Henry Fonda • Lynn Bari • Don Ameche in The Magnificent Dope
SUCCESS SCHOOLS SATIRIZED

"The Magnificent Dope" Hits High In Hilarity

Don Ameche and Henry Fonda Star in Comedy on Channel 2

A success school which has met with nothing but failure embarks on a publicity stunt to find the "perfect failure" and to build him into a success, day at ________ when Station Channel presents the National Telefilm Associates TV film release, "The Magnificent Dope."

Started as Dwight Dawson, founder of the Dawson Institute is Don Ameche, who launches a nationwide contest to find a failure, at the suggestion of his fiancée and advertising aide, Claire Harris (Lynn Bari). Henry Fonda as Tad Page, a Vermonter who rents rowboats, wins the prize.

Tad comes to New York to collect his prize money—which he has earmarked to buy a fire engine for his hometown—and prepares to return to Vermont. He wants no part of the institute's course, but he takes a shine to Claire and decides to attend classes in order to impress her.

Emulating Dawson's dynamic founder—the crushing handshake and toothy smile—Tad creates excellent publicity for the school and enrollments begin to rise. Claire and Dawson envision the climax of the whole publicity campaign—a lavish layout in a famous picture magazine. Tad will be shown revitalized, a buoyant Dawson product snatched up by a big firm. All that remains is for the country boy to clinch a big deal.

However, the dumb "failure" manages to work some angles of his own, outsmarting Dawson and walking off with the biggest prize of all.

"The Magnificent Dope", a 20th-Century Fox—NTA TV film release was directed by Walter Lang and produced by William Perlberg from a screen play by George Seaton. Included in the cast are Edward Everett Horton, George Bar- bier and Frank Orth.

NEW YORK TIMES:
... with Henry Fonda as the loose- jacked haseed and Donald Ameche as the brawny "cow" man the film does hold a barrelful of chuckles. It has a point of view; it pokes fun at those energetic get-ahead-at-any-cost maxims that found their purest expressions in poor Richard's Almanac.... Mr. Ameche, with laughable assistance from Edward Everett Horton and Lynn Bari, is the head of a failing school for failures.... Mr. Fonda gives a joyous portrait of rural inertia. Mr. Ameche is beautifully cast and really hits his stride at the sales- man.... "The Magnificent Dope" will do very well.

NEW YORK DAILY NEWS:
On the preferred list is: "The Magnificent Dope" an inventive comedy that virtually kids the pants off success schools.... this 20th Century-Fox production has such asset as originality, same humor and most satisifying performance by Henry Fonda, Lynn Bari, Don Ameche and Edward Everett Horton.... Fonda plays to perfection the role of the buck who wants no part of the hustle and bustle of the city, but is willing to give up his freedom for the girl he loves—if he must. Lynn Bari, long neglected in Hollywood, shows she should have been in better pictures long ago. Ameche enters into the spirit of the self-satisfied go-getter.... you will find it good clean fun.

VARIETY:
Miss Bari highlights the proceedings with a fine performance as the secretary, while both Fonda and Ameche groove solidly into their respective roles.... Script by George Seaton is compactly set up, with accent on lightness throughout. Walter Lang turns in a good job of direction, keeping things moving at a consistent pace.

SHORT TAKES

THE PERFECT MISFIT

The hero of this story is a slightly used blue serge suit.

In "The Magnificent Dope," which will be telecast at ________ on Station ________ Henry Fonda takes the part of a country lad who came to the city in his Sunday best. The suit had to establish his character. The garment had to be unassuming—but subtly so—not an obvious burlesque. On Fonda the suit had just the proper touch. The back of the coat kept hiking up a bit. The pants were skimpy and the draping a little uneven. The clothing misfit served so well that it was rewarded a place in the swank 20th Century-Fox wardrobe alongside its richer and better-fitting cousins.

DON AMECHE

As more and more of Don Ameche's films are released for television, viewers realize that Hollywood never could type Don Ameche. He can croon and romance as he did in "Moon Over Miami," "Alexander's Ragtime Band," and "Down Argentine Way." Period pieces like "The Story of Alexander Graham Bell" and "Swanee River" also proved successful vehicles for Ameche. Dramatic fare such as "In Old Chicago," "Gateway" and "Four Sons" showed him to advantage.

Don is currently starred in ________'s ________day telecast of "The Magnificent Dope," at ________, and in this clever satire he has a comedy role.

NEW YORK POST:

In the field of light, satirical comedy "The Magnificent Dope" is distinctly pleasing. "The Magnificent Dope" benefits from superior casting and good lines. Fonda is perfect at the lad who doesn't want to set the world on fire.

HIGHLIGHT LISTING

Trying to boost enrollments, the founder of a success school embarks on a publicity contest to find the "perfect failure" and to build him into a dynamic executive. Winner of the prize, $500 and a course at the institute, is a relaxed Vermonter who demonstrates that he has a few angles of his own. Henry Fonda, Don Ameche, Lynn Bari, Edward Everett Horton.
The MAGNIFICENT DOPE

Cast
Ted Page ........................................ Henry Fonda
Claire Harris .................................... Lynn Bari
Dwight Dawson ................................ Don Ameche
Horace Hunter .................................. Edward Everett Horton

Credits
Directed by ...................................... Walter Lang
Produced by ..................................... William Perlberg
Screen Play by ................................... George Seaton
Original Story by ................................. Joseph Schrank

Synopsis
The Dawson Institute, a garish "success school," is proving a financial failure and creditors are closing in on founder Dwight Dawson (Don Ameche). Claire Harris (Lynn Bari), his advertising aide and fiancée, suggests a publicity campaign to save the day, a nationwide contest to find the "perfect failure," then to build him into a "success" the Dawson way.

Ted Page (Henry Fonda) wins the contest. Ted does nothing but rent rowboats to his fellow Vermonters and he is the outstanding "dope" of all. He entered the contest not for the free trip to New York or for the free course at the institute, but for the $500 cash prize, needed to buy a fire engine for his home town.

Ted comes to New York, collects the prize money and abruptly starts to leave. But, since he is essential to their plans, Ted must stay and enroll in the institute's course, so that the press can show the world that successes are made (by Dwight Dawson), not born. All cajolery fails, however, until Ted takes a shine to Claire and independently decides to stay on.

To impress Claire, Ted temporarily subdues his aversion to city life, attends classes and even affects the mannerisms of a Dawson disciple—the crushing handshake, toothy smile and all. Cameras begin to click, the publicity breaks according to plan and enrollment in the Dawson Institute is on the upswing.

The climax of the whole publicity stunt is a lavish layout in "Now," the famous picture magazine, chronicling the revitalization of Ted, "The Magnificent Dope," into a buoyant Dawson product snapped up by a big firm. Dawson and his associate, Horace Hunter (Edward Everett Horton) rig up a job for Ted with an insurance company. The deception thickens when Dwight "fixes" a $250,000 policy for Ted, who is unaware that his client has been rejected four times because of high blood pressure.

The insurance doctor tips off the scheme to Ted: But Ted already has spent his commission on a super deluxe fire engine and just can't give up. Prior to the examination, Ted invokes a homespun relaxing remedy and quiets his client's nerves long enough for him to pass the test. Now, however, Ted's blood pressure is up at thoughts of the deception and he races to the institute to settle affairs with Dwight, Claire and the rest.

But Claire has beat him to it. The once swanky office is a pile of debris and Ted grins as he overhears Claire dressing down Dwight in no uncertain terms. It turns out that she has opposed exploiting Ted the whole time and, besides—she loves the country lad! That's enough for Ted. He drives up his new fire engine and, together with Claire heads for the relaxing hills of Vermont.

Running time: 84 minutes
On-the-air Announcements

10 Seconds
A girl with curves meets a guy with angles in THE MAGNIFICENT DOPE, _______ day at _______ on this station. You won't want to miss this hilarious comedy with Henry Fonda, Don Ameche and Lynn Bari.

10 Seconds
A fun-filled travesty on high pressure success schools, THE MAGNIFICENT DOPE, scores a new high in hilarity, _______ day at _______ on this station. Don Ameche, Henry Fonda and Lynn Bari star.

20 Seconds
A country bumpkin runs afoul of a fast-talking promoter from the big city _______ day at _______ on this station, when Henry Fonda and Don Ameche star in THE MAGNIFICENT DOPE . . . a sparkling satire on high pressure success schools. The whole affair is a riotous tongue-in-cheek debate on the relative merits of the rural and urban ways of life which provides clever and sophisticated comedy.

20 Seconds
Are you shy and backward? Do you lack the qualities of which successful businessmen are made? Do you need a good laugh? Then look up Professor Dwight Dawson, alias Don Ameche, _______ day at _______ on this station. He'll be conducting a course which guarantees to transform a failure to a pillar of society in THE MAGNIFICENT DOPE. You'll see what happened to one unwilling student—in the person of Henry Fonda—in the hilarious satire on success schools, _______ day.

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.
Exploitation Tips For Your Campaign To Attract Widest Audience For “The Magnificent Dope”

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 about any of your own successful promotions.

How often does a contest entrant get called a dope by his friends? Of course only when said entrant is a loser. Well here’s your chance to give a break to all those “magnificent dopes.” Run a contest losers’ contest. Invite letters from all who have entered contests, and lost, on the topic: “How I Feel About Contests.” In addition to being humorous, the contest should prove instructive to both you and your local feature editor—who may be interested in doing a story on the replies.

An amusing handout can easily be made up by the inexpensive offset method. Copy would be:

BE A SUCCESS!
Flunk This Quiz!
(Credit yourself minus 10 for each negative answer)

DO YOU .
1. Pull chairs out from under people when they sit down?
2. Call on the telephone and say “Guess Who?”
3. Talk loudly, rattle paper, munch peanuts in the movies?
4. Read over people’s shoulders in busses?
5. Let swinging doors fly back to hit people behind?
6. Talk too long in telephone booths?
7. Turn on the radio or tv set full blast about midnight?
8. Park gum on movie chairs?
9. Drive your car through curbside puddles on rainy days?
10. Race women for subway seats?

Got a perfect minus 100? Well, you’re just in the mood to enjoy “The Magnificent Dope,” ______day at ______on Station ________, starring Henry Fonda.

Relaxation is what Henry Fonda likes best, and he does it so well that he becomes a real success just by relaxing. Peg this stunt to that thought. Find a sleepy looking fellow and arrange for him to spend his day in bed in a prominent store window. Card alongside the bed might read: “This fellow’s not lazy. He’s just resting his way to success. You can learn this easy method by seeing The Magnificent Dope ______day at ______on Station ________.”

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.
TV's BEST...TONIGHT

IT'LL HAPPEN EVERY TIME!

WHEN A GIRL WITH LOTS OF CURVES... MEETS A GUY WITH LOTS OF ANGLES...

SHE'LL GO FOR A DOPE WITH ONE IDEA!

Henry
Lynn
Don
FONDA, BARI, AMECE

THE MAGNIFICENT DOPE

20TH COLUMBIA TV FILM RELEASE

WXXXX channel 00
TONIGHT at 0:00

Henry
Lynn
Don
FONDA, BARI, AMECE

THE MAGNIFICENT DOPE

TONIGHT at 0:00 P.M.
WXXXX channel 00

M102

M201

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.