Three Little Girls in Blue

VERA-ELLEN  VIVIAN BLAINE  JUNE HAVER
GEORGE MONTGOMERY
SET IN ROMANTIC ATLANTIC CITY

"Three Little Girls In Blue" Is Gay, Tuneful Musical

June Haver, Vivian Blaine, Vera-Ellen Star In Adventures of Three Cinderellas On Channel

With its melody-packed accent set on romance, gaiety and spectacle, "Three Little Girls In Blue," a 20th Century-Fox-National Telefilm Associates film presentation will be telecast next day at p.m. over Channel .

The film features a star-studded cast headed by June Haver, George Montgomery, Vivian Blaine, Celeste Holm, Vera-Ellen and Frank Latimore.

"Three Little Girls In Blue" unfolds the romantic and amusing adventures of three pretty sisters who sell their farm to invest the proceeds in a millionaire husband-hunting expedition to Atlantic City. Their plan is to set a trap for one millionaire.

The plan is embarrassingly successful—at the start. Not one—but two millionaires become enmeshed. Just as the plan is about to succeed their funds give out and another fortune-hunting female enters the scene to complicate matters. How each of the three sisters finally finds her way into the arms of her respective "Mr. Right," makes for a hilarious and engaging musical comedy.

"Three Little Girls In Blue," was produced by Mack Gordon and directed by Bruce Humberstone. The mood and pace of the story is enhanced by the Mack Gordon songs, seven of which are set to the music of Josef Myrow, and one for which Harry Warren composed the music.

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REVIEW

Motion Picture Herald:
Lively, light musical entertainment is offered in "Three Little Girls In Blue." A musical score with many catchy tunes, some old and some new, is the mainstay of the film. June Haver, Vivian Blaine and Vera-Ellen present pleasingly sprightly dance and song routines for which the plot allows plenty of room...

New York Herald Tribune:
June Haver has the most glamorous assignment as one of three farm girls from Red Bank who use a small inheritance to book her a millionaire in Atlantic City, of 1902. Vivian Blaine and Vera-Ellen, as the sisters who pretend to be her secretary and maid, match her for cute looks and gestures, the latter having quite a dancing time for herself in a dream interlude...

New York Times:
Another ray of sunshine in the musical picture line... "Three Little Girls In Blue"... came... as a pleasant and hopeful surprise. And, to add to its cheerful distinctions, it gives prominence to Vera-Ellen and Celeste Holm... It is, to be honest about it, just a sprightly and happy show... The roles of the more romantic gentlemen are played nicely by George Montgomery and Frank Latimore. A saucy script and blithe direction round out the virtues of "Three Little Girls In Blue."

New York Daily News:
The film is a delightful musical production and although Miss Holm isn't on of the three principals represented in the title, and whereas she doesn't come into the film until it is well along, she is the most dynamic and amusing personality in the picture...

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SHORT TAKES

It's Background That Counts
When it comes to singing, George Montgomery has something not too many stars can boast—a wife who sings. Montgomery, who plays a feature role in "Three Little Girls In Blue," the 20th Century-Fox-NTA presentation to be telecast next day at p.m. over Channel , is married to popular song stylist Dinah Shore. And a good thing, too, for Montgomery is called upon to sing in this amusing musical. And that's where Dinah Shore proved of invaluable aid. She took her husband in hand, gave him a few intensive lessons and delivered him to director Bruce Humberstone ready, willing and eager to perform.

No Bed Of Roses
Being a movie star isn't all it's cracked up to be. During the filming of "Three Little Girls In Blue," the 20th Century-Fox-National Telefilm Associates presentation which is to be telecast next day at p.m. over Channel , June Haver, one of the leading players, fell from an apple tree, was chased by a goat, attacked by a turkey, and accidentally dunked in a watering trough!

Who's The Boss?
Mack Gordon, famous songsmith of such tunes as "Chattanooga Choo-Choo," "You'll Never Know," "The More I See Of You," and "I Wish I Knew," has gotten himself a new boss. Songwriter Gordon found himself with a new boss when he made the leap from the tunesmith's ranks to that of producer for "Three Little Girls In Blue," the 20th Century-Fox-National Telefilm Associates presentation to be telecast next day at p.m. over Channel .
The romantic enchanting musical that will make you feel so young!

Three Little Girls in Blue

starring
June Haver
George Montgomery
Vivian Blaine
Celeste Holm
Vera-Ellen
Frank Latimore

Directed by BRUCE HUMBERSTONE
Produced by MACK GORDON

Running time: 90 minutes

Three Little Girls in Blue

Cast

Pam
June Haver
Van Damm Smith
George Montgomery
Lit
Vivian Blaine
Miriam
Celeste Holm
Myra
Vera-Ellen
Steve
Frank Latimore
Mike
Charles Smith
Hoskins
Charles Halton
Mammy
Ruby Dandridge
Colonel
Thurston Hall
Ben
Clinton Rosemond
Head Clerk
William Forrest, Jr.
Maid
Theresa Harris

Credits

Directed by Bruce Humberstone
Produced by Mack Gordon
Screen Play by Valentine Davies
Adapted by Brown Holmes, Lynn Sterling and Robert Ellis and Helen Logan
From a Play by Stephen Powys
Lyrics by Mack Gordon
Music by Josef Myrow and Harry Warren
Musical Direction Alfred Newman
Vocal Arrangements Charles Henderson, Maurice de Pachik
Orchestral Arrangements Edward Powell
Art Direction Lyle Wheeler
Set Decorations Thomas Little
Associate Walter M. Scott
Film Editor Barbara McIntyre
Dances Staged by Seymour Felix
Ballets by Babe Pearce
Costumes Bonnie Cashin

Synopsis

Three pretty farmoettees—Pam (JUNE HAYER), Lit (VIVIAN BLAINE) and Myra Charters (VERA-ELLEN), bored with the life bucolic, enthusiastically plan to use their inheritance to seek romance and fortune at Atlantic City, the millionaires' playground of 1905. Since their money won't allow all three to go in style, they decide that Pam will go as the wealthy Miss Charters, while the other two act as her secretary and maid.

In Atlantic City, Pam's impressive arrival at the hotel is attentively noted by Steve Harrington (FRANK LATIMORE) who orders champagne to be sent to their suite. From Mike (CHARLES SMITH), the wine waiter, the girls learn that Steve is unmarried and one of the richest men in America. The girls propose another to such an auspicious beginning of their big adventure.

By a drowning ruse next day, Pam effects a meeting with Steve and his friend, Van Damm Smith (GEORGE MONTGOMERY). Both men call for Pam that evening and after they go out, Myra leaves for a date with Mike, coyly announcing to wishful Lit, "It's Thursday, maid's night out."

In the gay weeks that follow, both Steve and Van vie for Pam's favor, but neither is able to propose because the other always pops up at the crucial moment. Meanwhile Lit is worried, Their small means are gone and the hotel bill is due. Myra volunteers to borrow from Mike whom she has promised to marry, while Pam suggests that Lit accompany her that night to interest Steve and leave Pam free with Van whom she loves.

When Van proposes, Pam confesses her hoax, but learns in turn that he is also penniless and was after her fortune! Pam still wants to marry him, but he advises her to marry Steve.

Pam does accept Steve, and the sisters leave to visit his home in Maryland. Steve's sister, Miriam (CELESTE HOLM), makes them welcome, but soon suspects that something is romantically amiss. She guesses that Pam is pinning for someone else, while Lit is in love with Steve. When Steve learns that Van was at Atlantic City, she has the solution. Miriam sends for him and works out a plan to reunite the couple. During this time, Steve, thrown more with Lit, comes to realize it is she he really loves, so when he later discovers Pam in Van's arms and she confesses the hoax to him, and her love for Van, he is delighted. He is free to ask Lit to marry him.

Now Myra has Mike, Pam her Van, and Lit has Steve—a happy end to the romantic adventures of the three pretty sisters from the farm.
On-the-air Announcements

10 seconds
With its melody-packed accent on romance, THREE LITTLE GIRLS IN BLUE unfolds the amusing adventures of three sisters who sell their farm to hunt a millionaire husband, _________ day at _________ on this station.

10 seconds
June Haver, Vivian Blaine and Vera-Ellen play three sisters who pool their meager inheritance so that one can act the "grand lady," in the gay musical, THREE LITTLE GIRLS IN BLUE, _________ day at _________ on this station.

20 seconds
Set against the gay and nostalgic background of Atlantic City at the turn of the century, THREE LITTLE GIRLS IN BLUE stars June Haver, Vivian Blaine and Vera-Ellen as the title trio who pool their resources to seek a millionaire husband. See this gay and tuneful musical which features Celeste Holm, _________ day at _________ on this station. Don't miss the amusing and romantic adventures of the three sisters as they look for husbands.

20 seconds
Gay and amusing, THREE LITTLE GIRLS IN BLUE recounts the adventures of three sisters who sell their farm to seek their fortunes. Hoping to land husbands — preferably rich ones — they go to the millionaire's playground . . . Atlantic City, at the turn of the century. Don't miss this gay and tuneful musical with June Haver, Vivian Blaine, Vera-Ellen and Celeste Holm. That's THREE LITTLE GIRLS IN BLUE, _________ day at _________ on this station.

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.

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SLIDE

3 LITTLE GIRLS IN BLUE

Vivian Blaine
June Haver
Vera Ellen
on NTA release
Merchandising Devices To Help Increase Ratings For Your Telecast Of “Three Little Girls In Blue”

If only one of these suggestions is effective in your area, these showmanship hints will have been worth the effort... because it is only through an exchange of ideas that fresh and original concepts of feature film exploitation evolve.

There have been many recordings of the hit tunes from “Three Little Girls In Blue.” Some of them are still popular. Perhaps your local disc jockeys will give the records a play. Suggest such songs as “This Is Always,” “Somewhere In The Night,” “On The Boardwalk (in Atlantic City),” “You Make Me Feel So Young,” and “I Like Mike.”

Whenever a motion picture star is scheduled to come to your town to publicize a new film, orient your promotion around this personal appearance. Screen one of the major pictures in this package and charge admission with all proceeds going to a local charity... and invite the visiting celebrity’s personal appearance at your screening. If you have a large enough studio, use it. If not, make arrangements to hold your benefit at a local theatre. Your promotion can thus be used for a dual purpose.

Have three girls dressed as “Three Little Girls In Blue” in terminals, restaurants, hotels, department stores and busy intersections. If possible, have them cover the town in strolling chairs with teaser copy cards.

Tie in with candy outlets for window and counter displays, featuring salt water taffy. Persons guessing correct number of taffy pieces in displays might win a blue dress.

“Three Little Girls In Blue” might pass out taffy at busy intersections. Teaser tag lines will enhance the gag.

Boxes of salt water taffy might be mailed to television editors and columnists as a reminder of your telecast of “Three Little Girls In Blue,” relating your film to Atlantic City.

Station WXEX-TV in Petersburg, Va., successfully used a contest to promote its feature films on television. To heighten interest in the contest, numerous prizes were awarded, with a grand prize—a two week, all-expense-paid trip to Hollywood. NTA will be happy to cooperate with such a contest to promote 20th Century-Fox feature films. Given sufficient notice, NTA can arrange to have the winners tour the Fox lot and have a studio personality join them at lunch at the studio. James W. Evans, WXEX-TV’s sales promotion and merchandising manager reported that this extra fillip did much to heighten interest in the contest.

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.