That Lady in Ermine

Betty Grable
Douglas Fairbanks Jr.
ROMANCE TO MUSIC IN "LADY IN ERMINE"

Betty Grable, Douglas Fairbanks, Jr. In Gay Dazzling Musical

Sly, Captivating Love Story, Unfolds on Channel

Betty Grable, one of the screen’s top musical stars, sings, dances and romances with the dashing Douglas Fairbanks, Jr. in the story of a glamorous countess who saves the ancestral castle from siege, day at Station’s presentation of the National Telefilm Associates’ tv film, “That Lady In Ermine.”

Hungarian Hussar Colonel Teglash (Douglas Fairbanks, Jr.) takes over the Italian Castle of Bergamo as the Countess Angelina (Betty Grable) is about to marry Mario (Cesar Romero). The bridegroom is forced to flee, leaving the mistress of the castle to the invader’s mercy.

The Colonel admires the portrait gallery of the castle and in a fantasy, sees the ancestral painting come to life. He is fascinated by Angelina’s great-great-grandmother, Francesca (Betty Grable) and notes the resemblance to Angelina.

The Colonel learns that Francesca once saved the castle by putting on an ermine wrap, and with her feet bare, visited the duke who had captured the estate. Shortly thereafter, the Duke was found stabbed. Dwelling on this historical sidelight, the Colonel decides to penetrate Angelina’s aloofness by offering her Mario’s freedom and make history repeat itself — if she bares her feet, dons an ermine wrap and dances with him.

With the ingenious aid of her ancestors, the glamorous young countess brings a secret weapon into play in a bewitching climax, which leads to a surprise ending.

This 20th Century-Fox comedy was produced and directed by Ernst Lubitsch from a screenplay by Sam Raphaelson. The lyrics and music are by Leo Robin and Frederick Hollander. Walter Abel, Reginald Gardiner, Harry Davenport and Virginia Campbell are also included in the cast.

ovable To Nearest Exit

Glamorous Betty Grable has long been known for her ability to bring about spontaneous combustion in her movie audiences. But while her incendiary combustible qualities have been strictly figurative, she was actually assigned a fireman while on the set of “That Lady In Ermine,” to be telecast day at Station. Although the usual studio precautions of fireproofing fabrics had been taken, the added precaution was for the all-plastic hoops used for added transparency in Betty’s costumes. The hot lights might have overheated the combustible plastic.

Polar Bare Foot

While Betty Grable went through her dance routines with her famous legs bare, and bare feet as well, the rest of the cast and crew on the set stood around and shivered in sweaters, jackers and mufflers. The explanation for this is the fabulous 900-skin ermine coat with a three-foot train which Betty Grable wears in “That Lady In Ermine,” to be seen day at Station. To keep Betty from becoming overheated under the 22-pound array of pelts, the temperature in the studio had to be lowered to 56 degrees. “I’m hotter than blazes above the knees, as frozen as an Icelandic winter below — and never the twain seem to meet,” remarked Betty. “But the reason for the barefoot-ermine routine is so unusual, it’s worth the discomfort to surprise the audience.”

HIGHLIGHT LISTING

Defending her ancestral castle against a siege by a dashing Colonel, a glamorous Countess brings a secret weapon into play. As the musical romance unfolds, the lovely lady defends her home with the aid of her ancestors, but loses her heart. Betty Grable, Douglas Fairbanks, Jr., Cesar Romero, Walter Abel, Reginald Gardiner.
That LADY IN ERMINES

Cast
Francesca and Angelina .... Betty Grable
Colonel and Duke .... Douglas Fairbanks, Jr.
Mario .... Cesar Romero
Major Horvath and Benvenuto .... Walter Abel
Alberto .... Reginald Gardiner
Luigi .... Harry Davenport
Theresa .... Virginia Campbell
Gullio .... Whit Bissell
Captain Novak .... Edmund Macdonald
Gabor .... David Bond

Credits
Produced and Directed by .... Ernst Lubitsch
Screen Play by .... Samson Raphaelson
Lyrics and Music by .... Leo Robin and Frederick Hollander

Synopsis
The wedding night of Countess Angelina (BETTY GRABLE), mistress of the Italian Castle of Bergamo, and Mario (CESAR ROMERO) is interrupted by the advance of the Hungarian Hussars, and Mario is forced to flee just before dazzling Colonel Te Eugenio (DOUGLAS FAIRBANKS, JR.) takes over the castle. That night, Francesca (also BETTY GRABLE), Angelina's great-great-grandmother, steps from her portrait frame in the castle's great hall and, accompanied by other ancestors, sings "Oh, What I'll Do To That Wild Hungarian."

The Colonel is fascinated by Francesca's portrait, notes its resemblance to Angelina, but is irked by the latter's aloofness and taunts her with Mario's hurried departure. Later, Luigi, Angelina's head servant, takes the Colonel back 300 years when a Duke (also DOUGLAS FAIRBANKS, JR.) lays siege to the castle. After Francesca, clad in an ermine coat, but with bare feet, visits the Duke's tent, he is found stabbed to death. The Colonel acknowledges those were great days.

Mario, disguised as a gypsy, is caught on the castle grounds. The Colonel discerns his identity. He tells Angelina that he will spare Mario's life if she will make history repeat itself—if she bears his feet, wears an ermine coat and dines with him. Being stabbed to death would be a small price to pay.

That night, the Colonel waits and waits and finally falls asleep. Francesca, as Angelina, appears in his dream. They sing, dance, embrace, exchange professions of love.

The following morning, when Angelina again pleads for Mario's life, the Colonel tells her how magnificent she was in his dream, then leaves the castle with his men. Back again, Mario refuses to believe it was a dream that changed the Colonel's mind.

In a mountain farmhouse, the Colonel dreams that Angelina has stabbed him. He awakes to find Angelina by his side. Mario, burning with suspicion, had left her and had the marriage annulled. The Colonel and Angelina kiss; she asks him to marry her.
On-the-air Announcements

10 Seconds
More glamorous than ever, Betty Grable sings and dances her way through an unusual romance with Douglas Fairbanks, Jr., in THAT LADY IN ERMINE, a gay musical, ________ day at ________ on this station.

10 Seconds
Douglas Fairbanks, Jr. and Betty Grable are the conquering Colonel and the captive Countess of the musical romance, THAT LADY IN ERMINE, ________ day at ________ on this station. Don’t miss this gay, melodic hit, ________ day.

20 Seconds
In an ermine wrap . . . a look, a glance and a nod, she makes history . . . in a musical with laughter, splendor and romance. It’s Betty Grable in THAT LADY IN ERMINE, ________ day at ________ on this station, as a Countess whose ancestral castle is captured by a dashing Colonel played by Douglas Fairbanks, Jr. Don’t miss the saucy situations and high-spirited humor as the glamorous countess who has a trick or two up her ermine sleeve, unveils a secret weapon.

20 Seconds
Betty Grable plays a Countess whose castle — and heart — are besieged by a dashing Colonel in THAT LADY IN ERMINE, ________ day at ________ on this station. Douglas Fairbanks, Jr. as the conquering Colonel, is stymied by the Countess’ secret weapon which blows him sky-high into a dream world. You won’t want to miss the songs and dances combined in this gay musical.

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.
Merchandising Devices To Help Increase Ratings For Your Telecast Of "That Lady In Ermine"

Some showmanship ideas are as old as Barnum, some so new that they will be created by you on receipt of the film. We hope the following suggestions will serve as a springboard for your station’s exploitation campaign. Since we are anxious to learn about new methods you may devise to merchandise this show, please let us know any of your own successful promotions.

If you play THAT LADY IN ERMINE when fur sales are flourishing, work with your leading furriers for a "Lady In Ermine" fur fashions show.

You can arrange "A Lady In Ermine"... for a day promotion which will be inexpensive but will build peak excitement for your telecast. Interest a local department or shoe store and specialty shops in contributing prizes for the local "Lady In Ermine." Restaurants and night clubs may also be persuaded to cooperate with the special event.

Place a woman's shoe in the shoe store or shoe department of the local department store and invite customers to try it on. All who can wear it are eligible to compete in the "Ermine" Beauty contest. When the winner is selected, she will receive the prizes and a night on the town. Small cash prizes can be awarded to the runners-up.

A "Jumper-Shouter" guide based on Douglas Fairbanks, Jr.'s capers in the picture prove an inexpensive, yet effective hand out. Copy lead in: "Some men are born 'Shouters'... and run the show—while other men are born 'Jumpers' and do as they're told. Do YOU say 'Uncle!'—Do you give the orders: Check your 'Jumper—Shouter' rating!"

A JUMPER:
—never fiddles—when the boss is burning!
—always leads—with his chin!
—never thinks—out loud!
—never loses his head—if he's agile!
—sudden wealth doesn't go to his head—it goes to his wife!
—never counts to ten—to say 'Uncle!'

A SHOUTER:
—should be heard—and not perturbed!
—his collar may be flexible—but his ideas are stiff!
—should be seen—from a distance!
—is never courteous—except to his boss!
—only two kinds of shouters are dangerous—young ones and old ones!
—his bark is lots worse—than his right!

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.
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.