THE POPULAR STARS...

If one measures the success of films primarily on the basis of star value—then success has virtually been assured for BEYOND THE CURTAIN.

Take the delectable Miss Eva Bartok. At times, the height of controversy, this talented international celebrity is a woman of very definite ideas. She has made films in many countries, and knows exactly the type of film in which she wants to appear.

Then there is Richard Greene. Although it is practically five years since he has appeared on the screen—his popularity has been maintained through some very notable T.V. appearances.

Marius Goring has been described as "Britain's foremost German actor." He has been playing German roles for longer than he cares to remember, and this Teutonic flavour is retained once more in BEYOND THE CURTAIN.

Seek the co-operation of your local newspaper in running an editorial contest, asking readers to submit a list of as many films as possible in which these three popular stars have appeared. It should be stated in advance that they appear together in the new film "BEYOND THE CURTAIN"—showing at your theatre shortly.

To assist you in this contest we have compiled three separate lists—which, although not comprehensive, are reasonably substantial—:

EVA BARTOK

RICHARD GREENE

MARIUS GORING

SEARCH FOR THEIR DOUBLES

Suggest to your local press a novel contest to find your town's own Richard Greene. People could be invited to submit pictures of their husbands, boyfriends or relations, who, in their opinion, most resemble the famous star.

Alternatively, a search for the local Eva Bartok could be arranged. Many people have often admitted looking like one person or the other on the screen and this contest is likely to be received with considerable response. A suitable prize could be extended to the winners.

STICKERS

Attractive coloured stickers are available for this picture, measuring 10" x 8". They are supplied free on the scale of six per theatre. Requests for additional quantities should be made to Ad. Sales Dept.

BEYOND THE CURTAIN AT YOUR THEATRE...

A week or so prior to the play-date of this film extend invitations to a selection of people to come and visit your theatre, and look "BEYOND THE CURTAIN."

The guests for this should include your local editor (with photographer) several civic dignitaries, and a few of your town's socialites.

This visit would focus attention on some of the back-room boys of your theatre and create a greater sense of understanding between yourself, press and general public. It would also enlighten your guest, as to how a film is generally presented.

They could be shown among other things, your projection, boiler and plenum rooms.

Your press might even be prepared to take advantage of this opportunity in running a publicity feature. If not, you should arrange for personal coverage of this event, and use the photographs for a news board display, with the heading on these lines—:

SEE BEYOND THE CURTAIN STARRING EVA BARTOK, RICHARD GREENE AND MARIUS GORING. AT THE REQ ALL NEXT WEEK.

SUGGESTED LOCAL TIE-UPS AWAY FROM THEATRE...

Illustrated in this folder are selected stores, suitable for your local tie-ups. They should all be placed in their respective stores well in advance of the play-date with theatre name and relevant credits. In addition to these you can utilise the 30x60 advertisement (Ref: 'A') by placing it with your local electrical retailer, who can cut out the torch being held by Richard Greene, and replacing this with one of his own.

The three popular stars—EVA BARTOK, RICHARD GREENE and MARIUS GORING—three top stars in one film could prove to be one of the most important angles for your local tie-ups. It should not prove difficult in obtaining co-operation from local stores, or companies on the following lines.

Dry Cleaning: Our three-star attractions—Quick Delivery, Complete Satisfaction, Personal Attention All of these are at your Service. You cannot afford to by-pass Messrs. Slick & Co.

A film not to miss "BEYOND THE CURTAIN"—starring Richard Greene, Eva Bartok and Marius Goring—Showing at the Rex all next week!

You could arrange an original display with one of your more prominent stores. The window would be suitably draped with attractive curtains—and could have a notice reading—BEYOND THE CURTAIN—our modern, extensive furniture—is unrivelled in Blanktown—Visit our showroomswithout obligation.

BEYOND THE CURTAIN—a film that must be seen. Starring Richard Greene, Eva Bartok and Marius Goring. Showing all next week at the Rex.

The above are just examples, and when planning your campaign you should make an effort to obtain maximum coverage in every conceivable angle. You could, for instance, also use railway delivery vans, buses, taxis, and other mobile publicity. Sides of the Railway vans are invariably available in most areas which operate a goods department, and Banners and Streamers could be used to distinct advantage, possibly worded on these lines:

"Although we don't deliver " BEYOND THE CURTAIN" our comprehensive services are renowned throughout the British Isles. Come and see us — without delay.

But you can go "BEYOND THE CURTAIN" with Richard Greene, Eva Bartok and Marius Goring. Showing at the Rex all next week.
MAKE YOURSELF THIS EVA BARTOK "WORK HAT"

Here is a feature that will attract attention when seen on your local newspaper women's pages. Renowned for her unconventional-styled hats—Eva Bartok—once again, steps out of fashion by wearing a peaked working hat, in seersum unpatterned. Nevertheless, this does not hide the fascination that is strictly Bartok—and, in fact, only increases her beguiling charm.

You could set a fashion with your local housewives by presenting them with an opportunity to make this 'work-hat' for themselves—giving them a chance to break away from that none-too-attractive scarf that invariably adorns their heads when the daily chores are being attended to.

The example copy illustrated here is merely a suggestion and your local newspaper will doubtless slant the material as they wish. The name of your theatre and play-date could also be included.

It would help your local editor to visualise this feature on his pages if he could look at this simple layout. You could clip this item from the publicity services folder and take it to him.

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OPENING NIGHT . . .

Try to make the opening night a memorable and stimulating event. Invite local press, photographers, civic dignitaries, and a selection of notable talkers. There is also a distinct possibility of your town having one or two people who have actually been behind the Iron Curtain. Invite them to the opening night, to meet your press and give their opinion of that particular part of the world—and if they noted any major differences between the people who live Beyond the Curtain—and those of the West.

Refugees and those who have sought political asylum in this country should be included among your guests. These would prove invaluable, and extremely newsworthy people in this instance.

As Airliners have an integral part in the theme of this film, you should extend invitations to any local Air Stewards and Stewardesses. Obtain a large blank scroll with the heading—BEYOND THE CURTAIN—GUEST LIST. This should hang in a prominent position within your foyer, and each invited guest will sign his name to this scroll—leaving an impressive list of autographs at the end of the evening. One idea would be to auction this scroll, with proceeds going to one or another of the many local charity organisations. One of the most suitable in this case would be The World Refugee Year.

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SELLING RICHARD GREENE . . .

It is over five years since Richard Greene has been seen in 20th century garb. For nearly four of those five years, he has been wearing his Robin Hood outfit for the famous T.V. series. Now, in BEYOND THE CURTAIN he is bang up to the minute, and wears 'glovies' for most of the scenes: pilot's uniform for other sequences.

At the present time Richard Greene is still enjoying considerable success on T.V. and special attention could profitably be paid to households with these amenities.

Readers' letters, well in advance of your actual playdate, by distributing leaflets through the letter-boxes of houses with T.V. arielas. The text could read—

Richard Greene—the name that is synonymous with Thrills, Spills, and Fast, Breathtaking Entertainment, discards his Robin Hood outfit for the first time in four years to star in "Beyond the Curtain"—a film that exudes the type of thrills that only the Cinema can provide . . . You mustn't miss "Beyond the Curtain" with Eva Bartok, Richard Greene and Marius Goring . . . Showing at the Rex all next week.

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READERS LETTERS . . .

'Beyond the Curtain' tells the story of a young girl who is emotionally torn between her love for a British airline pilot and her family ties.

With this in mind, approach your local newspaper editor and suggest he run a Readers Letter contest asking entrants to recall, and submit in as few words as possible—the biggest decision that they have ever made.

As a slight variation to this, a brief synopsis of the film could be reproduced in your local press—and the question posed WHAT DECISION WOULD YOU HAVE MADE?
THE FASCINATION OF
EVA BARTOK

The fabulous Eva Bartok is a woman of dynamic personality—a personality inherent in her every smile, every stare, every word. What's so remarkable about that in a business which seems to thrive on sensational beauties?

Just this—the impact here is made by a face—not a waistline: a pair of legs or other physical appendages. A rare event indeed! Here is a face refreshingly vital, and not untouched with sadness.

Here you will find a really striking block which shows Eva Bartok's amazing range of facial expressions.

Use the block for newspaper or leaflet publication asking contestants to give a name to Eva's moods as portrayed in the stills.

As a guide a "dummy" answer could be given, such as:

1 RESTFUL
2 ENQUIRING
3 PROVOCATIVE
4 APPREHENSIVE
5 GAY
6 SCORNFUL

It should be clearly stated in the Press or leaflet copy that Eva Bartok stars in "BEYOND THE CURTAIN" coming shortly to your theatre.

Block BTC—C1 6" d/c 12/6

FILMS OF FOREIGN INTRIGUE

With the unlimited scope of the cinema, the world becomes its stage: and you will have noticed that many of the big films presented recently in Britain have been shot in foreign countries. This undoubtedly adds colour, romance and above all intrigue.

Place this attractive competition block in your local press, asking readers to identify the films, stars and in which countries they were shot.

State in advance that No. 1 in the contest shows Eva Bartok and Richard Greene in their latest film "BEYOND THE CURTAIN."

Other scenes are as follows:

2. Eva Bartok and Peter Finch in 'OPERATION AMSTERDAM'—filmed in Amsterdam.
4. Peter Finch in 'ROBBERY UNDER ARMS'—filmed in Australia.

Block BTC—C2 6" d/c 12/6
'DUMMY' TRAVEL VISA TO BEYOND THE CURTAIN

Illustrated below is a suggestion for a dummy travel visa, which can be produced locally as a novelty throwaway. It should be printed on card and could carry a press ad, block on the other side. These could be distributed through laundries, travel agents, shops, staff canteens and could also be in the theatre foyer for patrons to give to their friends.

TRAVEL VISA
To: BEYOND THE CURTAIN
From: (Name of your theatre).

BEYOND THE CURTAIN
starring
EVA BARTOK
RICHARD GREENE
MARIUS GORING
at (your theatre and playdate).

WHAT LIES BEYOND THE CURTAIN?

This is designed essentially to stop and attract people entering the foyer of your theatre.

Curtain off an alcove or section of your foyer—by using a large piece of cleaned hessian or curtaining. On this, written dry-brush style in white, should be:

BEYOND THE CURTAIN
THERE IS THRILLING, OUTSTANDING ENTERTAINMENT

When the curtains are parted, a selection of stills and blow-ups from the film will be revealed.

This would prove to be a diversionary attraction for many, and serve to focus attention on the fact that "BEYOND THE CURTAIN" is coming to your theatre.

DISPLAY STILLS

Here are a set of four 11" x 14" stills to bring your patrons something of the tension of BEYOND THE CURTAIN—its toughness, and the brief moments of relaxation, haunted by the tightening grip of circumstance.

Set of four
Reference: 'D'
Price 8s.
**BLOW-UPS**

- Ref. 'A' 40" x 30" 18/-
- Ref. 'B' 20" x 30" 9/-
- Ref. 'C' 40" x 30" 9/-

**TIE-UP STILLS**

- 11" x 14" Ref. 'E' 2/- (Men's Wear)
- 11" x 14" Ref. 'F' 2/- (Engineering Tools Shops & Garages)

- 11" x 14" Ref. 'G' 2/- (Men's Toilet Requisites & Cosmeticians)
- 11" x 14" Ref. 'J' 2/- (Mens Hairdressers)
- 11" x 14" Ref. 'H' 2/- (Jewellery, Fashions)

**BLOCKS**

Blocks are made to order, normal orders being executed in 48 hours. Priority will be given to orders marked URGENT, and every effort will be made to meet deadlines. The inclusion of your play-date will help to expedite publicity material required urgently.

**STILLS**

Set of eight fine-quality 10" x 8" stills on hire, price 10s. the set. Credit of 5s. is allowed on return in good condition promptly after play-date.
Also available based on the Quad Design

DOUBLE CROWN
30" x 20" 1/6 each.

QUAD POSTER 30" x 40" 3/-

SELLING LINES...


THE
SHARING
OF
EXTRA
ADVERTISING
COSTS

We are prepared to share, up to an agreed maximum, the costs of:

1. Press advertising additional to the normal space booked by the theatre.
2. Extra advertising and exploitation accessories ordered from Ad-Service Department.
3. Special promotions directly related to the film.

Make your proposals for extra publicity with reasonable notice ahead of play-date to Rank Film Distributors Ltd., Publicity Department, 11 Belgrave Road, London, B.W.1 (Telephone: Victoria 663).

We cannot agree to share the costs of your campaign if your proposals are not submitted and approved in advance of play-date. All Ad-Sales enquiries and orders should be placed with Ad-Sales Department, 127 Wardour Street, London, W.1 (Telephone: Gerrard 7811).

BEYOND THE CURTAIN Certificate: 'U'

Approx. Length 7911 ft. Approx. Running time: 88 minutes
The Credits used in these stereos are extracted from the legal contracts and must be used in all advertising and publicity material where such credit information is given.