RICHARD TODD introduces OVER 100 BIG STARS in ONE BIG PICTURE

ASSOCIATED BRITISH PRESENTS
ELSTREE STORY

introduced by RICHARD TODD
with the voices of
NORMAN SHELLEY : GEORGIE HENSCHEL : KENNETH CONNOR : LEONARD SACHS
PETER DU ROCH : PETER JONES : WARWICK WARD

DISTRIBUTED BY ASSOCIATED BRITISH-PATHE LTD.

CREDITS
Direction GILBERT GUNN
Photography STANLEY GRANT
Commentary JACK HOWELLS
Music PHILIP GREEN
Musical Direction LOUIS LEVY
Recording HAROLD V. KING
Production Manager GERRY MITCHELL
Editor RICHARD BEST
 Assistants JOAN WARWICK : GUY HOWARTH

DEVISED AND PRODUCED BY GILBERT GUNN
ELSTREE STORY

NEWSPAPER STORIES • CAMPAIGN ADVERTS • AD SALES MATERIALS • SCENE BLOCKS

"BLACKMAIL" FIRST BRITISH TALKIE IN NEW FILM!

Something new in screen entertainment, the Associated British feature, "ELSTREE STORY," is showing all this week at the Elstree Theatre.

"Elstree Story," devised and produced by Gilbert Gunn, is the premiere of Associated British Elstree studios. The film traces the fascinating history of one of its film blocks from over 40 pictures, sound and silent, made there since 1927.

More than a hundred screen stars of today and yesterday appear in "Elstree Story." Included in the illustrious names are Laurence Olivier, Ralph Richardson, Ann Todd, John Mills, Googie Withers, Edward Everett Horton, Rex Harrison, Donald Croll, Douglas Fairbanks, Jr., Barry Fitzgerald, Margaret Lockwood, Michael Pate, Jennifer Jones, Wilding, Patricia Roc, James Mason, Michael Denison and Vera Ellen.

"Elstree Story" is introduced by the popular British star, Richard Todd. He tells the story of the Associated British film industry, its rise to stardom, and scenes from major films in production at Elstree Studios. He introduces the stars and dignitaries who appear in the film, and presents the British film industry to the world.

Today, the film is shown at the Elstree Theatre to an enthusiastic and enthusiastic audience. The film is a great success and is already being screened in cinemas throughout the country.

ELSTREE STORY, the new Associated British feature which tells the history of a world-famous film studio, is a film with 100 stars. Richard Todd, the popular British star, introduces the film. An extract from the first film to be made at Elstree, "Blackmail," shows the start of the film industry in Britain. A brief love scene from a silent film and a brief glimpse of Ray Milland are also included in the film, as are many other famous actors and actresses who have appeared in films made at Elstree and elsewhere.

"Elstree Story," produced by Gilbert Gunn, is directed by Laurence Olivier. It is the story of the Associated British film industry, from its beginnings in 1927 to the present day. The film is a great success and is already being screened in cinemas throughout the country.

"Elstree Story," produced and directed by Gilbert Gunn and distributed by Associated British-Pathe, is one of the best-known and most popular films of the 1930s.

FILMS HAVE CHANGED IN 25 YEARS

Warwick Ward was the star of the first film made at Elstree Studios in 1927. He is still at Elstree, as are the majority of the stars. He preserves the memory of the silent screen, and now appears in the films made at Elstree.

Today, since tremendous technical advances, including the invention of the sound track, have revolutionised film technique, months of preparation are necessary before shooting begins. These include the drawing up of a revised script, the preparation of a detailed production schedule and the setting of sets. Often the preparation takes longer than the actual "shooting.""What is the blackmailer?" at Elstree shows how the film industry is constantly changing and adapting to the needs of the audience.

"Elstree Story" is a fascinating and informative film which tells the story of the Associated British film industry, from its beginnings in 1927 to the present day. It is a great success and is already being screened in cinemas throughout the country.

STEWART GRANGER AS AN "EXTRA"

A fascinating sequence in the Associated British feature, "ELSTREE STORY," shows a good-looking young man walking down the street in Hollywood, where he is spotted by a film director and offered a small part in one of the films being made there. He accepts the offer and appears in a film made by Associated British-Pathe, the distributors.

He saw two films a day for three months!

Gilbert Gunn, the producer and director of "ELSTREE STORY," had the onerous task of reducing 300 films to one... "Elstree Story," an Associated British feature which tells the story of the film industry, shows how the stars are brought in and out of the films. The theatre next week tells the fascinating history of Elstree Studios, partly by means of extracts from the films which have been produced there since 1927, and partly through the eyes of the technicians who have worked at Elstree through the years.

First, Gilbert Gunn chose from the 300 films in the vaults in Elstree studios, 70 that he considered must see. Talks with several employees increased this list to 150.

He then spent three solid months seeing pictures, sound and silent, slapstick comedy to heavy drama, from the recent "Murder Without Crime." made in 1935. Laurence Olivier is seen in a brief scene. A number of other scenes he has appeared in - and some of his being directed by Robert Newton, Patricia Roc, Michael Wilding, James Mason, Michael Pate, Jennifer Jones, Wilding, and Vera Ellen. The film itself is produced and directed by Gilbert Gunn and is distributed by Associated British-Pathe. It can be seen at the... Theatre this week.

Olivier, Ralph Richardson, Stewart Granger, Ann Todd, John Mills, Douglas Fairbanks, Jr., Margaret Lockwood, Googie Withers and many others.

"Elstree Story" was produced and directed by Gilbert Gunn, who has spent three months watching films—150 out of more than 150 made at Elstree—in order to choose the extracts. The result is entertainment for all tastes. Associated British-Pathe are the distributors.

ELSTREE STORY
The Film with a Hundred Stars

"ELSTREE STORY," the new Associated British feature which tells the history of a world-famous film studio, is a film with 100 stars. Richard Todd, the popular British star, introduces the film. An extract from the first film to be made at Elstree, "Blackmail," shows the start of the film industry in Britain. A brief love scene from a silent film and a brief glimpse of Ray Milland are also included in the film, as are many other famous actors and actresses who have appeared in films made at Elstree and elsewhere.

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The first film
An excerpt from the first film ever made at Elstree studios appears in the new feature film "Elstree Story." It was a silent picture called "The White Sheik," made in 1927, and the star was Warwick Ward, who is now a producer at Elstree.

CHANGE OF NAME
A young man named Spike Mullan appeared in a silent film called "The Plaything" made at Elstree studios in 1929. An excerpt from it is included in the new feature "Elstree Story." Shortly afterwards, this young actor went to Hollywood, changed his name and reached the top in films. His new name? Ray Milland.

VISIT BY G.B.S.
A distinguished visitor to Elstree studios in 1932 was George Bernard Shaw. He came to watch the first full-length film version of one of his plays, "Arms and the Man," in production. Shaw instead that not one line of his original dialogue be left out or altered. An excerpt is included in the new feature "Elstree Story."

LAURENCE OLIVIER
One of the greatest actors of our time, Sir Laurence Olivier, appears briefly in the new screen entertainment, "Elstree Story." The star and producer of "Henry V" and "Hamlet" appears this time, however, in an excerpt from "No Fancy Business," made at Elstree in 1933.

FILM DEBUT
An interesting sequence in "Elstree Story" shows an exciting story called "Piccadilly," made in 1929. Playing a tiny role as a disgruntled diner in a restaurant is none other than Charles Laughton... in his first film part.

BROADCASTERS
In the middle-thirties many famous radio personalities appeared on the screen for the first time. In the new feature film, "Elstree Story," a series of "flashbacks" to films like "Radio Parade of 1935" will re-introduce Ted Ray, Richard Murdoch, Claude Dampier, Ronald Frankau and the Western Brothers.

CHILD STAR
Filinggoers may get a shock when they see the sequence from the 1934 film "Red Wagon" in the new feature "Elstree Story." Appearing in this exciting story about circus life is a young lad of fifteen. His name was Jimmy Hanley playing one of his earliest roles as a child star.

Two of the great names of the entertainment world starred together in a romantic picture made at Elstree studios in 1953. The stars are Gertrude Lawrence and Douglas Fairbanks Jr., and the film was "Mimi." Extracts from it are shown in "ELSTREE STORY," a feature-length profile of the famous British studio.

E.S. No. 1

The young man seen with Marguerite Allum in this extract from the silent film "The Plaything," made at Elstree in 1929, was then called Spike Mullan. Today he is known all over the world as Ray Milland, the Hollywood star. This piece of cinema history is told in "ELSTREE STORY," profile of a British studio.

E.S. No. 2

The following are available as coarse screen blocks —

E.S. No. 1 Price 10/-

E.S. No. 2

E.S. No. 3

E.S. No. 4

E.S. No. 5

E.S. No. 6

E.S. No. 7

British star, John Mills, is seen as a schoolboy in an excerpt from the 1934 film, "Those Were The Days," which appears in the "ELSTREE STORY," fascinating profile of a British studio.

E.S. No. 4

E.S. No. 5

E.S. No. 6

E.S. No. 7

E.S. No. 8

E.S. No. 9

E.S. No. 10

E.S. No. 11

E.S. No. 12

The following are also available in fine screen

E.S. No. 1 Price 12/-

E.S. No. 2

E.S. No. 3

E.S. No. 4

E.S. No. 5

E.S. No. 6

E.S. No. 7

E.S. No. 8

E.S. No. 9

E.S. No. 10

E.S. No. 11

E.S. No. 12

A love scene of 1934 vintage. This still, showing Charles Bickford and Raquel Torres is from the film, "Red Wagon," made at Elstree in 1934. A sequence from this film is included in "ELSTREE STORY."

E.S. No. 3

E.S. No. 4

E.S. No. 5

E.S. No. 6

E.S. No. 7

E.S. No. 8

E.S. No. 9

E.S. No. 10

E.S. No. 11

E.S. No. 12

Sir Laurence Olivier, the great English actor, is seen here playing one of his first screen roles—in "No Fancy Business," made at Elstree studios in 1932. This historic picture can be seen in "ELSTREE STORY."

E.S. No. 4
EXPLOITATION
Box-office Pointers

ELSTREE STORY—something new in entertainment—over one hundred famous stars in a pictorial record of the life story of the famous Associated British Elstree Studios. For those who were too young to remember them,” ELSTREE STORY” has an appeal which spells “box office” for the showman.

THEATRE FOYER
Display sets of stills with the quad crown poster as the central feature and label the set “Do You Remember These Famous Films?” This display can be linked with the competition described below.

TIE-UPS
1. Link up with your local Fashion House contrasting the styles of the films of yesterday with the fashions of today.
2. Tie up with local store that has been in existence for over 25 years on the theme “25 years of films—25 years of service.” The store could display, side by side with stills from the film, examples of the goods which were on sale during those years.

COMPETITIONS
Do You Remember?
1. Display a set of stills in the foyer and offer prizes to patrons who can name the title of each film depicted and the names of stars appearing in each scene.
2. This competition could be carried out through your local newspaper as a “Do You Remember?” feature.

Note: Stills for local newspaper blocks will be supplied on request. Order from Exploitation Manager, Associated British-Pathe Ltd., Film House, Wardour Street, W.1.

Throwaways
On page three we have illustrated seven blocks that are excellent for use in a teaser throwaway. Head the leaflet “Do You Remember?” then in smaller type, “Do you remember all these famous actors and actresses?” Now place three or four blocks, with the relevant copy, underneath. Finish off the throwaway with a two-inch double column block. Place the answers to the quiz upside down at the bottom of the page.

Fashions of the Twenties
Offer prizes for the best fashion photographs that patrons submit of “fashions of the twenties.” A Foyer display of photos is always a great attraction. Why not take this idea one step further and arrange a display of wax models dressed in “Twenties” costume. Your billing could read, “If you think these styles are interesting, then you should see ‘Elstree Story’ for a wonderful hour of interest and entertainment.”

Titles Competition
Entertaining stories are always welcomed by local newspaper editors, so, if the editor is agreeable, promote a “Story Competition.” This can take numerous forms, War stories, embarrassing moments, and even fashion stories. The link with the film can be established by using the following caption. “These are good stories, but you can see a host of good stories rolled into one in ‘ELSTREE STORY.”

Film Titles
Why not organise a “Film Titles” competition? Hand out leaflets a week before playdate, telling patrons that there are dozens of films that couldn’t be included in the “ELSTREE STORY.” Offer prizes for the patron who sends in the longest list of films that were made during the “twenties” but are not included in the “ELSTREE STORY.”

ADVERTISING COPYLINES
More than 100 stars in one great film — “ELSTREE STORY”, the profile of a film studio.

“ELSTREE STORY”, the film which will bring back memories to the old and stir the hearts of the young.

Twenty-five years of filmmaking, packed into one great picture “ELSTREE STORY”!

“ELSTREE STORY” gives behind-the-scenes insight into how films are made, the fascinating story of a studio.

A film studio remembers... 100 international stars and excerpts from 46 films appear in “ELSTREE STORY”.

“ELSTREE STORY”. The saga of a great British studio, from the first silent films to modern Technicolor musicals.

The first British talkie—Hitchcock’s “Blackmail” — to the latest Technicolor musical; see them all in “ELSTREE STORY”.

Secrets of a film studio shown for the first time in “ELSTREE STORY”.

When Stewart Granger was an "extra" and Ray Milland an "unknown" — "ELSTREE STORY" gives these glimpses of film history.

CAMPAIGN ADS
A STORY THAT WILL STIR THE PULSES OF THE YOUNG AND RE-KINDLE HAPPY MEMORIES FOR THE NOT-SO-YOUNG!

ASSOCIATED BRITISH presents

ELSTREE STORY

RICHARD TODD

Introduces

OVER 100 STARS IN

SCENES FROM MANY FILMS

Devoted, Directed and Produced by GILBERT GUINN

Distribution by

Associated British-Pathe Ltd.

STEWART GRANGER • MAUREEN O’HARA
JOAN GREENWOOD • LAURENCE OLIVIER
CHARLES LAUGHTON • PATRICIA ROC
MARGARET LOCKWOOD • RICHARD TODD
JAMES MASON • MICHAEL WILDING
RAT MILLAND • GOODIE WITHERS
JOHN MILLS • and many others

AVAILABLE AS ILLUSTRATED ABOVE IN THE FOLLOWING SIZES

E.S. No. 8 2in. SINGLE COLUMN PRICE 7/6
E.S. No. 9 4in. SINGLE COLUMN PRICE 8/6
E.S. No. 10 1in. DOUBLE COLUMN PRICE 7/6
E.S. No. 11 2in. DOUBLE COLUMN PRICE 8/6
E.S. No. 12 4in. DOUBLE COLUMN PRICE 11/-

AD. SALES MATERIALS

ELSTREE STORY

A treasure case of film fun:

the songs, dances, thrills and
tales of a generation of British Pictures... a story to stir the pulses of the young and invoke happy memories of the not so young!

POSTERS Attractively Designed Quad Crown 2/6 each.

STILLS 10in. x 8in. 5/- per set of 8 (Net Hire Charge).

BLOCKS All Stereos and Electros, as illustrated are sold outright at low prices. This ensures each exhibitor getting new Blocks.

The above advertising materials are available from:

ADVERTISING SALES DEPT., ASSOCIATED BRITISH PATHE, Pathe House, 133/135, Oxford Street, W.1.

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FILM HOUSE, WARDOUR ST., LONDON, W.1

Telephone: GERard 4314