence Roberts) to step in with an hilarious plan for settling the entire situation.

Ken Howell, George Ernest, June Carlson, Billy Hahan and Reginald Denny are included in the cast. "Everybody's Baby" was directed by Malcolm St. Clair.

SHORT TAKES

JONESES RAISE RUMPUS RAISING BABY

In the old days before psychology, parents' manuals and magazines made the task of child rearing a full time job, the student of child psychology knew just two simple rules: "Spare the rod and spoil the child." But modern science has changed all that. Instead of uncomfortable axioms, there are scientific principles, with many subdivisions of a, b, and c. There are many chrome plated gadgets and antiseptic taboos. The conflict between the old and the new in bringing up babies receives an hilarious airing in "Everybody's Baby," day at on Station , as the popular Jones Family greets a little newcomer.

NO TAXES PAID ON ODD HOUSE

Imagine owning a house on which no taxes have to be paid; there are no bills for gas, electricity, no rain and snow to destroy the paint and no ashes to be emptied in the morning. It is the strangest house in the world and was constructed in one of the 20th Century-Fox studies to provide shelter for the popular Jones family. It's a house within a house for filmdom's famous family and you can see it day at on Station when the Joneses greet a "blessed event" in "Everybody's Baby."

Newlyweds Have Money Trouble in "Love On A Budget" on Channel

With a limited income, newlyweds try to make ends meet and Dad gets caught in the middle, in the 20th Century-Fox—NTA tv film, "Love On A Budget," with the Jones Family, day at on Station.

Bonnie (Shirley Deane) and her bridegroom, Herbert (Russell Gleason), move into a new home and can only afford to furnish one room. Bonnie wants to splurge and furnish her whole house at once on the installment plan. But her florist husband wants to wait until they can afford to pay cash.

As the newlyweds quarrel about the relative merits of cash and credit buying, fast-talking Uncle Charlie (Alan Dinehart) comes into town with a get-rich-quick scheme. He convinces Herbert to invest $500 and advises Bonnie to go out and furnish her home on the installment plan. The young couple have a spat and Bonnie "goes home to mother."

Uncle Charlie's scheme is to hire the second of the town's two exposition halls. The first has been rented for an important household convention. Charlie then has Mayor Jones (Jed Prouty) declare Hall No. 1 condemned as a fire hazard. Jones does this in good faith, not knowing of Herbert's connection with the second hall.

The family complications become more and more complex till the condemned hall blows up. When the dust settles, the newlyweds are happily reconciled.

HIGHLIGHT LISTING

EVERYBODY'S BABY
The Jones Family celebrates a blessed event as Bonnie's baby makes Dad a Granddad and all the kids uncles and aunts. There is one riot, two false-alarmers and a free-for-all when the Joneses come into conflict with ultra-modern methods of caring for the baby. Jed Prouty, Shirley Deane, Spring Byington, Russell Gleason.

LOVE ON A BUDGET
The trials of married life on a limited income are hilariously considered in this adventure of the popular Jones Family. When young Bonnie and her bridegroom quarrel about how to furnish their home—by paying cash or by buying on installments—dad is caught in the middle. Jed Prouty, Spring Byington, Russell Gleason, Alan Dinehart, Dixie Dunbar.
EVERYBODY'S BABY

Cast
Jenny Jones..........JED PROUTY
Bobby Jones........BILLY MAHAN
Mrs. Jones ..........REGINALD DENNY
Dr. Pilkoff.........ROBERT ALLEN
Dick Lott...........CLAUDE GARRETT
Nurse Credell.....CLAIRE DE BRY
Tommy McGuire.....MARVIN STEPHENS
Hattie..............HATTIE McDALE
Chief Kelly.........ARTHUR LOFT

Synopsis
From Granny Jones right down to Bobby, every member of the family is seething with excitement. There's going to be a new Jones. Bonnie is expecting a baby!

Granny, Mrs. Jones, Dad and Herbert (the father) are in the waiting room of the Maryville Hospital—waiting. A nurse enter and announces the birth of a baby girl. Dad faints and Herbert, with a dismayed look in his eye, goes in to see Bonnie and the baby. It is then that he receives his first shock. He isn’t allowed to see the baby and a quack doctor, hired by Bonnie, is in complete charge.

When the Joneses arrive en masse to visit Bonnie and see the baby for the first time, they are told by a nurse, sent by Doctor Pillock and given complete charge, that they must wear masks and gowns and remain a respectful distance from the crib. After a severe reprimand by the nurse, they all beat a hasty retreat to the kitchen.

As the family gather to name the baby, Herbert slips outside and fondles the infant through the nursery window to stop her crying. Delighted with the results, he picks up the baby and takes her for a walk toward the garage. The family thinks the baby is kidnapped, the police arrive, find Herbert and the baby in the garage, and the nurse tells the bewildered father not to touch the baby any more.

Things continue this way for several months and then Herbert puts his foot down and says that either he or the nurse has to go. He goes!

When Herbert and a few other husbands get together to discuss what to do about Doctor Pillock, Granny Jones suggests a plan of attack. They invite the quick head to Maryville to deliver a lecture and show him up for the fraud he is. Herbert and Bonnie are reconciled, the Jones Family gather around the baby and resolve that "things are going to be different from now on."

LOVE ON A BUDGET

Cast
Granny Jones..........JED PROUTY
Bobby Jones........BILLY MAHAN
Uncle Charlie.......ALAN DINEHART
Betty...............DIXIE DUNBAR
Tommy McGuire.....MARVIN STEPHENS
Emory Fisher........PAUL HARVEY
Millie Brown........JOYCE COMPTON

Synopsis
Bonnie and Herbert, just married, are living in their new home. They have furnished only the bedroom and the rest of the place is bare because Herbert refuses to buy on credit. They quarrel and go to the Joneses to live.

Unexpectedly, Uncle Charlie (Alan Dinehart) arrives to stay, with a high-pressure scheme on which he sells Herbert to the extent of over $500. He also convinces Bonnie that she ought to furnish the home on the installment plan over Herbert's objections. A big quarrel ensues and Bonnie walks out on her new husband.

Uncle Charlie's scheme is to hire the second of Maryville's two convention halls, the first of which has been scheduled for an important exhibition. With Herbert's money he secures an option on the rental and then has Mayor Jones condemn Hall No. 1 as a firetrap. Jones does this in good faith, not knowing of Herbert's connection with the second hall.

The complications that ensue are suddenly straightened out when the condemned hall blows up. Herbert's heroism restores Bonnie to their happy home, which he is now able to furnish, with cash.
10 Seconds
It's a joy at the Jones when America's favorite family celebrates a "blessed event" in EVERYBODY'S BABY, ________ day at _________ on this station. Don't miss the fun and hilarity as the Jones family greets a brand new Jones.

20 Seconds
There's lots of fun and excitement in EVERYBODY'S BABY as a newborn Jones makes a debut, ________ day at _________ on this station. EVERYBODY'S BABY pokes good natured fun at the many pseudo-scientific methods of child rearing and there is one riot, two false-alarms and a free-for-all before a compromise is reached between the old and the new methods for bring-up-baby. Don't miss the Jones Family hit, EVERYBODY'S BABY.

10 Seconds
They have to blow up the town's convention hall to smooth things out for the Jones family when Bonnie and her bridegroom try LOVE ON A BUDGET, ________ day at _________ on this station.

20 Seconds
Young love has its heartaches and the entire Jones family — headaches, when Bonnie brings home her bridegroom ________ day at _________ on this station. The newlyweds try to make ends meet and dad gets caught in the middle in LOVE ON A BUDGET. The trouble begins when Bonnie wants to buy furniture on the installment plan and her husband insists on saving up the cash. It takes an explosion at a convention hall to settle the argument in LOVE ON A BUDGET.

SLIDE
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.
Create New Interest In These Feature Films With
Showmanship Devices for “Everybody’s Baby”
and “Love On a Budget”

More and more feature films are being released for television. As competition increases, the station using showmanship in merchandising its products will attract the audience. We have included these suggestions in addition to the basic promotional aids to help you supplement your campaign. These, or other showmanship devices specially geared to your locality, can increase your ratings.

Pass the cigars. Visit your publicity contacts such as editors, columnists and commentators with a box of cigars tucked under your arm. While passing out the perfectos, associate the gift with the arrival of the newest Jones and the entertainment provided in EVERYBODY’S BABY. Or, you might mail a handful to your contacts and enclose an announcement card fashioned after the usual baby announcements.

Somehow a man wheeling a baby carriage always gets attention in the street. Have a rather young chap push a very elaborate baby buggy. Possibly one decorated with a large pink bow. Instead of a child in the buggy, have a card inviting onlookers to tune in to “Everybody’s Baby.”

Have the inquiring reporter question people on the relative merits of installment buying as opposed to cash on the line. Perhaps this question should be asked two days in succession. You could have married women give their opinions one day and married men the next, tying in with your telecast of “Love On A Budget.”

“Love On A Budget” is a natural for merchant tie-ups and promotions. Contact furniture dealers, department store owners, hardware merchants, etc., in promoting cooperative advertising in the local newspapers.

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 “Everybody’s Baby”
P2 “Everybody’s Baby”
P3 “Love On A Budget”
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.