DESERT MICE

ALFRED MARKS
REGINALD BECKWITH
LIZ FRAZER

PUBLICITY
SERVICES

ISSUED BY
RANK FILM
DISTRIBUTORS LTD.
127, Wardour Street,
London, W.1
DESERTE MICE

Take a handful of perennially popular Radio and TV stars—throw in an hilarious film script—sprinkle liberally with a score of rib-tickling situations, and you have the format of "Desert Mice"—a picture destined to become the year's number one contender for hearty "belly" laughs.

It would be reasonably safe to assume that every soldier who served in World War II was distinctly aware of the existence of ENSA—the organisation that sent concert parties and similar entertainments to divert the troops during this time.

Despite the affectionate scoffing and derision that was invariably accorded to these goodwill parties by their Service audiences, one undeniable factor emerged—that a great deal of pleasure was given to our troops in many out of the way, and often treacherous, places.

"Desert Mice" tells the riotous story of a concert party's ENSA tour in France and the Western Desert.

The large, impressive cast is headed by top stage, TV and Radio comedian Alfred Marks, starring in his first major film—Patricia Bredin, remembered for her leading role in the West End musical "Free As Air", and in the films "The Bridal Path" and "Left, Right And Centre"—ever-popular Sidney James—famous TV humourist Dick Bentley—popular comedienne Dora Bryan and scene-stealer Reginald Beckwith, fresh from his triumph as the Captain's steward in "The Captain's Table".

There is a supporting cast of many fine British comedy players, including: Liz Fraser, Irene Handl, Kenneth Fortescue and Marius Goring.

"Desert Mice" is a Michael Relph and Basil Dearden production, and, if you recall, their "Smallest Show on Earth" was unanimously proclaimed as one of the funniest films in years.

"Desert Mice" is even funnier.

OPENING NIGHT

Through your local Press advertise for any ex-Servicemen who served with the "Desert Rats" during the war. They can be given invitations to your opening night. Remember, too, that your first-night guests should include: Servicemen—both past and present—secretaries of ex-Service organisations, "selected talkers" from factories and large stores, film columnists and reporters.

Sound can play an important part on this night in the form of "memorable war-time recordings". In particular the famous tune "Lili Marlene". This song is prominently featured in the "Desert Mice" and artists who recorded it during the war included:

Lale Anderson (Decca C16027)
Anne Shelton (Decca F8436)
Marlene Dietrich (Brunswick 03609)
Turner Layton (Columbia FB3028)

The haunting strains of this tune coming from your foyer canopy will bring back many nostalgic memories to your guests.

IN YOUR FOYER

"Desert Mice" will give you some golden opportunities to lay on amusing foyer decorations for your patrons.

One idea could be built around a giant, dummy kit-bag, on which would be mounted comedy stills from the film, with a caption reading: "WHY NOT PACK UP YOUR TROUBLES IN OUR OLD KIT-BAG AND SMILE—SMILE—SMILE."

You could have a selection of soldiers berets conspicuously hung on a peg in your foyer, with phrasing like: "AWAITING THE ARRIVAL OF THE 'DESSERT MICE'."

An imitation NAAFI could be erected in your foyer for the opening night, enabling guests to receive refreshment on their arrival.

Your invitations could take the form of dummy call-up papers. These could carry the line: "YOU ARE CALLED UP FOR 90 MINUTES OF UPROARIOUS LAUGHTER WITH THE 'DESSERT MICE'."
ABBREVIATIONS

CONTEST

The "Desert Mice" tells the hilarious story of a concert party's ENSA tour for British troops in France and the Western Desert.

The title ENSA was a familiar phrase during the war—but how many people actually knew what it meant?

The correct title is, in fact, Entertainments National Service Association.

This obviously paved the way for you to liaise with your local newspaper editor, suggesting he runs a contest listing a selection of abbreviations and asking readers to identify the correct title.

To help you in this contest we have compiled a reasonably substantial list, and these are given below:

ENSA
Entertainments National Service Association.
M.D.
Doctor of Medicine.
O.B.E.
Order of the British Empire.
B.A.
Bachelor of Arts.
A.M.
Air Ministry.
C.O.I.
Central Office of Information.
Q.C.
Queen's Counsel.
H.O.
Home Office.
L.A.C.
Leading Aircraftsman.
M.P.S.
Member of the Pharmaceutical Society.
M.I.
Military Intelligence.
P.R.A.
President of the Royal Academy.
R.M.S.P.
Royal Mail Steam Packet Company.
R.N.C.
Royal Naval College.
R.P.S.
Royal Photographic Society.

AWAY FROM THE THEATRE TIE-UPS

Remember the "Service" angle when planning your shop tie-up campaign. Many varied examples are given below. Attempt to use as many as possible.

JOIN "FORCES" WITH US IN OUR WAR AGAINST RISING COSTS (this phrase can be applicable to most of your main stores).

FOR FAST, FURIOUS FUN—YOU MUSTN'T MISS "DESERT MICE" SHOWING AT THE REX NEXT WEEK.

JOIN THE "ARMY" OF HOUSEWIVES WHO USE BLOGGS DRY-CLEANING SERVICE, AND DON'T BE THE ODD MAN OUT—JOIN THE CROWDS GOING TO SEE "DESERT MICE" AT THE REX ALL NEXT WEEK.

FOR "SERVICE" WITH A SMILE COME TO THE BLANKTOWN GROCERS. FOR FINEST VALUE IN ENTERTAINMENT SEE "DESERT MICE"—SHOWING AT THE REX ALL NEXT WEEK.

In large shop windows use the slogan "FIVE STAR ENTERTAINMENT" AT (YOUR THEATRE) AND "FIVE STAR VALUE" AT (STORES NAME) with the heads of Alfred Marks, Sidney James, Dick Bentley, Patricia Bredin and Dora Bryan. They can be cut out, mounted on huge stars of different colours, and joined by tapes to a film and theatre credit. Tapes from five similar stars listing five selling points of a suitable article or piece of equipment can be joined to it to complete the "Five Star" display.

All co-operating stores should be invited to use the laughing recordings in their arcades, with an announcement:

IF YOU WANT TO KNOW WHAT THESE PEOPLE ARE LAUGHING AT—SEE "DESERT MICE" AT THE REX ALL NEXT WEEK.

SPECIAL FORCES FACILITIES

The Briott's readiness to laugh at a joke against himself virtually ensures success for the "Desert Mice".

Try to arrange special facilities for matinee block-bookings for Servicemen with their families from nearby Army camps. The Army might even be willing to provide transport and considerable attention would be attracted by a convoy of vehicles bringing guests to these screenings.

Opinion cards should be distributed to these people and collected at the end of these performances. They could then be displayed under the heading:

WHAT THE FORCES SAY

LAUGHTER IN PRINT

There is no book entitled "Desert Mice", but the film is still a very good reason for a "Laughter Week" run in co-operation with a local book store.

Use some stills from the film, a giant display of humorous books, if possible an animated laughing figure, and captions on the lines of:

"LAUGHTER IN PRINT"

CHOOSE FROM THIS SELECTION OF OUR FUNNIEST BOOKS AND DECIDE NOW TO SEE (YOUR THEATRE'S) FUNNIEST PICTURE—"DESERT MICE".
THE MUSIC
JAR 212. Remember that number; for this is the
Top Rank recording that features a new, haunting
tune entitled "Christmas Star". This is a recording
that is sure to rivet attention on the film "Desert
Mice"—in which it is featured.
It is sung with consummate skill by the Junior
Chorale. Another number to remember—JAR 257:
another memorable tune from the film, called "Till
The Right Time Comes" sung by Patricia Bredin.
Special sales-promoting colour posters have been
produced by Top Rank to promote these recordings
and the film.
Copies are available, free of charge, from Ad-
Service Department, and these will have tremendous
punch in foyer and away-from-theatre sites.
In particular, you should strive to place them
with music shops and with youth clubs, cafes and
other places where teenagers are liable to congregate.
Sheet music for both these numbers is published by
Filmsong Ltd.

REACHING
YOUR PATRONS
With all the stars of "Desert Mice" currently
enjoying prolific success on either television or
radio, special attention could profitably be paid
to households with these amenities.
Reach your patrons, well in advance of your actual
play-date, by distributing leaflets through the letter-
boxes of houses with TV aerials. The text could read:

YOU'VE LAUGHED AT ALFRED MARKS,
SIDNEY JAMES AND DICK BENTLEY
ON RADIO AND TELEVISION—AND
YOU'LL LAUGH LONGER AND
STRONGER WITH THESE TOP
COMEDIANS WHEN YOU SEE THEM
ALL IN "DESERT MICE" WHICH WILL
BE SHOWING AT THE REX ALL NEXT
WEEK.

Contact your local newsgagent and enlist his
co-operation to deliver these locally-produced
leaflets with all copies of "Radio Times", "TV
Times", "TV Mirror", "20th Century" and
similar papers.

NOVELTY
PERSONAL COLUMN
ADVERTISING
Build up a personal column campaign prior to your
play-week. Many readers of the local Press turn to
the personal columns and a run of humorous
advertisements could well become a talking point in
your town.
Here, as a guide, are a few examples of the type of
wording that you could use:

THE FINEST TONIC IN THE WORLD—
AN HILARIOUS EVENING WITH THE
"DESERT MICE".

FOUND!—THE PERFECT WAY TO
SPEND AN EVENING—LAUGHING
YOUR HEAD OFF AT THE "DESERT
MICE".

REWARD!—FOR REX PATRONS ONLY,
NEXT WEEK—UNLIMITED LAUGHTER
WITH THE "DESERT MICE".

REMEMBER TO COME EARLY WHEN
THE "DESERT MICE" ARRIVE AT THE
REX NEXT WEEK.

DID YOU KNOW...

One of these popular strips has been
devised for this film. It consists of many
interesting facts about the stars of
"Desert Mice" and should not prove diffi-
cult in placing with your local newspaper.
Line blocks of this feature can be
ordered, free of charge, from Press
Department, R.F.D. Publicity, 11, Bel-
grave Road, S.W.1, who must be told
for which newspapers they are intended.

DID YOU KNOW...

ALFRED MARKS
VISITORS TO PETTICOAT LANE BETWEEN 1935-36 WOULD HAVE
SEEN HIM CONVIVING AND GARDENING AT ONE OF THE MANY STALLS
WHILE HE SOLD HIS
VARIOUS WARES.
FOR HE WAS ORIGINALLY A BARNER
BEFORE ENTERING SHOW BUSINESS.

DORA BRYAN
BORN IN SOUTHPORT,
Lancashire,
HER FATHERS', A LOCAL COTTON MILL WORKER
HELPED HER TOWARDS HER
AMBITION OF BECOMING A
STAR, WHILE HER MOTHER
WOULD SET UP HALF THE
NIGHT OVER A SEWING
MACHINE. NOW SHE IS ONE
OF THE BUSIEST STARS IN
SHOW BUSINESS.

DID YOU KNOW...

Block DEM-8
Actual Size
ROMANCE!

These "highlight stills", which are available as a set of four, Ref. 'H', are ideal for advance use to emphasise the comedy, romance, action and music so prominent throughout "Desert Mice".
8/- per set.

COMEDY!

ACTION!

REACHING
THE SERVICES

The idiom of "Desert Mice" is 100 per cent. British and its comic situations prove that soldiers are soldiers the world over, with much the same grumbles, the same grousing, and the same gleeful flouting of authority.

Indeed, there is ample justification for making an all-out bid to put over its Services background and to secure wide Service and ex-Service patronage.

Have special hanging cards, poster and publicity for Service and ex-Service clubs all plugging "THE COMEDY NO SOLDIER—OLD OR NEW—CAN AFFORD TO MISS" angle.

You could also liaise with your local Press appealing to old soldiers, through a readers' letters contest, for the funniest stories of Service life.

STREET STUNTS

To aid your publicity campaign and help push home the fact that the "Desert Mice" will shortly be showing at your theatre, here is an effective street stunt that should be reasonably easy to arrange.

Enlist the co-operation of a friendly greengrocer in having a man, dressed in Army denims, outside his shop at peak shopping periods—actually peeling customers' potatoes, while a blackboard makes this tempting offer:

LET THE PRIVATE PEEL YOUR POTATOES
FOR YOU
F–R–E–E
WHILE YOU ENJOY A GOOD LAUGH AT
"DESERT MICE"
SHOWING AT THE REX ALL THIS WEEK

DICK BENTLEY

IN 1944 WAS ENTER-
AINING THE TROOPS IN
THE PACIFIC JUNGLE
WHEN HIS RELOVED
SUN CAME TO PIECES.
HE THEN UNDERTOOK
TOGETHER WITH
ADHESIVE
GLUE.

PATRICIA BREDDIN
AT 16 BLIPPED HER WAY INTO
THE LEAD OF THE LOCAL
CRIMINALS' PRO-
DUCTION, BUT SHE NEVER
APPEARED FOR THEY DIS-
COVERED SHE WAS 2
YEARS YOUNGER THAN
LEGALLY ELIGIBLE AND
HAD TO GIVE UP.

SIDNEY JAMES
BORN IN SOUTH AFRICA
WHILE HIS PARENTS WERE
TOURING THE MUSIC HALLS,
HE PICKED UP MOST OF HIS
ACTING KNOWLEDGE FROM
THEM, HIS JOBS BEFORE ENTER-
ING SHOW BUSINESS INCLUDED
STEVEDORE, COAL-LOADER, CLOWN,
SKATING INSTRUCTOR, PROFESSIONAL
BARROOM DANCER AND DIAMOND
CUTTER.

DID YOU
KNOW THAT
THE RANK
ORGANISATION
ARE PRESENTING
AN HILARIOUS
MILITARY COMEDY
TITLED
"DESERT MICE"
STARRED
ALFRED MARKS
PATRICIA BREDDIN
SIDNEY JAMES
DORA BRYAN
DICK BENTLEY
THE BLOW-UP RANGE

30" × 40"  Ref. 'A'  18/-

30" × 20"  Ref. 'D'  9/-

20" × 30"  Ref. 'C'  9/-

TIE-UPS

You can use this selection of stills to extend your local tie-ups.

14" × 11"  Ref. 'F'  2/-  Games
          Novelties

11" × 14"  Ref. 'E'  2/-  Tea Shops
          Canteens
          Groceries

14" × 11"  Ref. 'G'  2/-  Cosmetics
          Fashion
          Hairdressing
THE POSTERS

ALFRED MARKS • PATRICIA BREDDIN • SIDNEY JAMES
DORA BRYAN
REGINALD BECKWITH
DICK BENTLEY
IRENE HANDL

MARIUS GORING

QUAD 30" x 40" 3/-

Also available, based on the Quad Design

DOUBLE CROWN 30" x 20" 1/6
12-SHEET 90" x 80" 12/6

The 90" height of the poster has a space approximately 10" deep on which playdate or other information may be handwritten.

SELLING LINES

LAUGHTER—SONG—ROMANCE—IN THE GAYEST, BRIGHTTEST COMEDY OF THE YEAR. FROM THE "DESERt RATS" WHO CONQUERED THE GERMANS—TO THE "DESERt MICE" WHO WILL CONQUER YOUR BLUES.
WHAT AN ABSOLUTE SHOWER—OF LAUGHS.
THEY WERE MONTY'S TROUBLE.

THE SHARING OF EXTRA ADVERTISING COSTS

R.F.D. 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, S.W.1 (Tel. VICToria 6633).
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-Service enquiries and orders should be placed with Ad-Service Department, 127, Wardour Street, London, W.1 (Tel. GERard 7317).

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.

EXHIBITOR STILLS

Set of eight fine-quality stills on hire, price 10/- the set, from Ad-Service Department. 5/- credit is allowed on return in good condition promptly after play-date.

DESERt MICE

Approx. Length 7472 ft.
Approx. Running Time 83 mins.
'U' Certificate
The Credits used in these stereotypes are extracted from the legal contracts and must be used in all advertising and publicity material where such credit information is given.

Desert Mice

Guest Star
MARIUS GORING

Screenplay by DAVID CLINDE  Produced by BASIL DEARDEN  Directed by MICHAEL BELLIN

4" Double Column DEM-J 10/6

Desert Mice

Screenplay by DAVID CLINDE  Produced by BASIL DEARDEN  Directed by MICHAEL BELLIN

3" Double Column DEM-H 9/6

Desert Mice

Screenplay by DAVID CLINDE  Produced by BASIL DEARDEN  Directed by MICHAEL BELLIN

2" Double Column DEM-G 7/6

Desert Mice

Screenplay by DAVID CLINDE  Produced by BASIL DEARDEN  Directed by MICHAEL BELLIN

1" Double Column DEM-F 7/3