it's a HOWL from start to finish

it's a CRAZY NEW COMEDY TEAM!

Romulus presents

RONALD SHINER

D R Y  R O T

BRIAN RIX PEGGY MOUNT
SIDNEY JAMES LEE PATTERSON

A REMUS PRODUCTION
Directed by Maurice Elvey, Produced by Jack Clayton, Screenplay by John Roy Chapman

Distributed by
LION INTERNATIONAL FILMS LTD.
IT'S A CRAZY NEW COMEDY TEAM IN THE SCREEN'S BIGGEST LAUGHTER RIOT!

ROMULUS Presents

RONALD SHINER

in

DRY ROT

also starring

BRIAN RIX
PEGGY MOUNT
SIDNEY JAMES
LEE PATTERSON

A REMUS PRODUCTION

Directed by MAURICE ELVEY
Produced by JACK CLAYTON
Screenplay by JOHN CHAPMAN

The Story

Alf Tabbe (Ronald Shiner), Fred Phipps (Brian Rix) and Flash Harry (Sidney James) are three down-and-out bookmakers who are trying to make an "honest" living on the turf.

Alf is shooting the odds when a young "top" Claude (John Chapman) puts £10 on a horse named Claude's Folly. The horse wins but they only have £20 with which to pay him. Sharp-witted Alf takes the money and inserts pieces of blank paper between the genuine notes. Then they disappear rapidly.

The three crooks are resting on the roadside discussing their future prospects when Alf informs them that the French wonder horse Cardinal is racing the following week and is certain to win. He explains that if they could switch the horse they could make plenty of money. Suddenly, they see a horse's head peering over the hedge nearby. Alf remarks that the animal is the double of Cardinal.

A yokel (Miles Malleson) appears and they learn that the horse belongs to him. They get him to lend them £10 and buy the horse with the man's own money. Sweet Lavender, as the horse is called, becomes their property.

The three rogues decide to make the Bull and Cow Inn their headquarters and Alf engages a young Canadian, John Danby (Lee Patterson) as his secretary. Sweet Lavender is stabled in some old ruins near the hotel and food is smuggled to the horse via an underground passage which the crooks discover. Meanwhile, the French jockey—Albert Polignac (Christian Duvaux)—who is to ride Cardinal arrives at the hotel but nobody can understand him. He gesticulates so much that Beth (Joan Sims), the maid-of-all-work takes him upstairs and he puts his foot through the "dry rot".

Alf, Fred and Flash are forced to change their plans when it is discovered that Sweet Lavender is too weak to take part in the race. However, Fate plays into Alf's hands. He has not got Cardinal but he has got its jockey! Alf knocks out Polignac and puts him in the cellair. Then Fred is dressed in the jockey's garments and Alf proceeds to give him a few lessons in French. Fred is then sent to the racecourse in Polignac's car.

Fred scarcely knows which end of the horse he should sit on and has difficulty in mounting Cardinal. At last he gets it to the starting post and the horses get away. But Fred becomes entangled in the tapes. At this point Alf and Flash who are watching the race on TV fail to see the start as the set breaks down. Alf, however, is sure that Cardinal cannot win and he himself can now make a fortune.

Unfortunately for the three crooks, Cardinal wins, but it doesn't stop at the winning post and carries Fred out of sight. Ambulances, firemen and police go in hot pursuit and eventually Fred staggers into The Bull and Cow. When Sergeant Fire (Peggy Mount) sets out to arrest them Alf, Fred and Flash jump on to a fire engine in a desperate effort to escape. Fortunately for them Sergeant Fire falls flat on her face in a large patch of wet tar and although she shouts threateningly after them she is unable to do anything about it.

The three culprits are well away now. They discuss the future. Flash suggests forgery but Alf decides it would be better to find a "mug" who can box and go into the boxing racket. Fred anticipates what is in their minds and tears off along the road with Alf and Flash in hot pursuit.
CAST

Alf Tubble .......... RONALD SHINER
Fred Phipps ...... BRIAN RIX
Flash Harry ........ SIDNEY JAMES
Colonel Waggast ... MICHAEL SHEPLEY
Mrs. Wagstaff ... JOAN HAYTHORNE
Beth ............... JOAN SIMS
Susan .............. HEATHER SEARS
Danby ............. LEE PATTERSON
Polignac .......... CHRISTIAN DUVALEIX
Sergeant Fire ...... PEGGY MOUNT
Claude ............. JOHN CHAPMAN
Blonde .......... JOAN BENHAM
Waitress (Three Frogs Café) SHIRLEY ANN FIELD
Official (Changing Room) LESLIE HANFORD

Furred Woman (Racecourse) EVELYN HALL
Police Officer 1 (Racecourse) PETER WALSH
Police Officer 2 ... MIKE WARD
Police Officer 3 ... KEN HAWARD
1st Yokel ........... MILES MALLESON
2nd Yokel .......... STANLEY ROSE
Commentator ...... RAYMOND GLENDEENNING
Weighing Official ...... BRIAN SUNNERS
Jockey No. 1 .... FRANK MUGGERIDGE
Fireman (Clerk) .... PETER STOCKBRIDGE
Bookie .............. FRED GRIFFITHS
Starter ............. BILLY O'NEILL
Urchin ............. JOHN PIKE
Stable Boy .......... CHARLES WADE
Stop/Go Man .... WILFRID BRAMMBELL

STAR PORTRAITS

REF. "A"

RONALD SHINER

REF. "B"

BRIAN RIX

REF. "C"

SIDNEY JAMES

REF. "D"

LEE PATTERSON

REF. "E"

PEGGY MOUNT

REF. "G"

HEATHER SEARS

CREDITS

Produced by ............... JACK CLAYTON
Directed by ............... MAURICE ELVEY
Screenplay by .......... JOHN ROY CHAPMAN
Lighting Cameraman ... ARTHUR GRANT
Editor .................. GERRY HAMLING
Art Director .......... NORMAN ARNOLD
Production Manager ... ROBERT STERNE
Assistant Director ...... JACK CAUSEY
Camera Operator ...... PETER NEWBROOK
Sound Supervisor ...... JOHN COX
Sound Recordists .... PETER HANDFORD
BOB JONES

Continuity .......... DOREEN FRANCIS
Make up ............... GEORGE FROST
Hairdresser .......... JOAN WHITE
Wardrobe Supervisor BRIDGET SELLERS
Music Composed by ..... PETER AKISTER
Musical Director LAMBERT WILLIAMSON

Westrex Recording System
Racing sequences by courtesy of Kempton Park Racecourse

Cert. "U" Running Time 86 mins.
Length 7776 ft.
Reg. No. BR/E 21855

Portraits of the star players are available in the following sizes and prices:

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<tr>
<th>Size</th>
<th>Price</th>
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<tr>
<td>10 in. by 8 in. at</td>
<td>1s. 6d. each</td>
</tr>
<tr>
<td>11 in. by 14 in. at</td>
<td>3s. 6d. each</td>
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<tr>
<td>20 in. by 30 in. at</td>
<td>11s. 6d. each</td>
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<tr>
<td>22 in. by 28 in. at</td>
<td>11s. 6d. each</td>
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<td>30 in. by 40 in. at</td>
<td>21s. 6d. each</td>
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State clearly the reference number on your order.
Delivery seven days.
Order direct from our Ad. Sales Department.
Exploitation Suggestions and Accessories

“DRY ROT” is a bright, fast moving comedy with incident piled on incident, and good comedy today is evidencing more pulling power than almost any type of film. This is a really good Ronald Shiner comedy and he is ably backed by Brian Rix, Sidney James and that new comediene Peggy Mount. Make every effort to get these facts over to your public by making full use of the publicity material available which has been designed to this end.

FREE! — 16 MM TRAILERS

More and more showmen have been making excellent use of our free 16 mm. trailer service. Why not contact local organisations, factory canteens and Services' Entertainments Officers, all those likely to be associated with cinema shows, in your area? Entertainments Officers have always been very happy to co-operate as these trailers help out their shows. Remember, these trailers are free to you and have a tremendous exploitation potential.

CATCHLINES

IT'S A HOWL FROM START TO FINISH!

IT'S A CRAZY NEW COMEDY TEAM IN A FEAST OF FUN!

THE HOWLING COMEDY THAT ROCKED LONDON FOR THREE YEARS!

A BUTTON-BURSTER OF A LAUGH!

A FEAST OF FUN FOR THE WHOLE FAMILY!

EYE-CATCHING TEASER THROWAWAY

Here is a gimmick handout which is guaranteed not to be discarded after a glance and stands a good chance of a wider circulation than the number intended for. Printed on thin card 5 in. by 4 in. the reverse side carries a 2 in. double column advert, block and theatre and playdate.

ATTENTION-GETTER

Get over the laugh angle by using an old gag. Make up a display in the foyer consisting of a tray of different coloured buttons all shapes and sizes, backed by a display card headed:

"DRY ROT" IS A BUTTON-BURSTER OF A LAUGH!

In order not to inconvenience patrons here is a supply of buttons to replace those lost.

Flanked by posters from the film this approach will catch attention and register the comedy angle.

This idea can also be used on a reciprocal basis with co-operating drapery or chain stores.

MULTI-PURPOSE "HEADS" POSTER

Laid down as a quad poster in four colours this can be used as an outside bill on P.I.P.s (it is suggested that these should be used in a ratio of 1 to 3 of the standard quad). It can be used for displays on mirrors and F.O.H. door glass by cutting out the heads, catchlines and title.

Price 3/- each

STREET BALLY

In the film, Ronald Shiner as Alf Tubbe, plays the part of a bookie, trying to make a living no matter how. This suggests an idea for away from theatre exploitation. Have a male attendant dressed in loud check suit, brown Derby hat, and carrying a bookie's satchel cover the busiest streets and market areas distributing throwaways. The satchel should be lettered "Alf Tubbe" and the throwaways printed in the form of a betting receipt card advertising "Dry Rot" and running times, or envelopes overprinted "A Winning Tip" containing a slip of paper printed "Don't Miss A Good Thing"; "Dry Rot", etc.

Price 13 6d.

TIE-UP WITH CUPRINOL

A large scale tie-up with Cuprinol Ltd., has been arranged whereby this leading firm of wood preservers are producing tie-up cards incorporating scene stills from the film and worded: "You can laugh at the film 'DRY ROT' but DRY ROT in the home is no laughing matter" etc. The cards will be routed to leading builders and plumbers merchants and ironmongers for display concurrently with the showing of the film all over the country.

Price 13 6d.

BALLOONS

It's a "U" certificate and grand family entertainment, so why not some balloons for the kiddies to take home? Colored balloons illustrated and worded as sketch are available at 25p. per gross, including theatre overprint details and purchase tax.

COLOURING CONTEST FOR CHILDREN

Ask your local newspaper to run this simple colour contest and offer books of savings stamps for prizes, with guest tickets to see the film for runners-up. If unable to run the contest through a newspaper have handbills printed for distribution.

5 in. double column stereo No. DR.23.

Price 13 6d.
Lovelv screen newcomer Heather Sears here poses in an Estrova cotton skirt in bright orange and white checks (Still No. E.K). top illustration. The skirt has two extra large pockets edged with the self-coloured orange to match the top. It buttons half way down the front.

The centre picture, Still No. E.K 1 shows her wearing a "Susan Small" dress made of glazed cotton with a blue background designed with small sprays of pale pink roses.

In the bottom picture, Still No. E.K 4, she is here wearing a "Susan Small" dress of heavy, corded navy blue silk. It fastens down the front with nappy bone buttons and has a navy and white striped scarf tied tightly at the neck.

Heather Sears is seen here modelling three different hats. From the left there are Still No. E.K 6-7 which show her in an attractive "Jocall" hat which is mushroom shaped and clips on to the head.

The third illustration from the left is Still No. E.K 9 which shows a "Jocall" hat of tiny mother-of-pearl plastic leaf-shaped motifs. These stiffened motifs are stitched to a stiffened lace foundation and finished with a small bow of black velvet at the back.

Still No. E.K 11 (extreme right) illustrates a rose-pink block velvet-crimmed straw hat. The velvet at the crown is flared and binds the brim.

Still No. PUB 10, illustrated here, shows Joan Sims wearing a pale blue evening sweater with a fancy stitch and interlaced with a gold-stitched neckline.

Still No. PROD 79 shows Brian Rix in jockey's garb clasping a leather saddle while being weighed in before a race. This can also be a good medium for tie-ups with local leather shops.

Still No. PROD 132 illustrates Peggy Mount, famous comedienne, on a Triumph motor-cycle and this still could be used in tie-ups with local motor-cycle dealers.

Still No. EX 5 shows Heather Sears wearing a vivid red flannel blazer trimmed with brass buttons. It has two right-hand side pockets, with another on the left. This garment is made by "Estrova". The luggage chosen by Heather is in soft tan leather and was made by the Antler Suitcase Co.

Still No. EX 14 shows comedian Ronald Shiner with an "Ultra" television set and this is an ideal tie-up where TV sets are sold.
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Screenplay by JOHN CHAPMAN
Distribution Controlled by INDEPENDENT FILM DISTRIBUTORS
In Association with BRITISH LION FILMS

LENGTH 7776 ft.
CERT. "U"
RUNNING TIME 86 mins.
ADVERTISING ACCESSORIES

SLIDES
Fully coloured advance announcement slides.

 LOBBY CARDS
22 in. by 28 in., in full colour.

STILLS
10 in. by 8 in. Black and White.

POSTERS
Quads, (Ref. A) 30 in. by 40 in., in striking colours.
Teaser Quad (Ref. B) in attractive colours.
1 Sheet (American size).

EDITORIAL & AD. BLOCKS
Available at prices shown beneath illustrations (Sold outright).

LION INTERNATIONAL FILMS LTD.

BROADWICK HOUSE
BROADWICK STREET
LONDON, W.1

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