A VERY YOUNG LADY

with

Jane Withers
Nancy Kelly
John Sutton
"A VERY YOUNG LADY," STORY OF FIRST LOVE

Nancy Kelly, Jane Withers Star in TV Feature

Child Star Graduates From Mud Pies to Mud Pack on Channel

Jane Withers, in her first grown-up role, receives her first screen kiss in the 20th Century-Fox—NTA tv film release, "A Very Young Lady," day at p.m. over Station, Channel.

Hoping to turn his tomboy daughter, Kitty (Jane Withers), into a lady, Kitty's father sends her to an exclusive boarding school. Since she is always hot, Dr. Meredith (John Sutton), the headmaster, confers with teacher Alice Carter (Nancy Kelly) and decides to try a new approach.

Kitty receives a party dress and Dr. Meredith presents her with a corsage. She then becomes the sensation of her school dance. Learning that flowers are a symbol of love, Kitty develops a secret crush on the headmaster.

A stolen kiss from Tom (Richard Clayton), one of the boys from the military academy across the road, almost puts a finish to Kitty's finishing school education. Kitty isn't fickle, it's only that love upsets her. However the sympathetic advice of Alice Carter—who is also in love with Dr. Meredith—helps extricate Kitty from her romantic problems and even solves the teacher's dilemma.

This National Telefilm Associates tv film was directed by Harold Schuster from a play by Ladislas Fodor.

REVIEW

New York Post:
Jane has grown into a young lady, right enough... "A Very Young Lady" can be described as riotous harmless fun...

Brooklyn Citizen:
It's a tender, poignant tale and affords Jane a real opportunity to act in the most adult role she's ever had...

Motion Picture Herald:
Performances in support are keyed to that of the star and a film full of entertainment for any and all is the result.

SHORT TAKES

Mud Fight Yields Beauty Treatment
A while ago a good mud fight was nothing but a mud fight to Jane Withers, and she'd revel in it. Now she doesn't exactly mind it, but she does view it from a totally different angle. This was illustrated during the filming of a scene from her picture, "A Very Young Lady," which will be seen at p.m., over Station, on day evening.

Jude had to wallow around in two feet of sticky mud while battling with a fellow actor, Roger McGee. When the scene was finished, Jude stood up, wiped the mud from her face, and said: "Gee, I'd have to pay a couple of dollars at a beauty shop for a mud pack like this."

Motorcyclists Are Made
Before Jane Withers' picture, "A Very Young Lady," to be seen this day at p.m. over Station, Channel, could get underway, twenty under-21-year-old actors, who were members of the Screen Actors' Guild, and could handle motorcycles, were needed. A canvass of Hollywood's acting register produced only thirteen eligible thespians. The 20th Century-Fox transportation department then went to work. A dozen other were taught to ride motorcycles in three days. The NTA film features John Sutton and many others.

Schoolgirls Aren't Always Chubby
June Carlson owes her role in "A Very Young Lady" the feature to be seen at p.m., on Station, to a director who hated cliches. Though the script called for June Withers' school roommate to be chubby and unattractive, Director Harold Schuster decided that schoolmates don't always have to be fat and plain so he chose the attractive June.

HIGHLIGHT LISTING

Love comes to a young girl in a finishing school. After her first dance, the student finds herself with a secret crush on the headmaster and a secret kiss from a boy in military school.

For a while it looks as though her finishing-school education is finished but she is reinstated through the help of a teacher. Jane Withers, John Sutton, Nancy Kelly, Richard Clayton.
SYNOPSIS

Jane Withers in
A VERY YOUNG LADY

Cast
Kitty Russell .............. Jane Withers
Alice Carter .............. Nancy Kelly
Dr. Meredith ............. John Sutton
Miss Steele .............. Janet Beecher
Tom Brighton ............. Richard Clayton
Madge ..................... June Carlson
Brixton .................... Charles Halton
Professor Starkweather .... Cecil Kellaway
Susie ....................... Marilyn Kinsley
Linda ..................... JoAnn Ransom
Jean ...................... Catherine Henderson
Sarah ..................... Lucita Ham
Beth ...................... June Horne

Credits
Directed by ............... Harold Schuster
Associate Producer ........ Robert T. Kane
Screen Play by ............ Ladislas Fodor and Elaine Ryan
From a play by ............ Ladislas Fodor
Director of Photography .... Edward Cronjager, ASC
Art Direction .............. Richard Day
Set Decorations ............ Joseph C. Wright
Film Editor ............... Thomas Little
Costumes ..................... James B. Clark
Sound .................... Herschel
Musical Direction ........ Cyril J. Mockridge

Synopsis
Kitty Russell (Jane Withers), a pupil at an exclusive girls' boarding school, is always in hot water. She antagonizes her teachers; she gets into a fist fight with a boy over a kitten; she puts frogs in teachers' beds.

Headmaster Dr. Meredith (John Sutton) is disturbed, and after discussing the matter with teacher Alice Carter (Nancy Kelly), decides on a new approach. He writes to Kitty's father requesting a party dress for her.

Kitty becomes the sensation of the school dance—she is completely transformed—into a charming young lady. Dr. Meredith sends her a corsage, and when Tom Brighton (Richard Clayton) of Carver Military Academy sees her, he realizes that flowers are a token of love. Kitty discovers she is madly in love with Dr. Meredith.

That night Kitty sneaks out of her room to get another glance at Dr. Meredith. When he comes out, she pretends to be sleep-walking and falls into his arms. Just then Miss Steele (Janet Beecher) passes by. She thinks Kitty was having a rendezvous, and her suspicion is confirmed when she discovers a love letter written by Kitty.

Miss Steele demands an investigation—and Jane runs away from school. Dr. Meredith, unaware of his part in the incident, manages to catch her at the railroad station and brings her back to school.

Alice, who is also in love with the headmaster, reveals Jane's mysterious lover to the investigation committee and the matter is dropped.

At her graduation dance, Kitty tells Dr. Meredith, despite his protests of complete ignorance, that she is willing to make a great sacrifice and let him marry Alice—while she will concentrate on Tom of Carver.
On-the-air Announcements

10 seconds
The tender romantic comedy of a young girl’s transition from mud-pies to mud-packs will be shown __________ day at __________ p.m. on this station. Don’t miss Jane Withers in her first grown-up role when she stars in A VERY YOUNG LADY with Nancy Kelly.

10 seconds
Jane Withers stars as a school girl with growing pains in A VERY YOUNG LADY, __________ day at __________ p.m. over this station. Helping her change from a tomboy to a lady is Nancy Kelly, featured as a school teacher with a romantic problem of her own.

20 seconds
A heartwarming story of a girl’s first love will be telecast __________ day at __________ p.m. when Jane Withers stars in A VERY YOUNG LADY on this station. Amid tears and laughter and moonstruck glances a tomboy turns into a young lady in love. Jane’s secret love and a stolen kiss nearly cause her to be expelled from school. While solving her problem she learns more than how to sip tea and munch crumpets.

20 seconds
There are tears and laughter, heart-throbs and moonstruck glances when a young school girl grows up. Torn between her love for two men she manages to solve her problem in a most unusual manner. Don’t miss Jane Withers, Nancy Kelly and John Sutton in A VERY YOUNG LADY to be seen next __________ day at __________ p.m. over this station.

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.

AL-S1
Exploitation Tips For Your Campaign To Attract Widest Audience For "A Very Young Lady"

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.

During seasonal sales you can get the local merchants together and they would probably welcome a cooperative peg. Here are some copy slants to work with:

"A Very Young Lady" in mind? Send her ___________ (candy, flowers, gift).
A Very Young Lady in the graduating class? Send her a gift from ___________ store.
Clothes for "A Very Young Lady?"
Shop at ___________ , etc.

Another cooperative effort with the merchants might be selecting "A Very Young Lady" of your town. Choice could be made on the basis of beauty and freshness. Perhaps your newspaper's promotion manager would be amenable to a tie-in on this "success story." After the selection of the winner, a tour of the shops cooperating could be arranged and she could collect her gifts. She could be crowned or receive a citation on television prior to, or following, telecast of the film.

Your local National Screen Service Office has available, at modest cost, attractive, silver-framed display holders which will add eye-catching color to any sponsor's window or store when filled with stills from your show.

Don't overlook the schools. An inexpensive flyer listing schedule of pictures particularly suited for viewing by children can be sent to all principals in viewing area for posting on bulletin boards. In many homes, Junior rules the dial — take advantage of this. Get teachers to call their students attention to features tying in with studies, or to features which relate to their age group.

A tie-in with beauty parlors is feasible if beauticians act as judges of the "pertest nose." Selections can be made either on the "in person" appearance of the contestants, or the judges can look at snap shots of the "pert nose" entries. Prizes of beauty parlor gift certificates can be awarded to the winners.

Since it is a party dress which changes Jane Withers from a tomboy to a glamor girl, sewing classes or designing schools might encourage their students to enter a contest on "How should a young lady dress?" Either a letter contest — of three hundred words describing a party dress and accessories for "a very young lady" in her early teens or a drawing contest — students might be required to submit drawings of the gown in color would be appropriate. The prize to the winner might be a gown from a local department store. Runners-up might be awarded some accessory — jewelry or pocketbook.

STILLES

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.

AL-P1

AL-P2

AL-P3
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.