Plenty of laughs and songs . . . . delightful entertainment for the whole family . . . . cannot fail to please.

—THE DAILY FILM RENTER

COLIN LESLIE Presents

MAX BYGRAVES
DENNIS PRICE · MICHAEL MEDWIN

"CHARLEY MOON"

Distributed by LION FILMS INTERNATIONAL LTD

CAMPAIGN BOOK
THE FABULOUS, EXCITING STORY
OF THE GOLDEN BOY OF SHOW
BUSINESS!

COLIN LESSLIE presents

MAX BYGRAVES
DENNIS PRICE  MICHAEL MEDWIN

in

"CHARLEY MOON"

Colour by EASTMAN COLOUR

with

SHIRLEY EATON  PATRICIA DRISCOLL  REGINALD BECKWITH
CYRIL RAYMOND  CHARLES VICTOR
and FLORENCE DESMOND

A COLIN LESSLIE PRODUCTION

Produced by COLIN LESSLIE & AUBREY BARING

Directed by GUY HAMILTON

Screenplay by LESLIE BRICUSSE

Adaptation by John Creaswell

From the Novel by Reginald Arkell

Distributed by LION FILMS INTERNATIONAL LTD.

STORY

A New career opens for Charley Moon (Max Bygraves) when, during his Army service, he is detailed by Corporal Higgins (Michael Medwin) to appear in a unit concert. In doing so, he becomes friendly with Harold Armytage (Dennis Price), peacetime actor of the old school.

Hearing that Charley has no job to go to when demobbed, now that his father's death has brought an end to the Moons' long ownership of farming lands at Little Summerford, Armytage suggests that they should team up as stage comedians. Things are not easy. Jobs are few and far between and in the tattiest of theatres, but Charley gains the experience he needs. They decide to try their luck in London, without success.

With things looking desperate, Charley goes to see the ex-corporal, Higgins, who is back again in his Civvy-st. job as a Billingsgate fish porter. The cheerful Higgins knows of a talent contest that is being held. Charley enters for it and despite the fact that it had been planned that the Manager's daughter should win, he gets the first prize—thanks, in no small measure, to Higgins' support.

It soon becomes obvious that Armytage is a liability, but Charley loyalty refuses to be parted from him, even though it nearly loses him his first worthwhile opportunity when approached by a successful provincial producer, Monty Brass (Newton Blick). Brass offers him a leading role in pantomime, and Charley accepts it on condition that Armytage is engaged as well. Brass reluctantly agrees. The teaming is thus broken up, with Charley as a comedian in his own right, and Armytage as his Manager and as the man inside a stage goose and as an Ugly Sister.

Charley, with Angel Dream (Shirley Eaton) as his principal girl, achieves such success that Brass decides to launch a spectacular West End musical show with him as the star.

The production is a great success, despite the opposition to Charley displayed by the feminine star, the no-longer young Mary Minton (Florence Desmond). Charley is hailed as a major star, and is swept into an artificial life of lavish spending, insincere friends, hangers-on, and back-stage jealousies.

He ignores, as he has done since embarking on a stage career, letters from his girl friend of boyhood days, Rose (Patricia Driscoll), but he fails to realise how hurt she is when she comes to the stage-door to see him and is foisted off with an autographed photo handed to her by Charley's dresser.

After the show has been running for some time, Mary Minton suddenly lets everyone down by leaving abruptly to get married. Angel Dream is called in at short notice to take her place, but she is nervous and insufficiently talented. The audience give her a hostile reception and Charley loses his temper. Breaking every known theatre code, he tells the audience what he thinks of them, and the show ends in an uproar.

Thoroughly sickened by the whole thing, Charley gives up the stage and tramps into the countryside, where he meets up with a small touring circus.

Life becomes much more pleasant for him and he is happy until the circus visits his home village of Little Summerford. He sees Rose, and realises that his life is there . . . with her, and in Little Summerford.

But, still stinging from what she believes to have been a deliberate insult when she visited the London theatre, she refuses to have anything to do with him.

Charley accepts the challenge, and life once again changes for him—thanks to the aid of an elephant and the strangest wooing Little Summerford, or anywhere for that matter, has ever experienced.

LENGTH 8279 feet.
CERTIFICATE "U"
RUNNING TIME 92 mins.
REG. No. BR/E 21195
MAX BYGRAVES

Born in Bermendey, Max Bygraves showed signs at an early age to his future career by singing at amateur concerts. He was a carpenter, but in the evenings he entered every talent competition he could find.

During his war service in the Royal Air Force, circumstances gave him the opportunity to continue his entertaining. His R.A.F. service also gave him a wife—a pretty young W.A.F.F. cook named Gladys. Leaving the service, Max decided to go out all over for a stage career and after a lucky break, he has never looked back.

Max has four Command Performances to his credit and has become one of the most popular of all Radio and TV stars. With all his engagements he has still found time to play supporting parts in films. He has appeared in “Ninots on Parade,” “Bless ‘Em All,” “Skimpy in the Navy,” and “Tom Brown’s Schooldays.” Now, Max becomes a film star in the Colin Leslie production “CHARLEY MOON,” a musical comedy-drama filmed in Eastman Colour and now showing at the Cinema.

MICHAEL MEDWIN

With over a hundred film parts behind him, Michael Medwin has now achieved star status, and he enjoys this distinction with Max Bygraves and Dennis Price in the Colin Leslie production, “CHARLEY MOON,” a musical comedy-drama, filmed in lovely Eastman Colour which will be showing at Cinema next week.

Born at Wimborne and educated at Cranford, Michael has determined to learn the job thoroughly, worked in repertory companies all over the country. He had his eye on a screen career the whole time. All his early efforts failed to get him into the studios and when he at last did so, in the role of a grocer’s boy in “Blow Out All the Lights,” he had the real experience of going along to see the picture and finding that he had been cut out of it entirely. After his early efforts failed, he finally secured small parts in numerous films and his first role of any size was in “The Courtneys of Curzon Street.” Since then Michael Medwin has appeared in many outstanding productions, his latest film includes: “Bang You’re Dead,” “The Green Scarf,” “The Taxman Mystery,” “Above Us the Waves,” and “Doctor at Sea.”

SHIRLEY EATON

Lovely Shirley Eaton plays the part of Cinderella in pantomime sequences with Max Bygraves in the Colin Leslie production “CHARLEY MOON,” a musical comedy-drama, filmed in Eastman Colour and coming to the Cinema soon.

Born in Edgewater in 1937, Shirley is still rather bewildered by her outstanding success. She signed a long term film contract soon after her eighteenth birthday, and by that time, she had already made a hit in films with some fame on television: become a popular favourite on radio and achieved West End stardom. With all this professional activity, she has little time for leisure, but nevertheless succeeds in indulging in her favourite sports of skating and swimming. Her pastime is collecting gramophone records.

Perhaps Shirley’s biggest thrill to date, and as she says “Something I shall never forget,” was being chosen for the Variety Performance, to stand in line with so many experienced and talented artists. She fully appreciates that for someone so young this was indeed an honour.

PATRICIA DRISCOLL

Patricia Driscoll hails from Cork, but she was four years old when her parents moved to Sussex, and she has lived in England ever since. Her acting ambitions came at an early age, and she studied at the Royal Academy of Dramatic Art. Her first professional Art appearance was in a tour of “Fifty-Fifty.” After this, she worked in repertory companies all over the country for a while, then came to London for two Irish plays at the Embassy Theatre, and it was here she was spotted by B.B.C. producer and invited to go into the television Children’s Hour programme, “Whirligig.” She was an immediate hit, and this led to her being given her own “Picture Book” programme.

Up till very recently, Pat was content to leave film acting to her husband, Duncan Lamont. Then came an S.O.S. from Max Bygraves. Would she make a film test for the part of his sweetheart in his first starring production “CHARLEY MOON”? Producer Colin Leslie had suggested her, after seeing her on his television screen.

Pat made the test, not very hopefully. She had never thought of herself as a film star. But the test was a great success, so a new career has now opened up for her. “CHARLEY MOON,” filmed in Eastman Colour is now showing at the Cinema.

DENNIS PRICE

Dennis Price was born in Twyford, Berkshire in June 1915, and was educated at Radley College, Berkshire and Winkworth School, where he rowed in the first eight.

Dennis recalls that the stage was his destiny and after his training at the Embassy School of Acting in London, his professional career began with a tour in repertory. His first film appearance was at the Queen’s Theatre in 1937 as Green Eyton’s servant in “Richard II.”

Spotted by Michael Powell, Dennis made his debut in films in the Powell-Pressburger production “A Canterbury Tale.” Since then he has appeared in many outstanding productions including “Hungry Hill,” “Kind Hearts and Coronets,” “Lady Godiva RIDES AGAIN,” “That Headache, the guy,” “Oh Rosalinda,” “Port Africa,” the hilarious army comedy “Private’s Progress,” and now has a starring role in the Colin Leslie production “CHARLEY MOON,” a musical comedy-drama, filmed in lovely Eastman Colour, and coming to the Cinema next week.

His recreations are rowing, riding and theatre going, in fact he is a dedicated theatre-goer and never misses a show, unless prevented by his own appearance at another theatre.

CAST

Charley Moon—MAX BYGRAVES
Harold Armitage—DENNIS PRICE
Alice Bygraves—MICHAEL MEDWIN
Mary Minton—FLORENCE DESMOND
Angel Dream—SHIRLEY EATON
Rose—PATRICIA DRISCOLL
Miller Moon—CHARLES VICTOR
Vicar—REGINALD BECKWITH
Bill—CYRIL RAYMOND
Stewart—PETER JONES
Monty Brass—NEWTON BLICK
Solly Silvers—VIC WISE
Theatre Manager—LOU JACOBI
Brother-in-law—ERIC SYKES
Miser—BILL FRASER
Mr. Paxton—BRIAN OULTON
Sergeant—STUART SAUNDERS
Sister—HILDA GOODWIN
Young Soldier—MICHAEL DEAR
Benesta—JANE ASHER
Young Charley Moon—ANTHONY BYGRAVES

CREDITS

Produced by—COLIN LESLIE and AUBREY BARING
Directed by—GUY HAMILTON
Screenplay by—LESLEY BICUSSIE
Adaptation by—JOHN CREMMEL
From the novel by—REGINALD AKEELL
Director of Photography—JACK HILDYARD
Art Director—DON ASHTON
Film Editor—BERTIE RULE
Production Manager—W. J. KIRBY
Sound Supervisor—JOHN COX
Sound Recording—A. AMBLER and RED LAW
Camera Operator—PETER NEWBROOK
Assistant Director—OUS AGOSTI
Continuity—BARBARA COLE
Dress Designer—DORIS LEE
Assembly Editor—TONY LOWER
Make-up by—NEVILLE SMALLWOOD
Hairdressing—JOAN WHITE
Wardrobe—CHARLES GUERIN
Musical numbers staged by—VIDA HOPE
Assisted by—GEORGE ERSKINE-JONES
“Out of Town” “Fingers Crossed” “The Fabulous Golden Boy”
Words and Music by—LESLEY BICUSSIE and HENRY BRAGG
Orchestral Arrangements by—WALLY STOTT
Music Composed and Conducted—FRANCIS CHAGRIN
Western Electric Recording
Made at SHEPPERTON STUDIOS
CROONING COMPETITION

Max Bygraves in "CHARLEY MOON" starts on the road to fame by entering a variety contest. Arrange a crooning competition in your town, the heats of which could be held on your stage (if practicable) or on your local dance hall each evening during your playdate week.

To stimulate interest in the film and the competition, approach your local newspaper to co-operate, and distribute throwaways giving details of the competition which could aptly be titled "Who is the 'Charley Moon' of...?"

NEWSPAPER CONTEST

Who did you meet in the Forces?

In "CHARLEY MOON" Max Bygraves leaves home to join the Army to do his National Service and meets Dennis Price, a very eccentric character. This is an interesting angle for a newspaper competition. Approach your local Newspaper editor to invite readers to describe the most interesting and amusing character they met during their military service. The best letters received could be published and a small prize given.

BIG BOOK TIE-UP

The novel of the film "CHARLEY MOON" has been published by Michael Joseph Ltd., and is on sale in book shops throughout the country. The book's jacket illustrates one of the scenes from the film and the publishers are advising your local stockists of the presentation of the film at your theatre.

Contact your local book shop and arrange a window or counter display, using the attractive displays illustrated here which are available from our Ad-Sales Department. Hiring Fee £1 for 14 days.

Below are listed overseas representatives for Michael Joseph Ltd.

AUSTRALIA
Wyatt & Watts Pty. Ltd., 127 Elizabeth Street, Melbourne, C.I.

NEW ZEALAND
Oswald-Sealy (New Zealand) Ltd., 321 Queen Street, Auckland, C.I.

SOUTH AFRICA
Mr. F. L. Cannon, P.O. Box 1141, Cape Town.

CANADA
Michael Joseph Ltd., 53 Avenue Road, Toronto.

INDIA
Mr. W. D. Willis, Frederick's Hotel, Apollo Bunder, Bombay.

CARIBBEAN
Mr. K. Jackson Marshall, P.O. Box 501, Bridgetown, Barbados, B.W.I.

USE 16mm TRAILERS

These 16 mm. trailers are available to you "free of charge" direct from our Exploitation Department. Get behind this tremendous away-from-theatres publicity by getting the fullest co-operation of your local factory entertainments offices and local Savings Committees so that you can get maximum coverage at minimum cost with this excellent selling aid. We have found that most photographic stores, large or small, have 16mm, projectors and are prepared to show your trailer in return for the normal credit card. Remember, it's "free publicity."

TEASER PRESS ADS.

RECORDS

H.M.V. have released a record with Max Bygraves singing two of the outstanding numbers—"Out of Town" and "Fingers Crossed"—(78) H.M.V. POP 164, (45) H.M.V. 7m 368—which he sings in the film.

In addition, H.M.V. have distributed posters to record dealers throughout the country, advertising the record and giving details of the film.

This record tie-up will give you excellent facilities to arrange window displays with your local record dealers.

RECORD DISPLAY

Illustrated opposite is the record display available, and this can be ordered from our Ad sales department at a hiring fee of £1 10s. 6d. for 14 days.

NATIONAL MUSIC TIE-UPS

SPECIAL DOUBLE-CROWN POSTER AVAILABLE

A multi-coloured specially designed double-crown poster has been made available for your advertising campaign. It bears a fully illustrated head of Max Bygraves, together with a suitable catchline and space for overprinting playdates, etc. Order direct from our Ad sales department, price 1/6 each.

OUT OF TOWN

Two of the numbers which Max Bygraves sings in the film have been published in sheet music form.

The "Out of Town" and "Fingers Crossed" numbers are published by the Edward Kasner Music Co. Ltd. and "Three Wishes" by the Peter Maurice Music Co. Ltd. All copies of the sheet music give full credits about the film.

The publishers are advising music dealers throughout the country to go all out in making attractive window displays of the sheet music to coincide with the presentation of the film. You should make every use of this valuable tie-up.
REVIEWS, STORIES, FOR YOUR LOCAL PRESS

MAX BYGRAVES IS TOPS AS CHARLEY MOON
(Advance Review)

Max Bygraves, popular star of radio, stage and television, makes his film debut in "CHARLEY MOON", the Colin Leslie Production which is shortly coming to the cinemas and scores a big hit. In this comedy of back stage life he is veryabby assisted by Dennis Price as a ham actor, Michael Medwin and two lovely young actresses— Shirley Eaton and Patricia Driscoll.

During his National Service country boy Charley Moon (Max Bygraves) meets ham actor Harold Armigate (Dennis Price) who convinces Charley, that, when they are demobbed, they should do a double act on the halls together.

Armigate and Moon are far from a success until Charley, against Harold's advice, enters a talent contest with the encouragement of an ex-army pal Alf Higgins (Michael Medwin), and, much to his own surprise, wins. Charley is spotted by an enterprising manager and given a chance. Harold, realising he is not wanted, goes his own way.

It is not long before Charley is in West-End star, making his name in a musical with Mary Minton (Florence Desmond). When Mary leaves the cast, Angel Dream (Shirley Eaton) is given a chance to take her place. Angel and Charley had worked together in pantomime.

Everything goes wrong at Angel's debut and Charley, furious, harangues the audience and tells them to give the girl a chance. Charley is made to realise that he has committed an unforgivable sin against the code of Show Business.

But in any case, he is fed up with the theatre, and, joining a travelling circus, returns to his native village and to the much-neglected girl friend of his youth (Patricia Driscoll), with whom, all misunderstandings cleared away, he can be really happy.

"CHARLEY MOON" has plenty of laughter and sparkling hit tunes. In fact, it's really delightful entertainment for the whole family.

'CHARLEY MOON' A BIG COMEDY HIT
(Current Review)

Ideal family entertainment is the new film "CHARLEY MOON" which is now playing at the CINEMA. Starring Max Bygraves, popular star of radio and television, in his first screen role, Dennis Price and Michael Medwin, this is a comedy narrating the fame and fortune of a country boy on London's musical stage. Packed with a host of familiar faces with dozens of beautiful girls, including lovely Shirley Eaton and charming Patricia Driscoll (children's TV favourite) the film is sparkling musical-comedy.

When Charley Moon leaves his pleasant country mill home and joins up into the Army, he has the idea that he is going to be the rage of the West End musical comedy stage in a few years.

His partner is a likeable but untalented actor who is soon serenaded from Charley by an astute North Country promoter who sees in Charley unusual possibilities.

Charley is unspoilt by his success, but dismayed and then angered by the falsity he sees in many of his new acquaintances.

When one of his provincial leading ladies gets her start in his West End show, he defends her before the audience when she is booted off-stage.

The penalty for rounding on his audience, his promoter tells him: "Back to the provinces..."

Charley refuses, hitch-hikes his way to his own village and his childhood sweetheart—eager to forget the so-called glamour of_bigger time and settle down with the sweet, unaffected Rose.

We look forward with pleasureable anticipation to Max Bygraves' next starring film and hope that it will at least be as good as "CHARLEY MOON" which is attracting big queues at every performance.

TOGETHER AGAIN

Max Bygraves and Shirley Eaton再度合作，他们在影片中饰演一对夫妻。现在，他们加入了 difficulties 为他们上了堂堂正正的喜剧电影"CHARLEY MOON"。他们已经完成了大部分的工作，现在正在伦敦帕利西姆剧院进行最后的彩排。观众们对他们的表演给予了热烈的欢迎并立即购买了门票。当他们被要求去做一些额外的工作时，他们在一起度过了困难的时期，这使得他们更加亲近。他们的表演非常棒，这让他们获得了伦敦影评家协会的赞赏。他们的表演最终在电影中被选中，它将被电影公司拍成电影。这部电影将在下个月上映，我们期待看到他们的表现。

MAX BYGRAVES BECOMES A FILM STAR

Now it is the turn of Max BYGRAVES to join the ever-widening circle of stage and radio comedians to face the film cameras. He does so as the star of "CHARLEY MOON," the new Colin Leslie Production shortly coming to the CINEMA. Based on the novel by Reginald Arfett.

But Max becomes a film star with a difference. "Charley Moon" is no conventional comedy. It is a very human story of a country boy who becomes a stage star. The sort of part I have been waiting a long time to play, he explains. "So far as I am concerned, it is a straight character. There's no slapstick. There are no contrived laughs. The comedy comes in natural settings—when I am taking part in stage shows. So does the singing.

FAN DANCER IN BYGRAVES FILM

Max Bygraves can't complain about lack of glamour to support his first starring film "CHARLEY MOON" soon to be seen at the CINEMA. He has dark-haired TV actress Patricia Driscoll as his sweet-heart, blonde Shirley Eaton as his stage partner, scores of beautiful dancing girls—and Britain's most famous fan-dancer, Denise Vase.

Miss Vane has danced in every European capital and in many countries in the States. She is a -time and again, she has tried to change her style of dancing (she was trained for seven years with the Sadler's Wells ballet company), but her fan-dancing is so popular that she has never been able to get away from it.

"Personally, Max told her, "I always use electric fans at home. They're much easier!"

TV CHILDREN'S FAVOURITE

Brown-haired 26-year-old television children's favourite, Patricia Driscoll, comes to the movie screens as Max Bygraves' sweet-heart in his first starring film, "CHARLEY MOON" shortly coming to the CINEMA. This Cock-embeya actress began her television career, after six years in repertory in various parts of the country, in the Children's Hour "Whirligig" programme. Now she has a regular programme of her own, "Picture Book."

DENNIS PRICE AS A GOOSE!

Strange things have happened to Dennis Price in his acting career. Not long after his latest film, "CHARLEY MOON," now at the CINEMA, in which he stars with Max Bygraves, provides him with his greatest experience yet.

Again, as part of a "hammy" actor, he has to don a goose outfit.

It is for the "Mother Goose," pantomime sequence, in which he does animal impersonator Harry Cranley's "Pricella" a golden goose.

Dennis has one consolation. When the idea was first mooted, it was suggested that he should be the back end of a horse. He feels that the solo goose appearance is something of a promotion!
COLOURED THROWAWAYS
Special two-colour throwaways—attractive layouts. An ideal aid for your laundry tie-up, newspaper tie-up, door-to-door distribution, etc. 25/- per 1,000 including overprint. Delivery in 4 days.

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NATIONAL SCREEN SERVICE LTD.,
NASCRENO HOUSE, SOHO SQUARE, LONDON W.1
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Both the quoted sizes are admirable for special display purposes. The action of this particular photograph depicts a scene which has a most dramatic ending.

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* SPECTACULAR! EXCITING! . . . AND PACKED WITH HIT TUNES!

* HE HAD EVERYTHING EXCEPT HAPPINESS—AND ONLY SHE COULD GIVE HIM THAT!

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* IT'S MELODIOUS! . . . IT'S FUNNY! . . . IT'S SENTIMENTAL! . . . AND IT'S GREAT ENTERTAINMENT!

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* THE POPULAR STAR OF STAGE, RADIO AND TV IS HERE TO ENTERTAIN YOU!

* THE KIDDIES' FAVOURITE STAR IN HIS FIRST BIG FILM ROLE!

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