Following the success of "The Shakedown", in which the new vice rackets of Soho were exposed, producer Norman Williams again takes the criminal world of London as his background for "Piccadilly Third Stop".

This film shows the planning, execution and aftermath of a daring robbery, and of the charming, but cunning and ruthless crook who persuades a naive young girl to assist him in his plan.

Terence Morgan – star of "The Shakedown" – plays Dominic, the "brain" behind the robbery; Yoko Tani, the charming Japanese star of "The Wind Cannot Read" and "The Savage Innocents", is Fina, the shy and appealing daughter of a foreign ambassador. Lovely Mai Zetterling plays Dominic's mistress, and also the long-suffering wife of Joe Preedy, played by John Crawford.

William Hartnell – that perennially satisfying supporting star – is a smooth safe-cracker, and talented Dennis Price makes a welcome guest-star appearance as Edward Humphries, the suave organiser of gambling parties.

A really solid campaign could be put in motion by yourself to establish this film as really outstanding entertainment by concentrating your selling on the stars of the story... the suspense... and the excitement.

THREE GLITTERNING STARS

One of the most important pre-selling promotions for "Piccadilly Third Stop" should centre around the fact that Terence Morgan, Yoko Tani and Mai Zetterling have combined their talents in a film that presents them with an opportunity to display their individual ability.

Teaser campaigns, linking all their names, should start well prior to play-date. Notice-board displays should herald the teaming of these three stars as a forthcoming production.

Foyer and away-from-theatre displays closer to play-date should feature them all together. Front-of-house displays and banners should boldly announce: THREE BRILLIANT STARS TOGETHER

WATCH OUT FOR

TERENCE MORGAN
YOKO TANI
AND
MAI ZETTERLING

IN "PICCADILLY THIRD STOP"

AT THIS THEATRE NEXT WEEK

Every shop lays claim to three-star service, and on this basis a phrase can be used such as: IF YOU WANT THREE-STAR QUALITY USE BLOGO'S DRY-CLEANING SERVICE – AND FOR THREE-STAR ENTERTAINMENT SEE "PICCADILLY THIRD STOP" WITH TERENCE MORGAN, YOKO TANI AND MAI ZETTERLING, SHOWING NEXT WEEK AT THE Rex.

A similar phrase could be evolved for practically every main store in your locale.

To further press home this film why not use three separate doors in your theatre? – spreading the title across them large and colourful, possibly in Day-glo lettering. Also use blow-up heads of the stars – picking out the highlights of their eyes. This gives an added distinction, plus a shade of reality to these photographs in both daytime and during the evening.

Have large, silver cut-out stars arranged on the three doors, pushing home the fact to your patrons that this is a three-star film not to be missed.

THE CONSISTENT MR. MORGAN

What is the secret of the ever-increasing popularity of Terence Morgan? No doubt his fans will come up with many explanations, but here is one suggestion that may contain a part of the answer – his consistency.

In a succession of important pictures he has never turned in a bad performance. In "Piccadilly Third Stop" Terence Morgan tackles one of his most difficult roles – as the charming, but cunning and ruthless young crook who attempts to steal £100,000 from the safe of a foreign embassy in London.

It is a tribute to his ability that he handles this role with perfect ease. The result – a character that fills the screen with a quiet, yet vivid, realism.

Sell Terence by foyer displays – use the 30" x 20" (Ref. 'B') blow-up in front-of-house and away-from-theatre sitings. Publicise him widely in your town, particularly where young people gather (factory canteens, youth clubs, cafes, etc.).

In addition, why not exploit these novel gimmicks designed to keep Terence Morgan's name before the public:

...By searching through the Press diary columns for people who share the same birthday as the star (December 8th) and make them your special first-night guests.

...By sending a teaser postcard to people named Morgan (listed in the telephone directory) along the lines of:

Dear Mr. Morgan,

Mr. Terence Morgan is at the Rex next week in a startling new thriller "Piccadilly Third Stop". Hope you will come along to see him.
THE UNDERGROUND—FACTS AND FIGURES

Although the background of "Piccadilly Third Stop" is essentially the gambling parties, gay coffee bars and fashionable weddings of the West End's "smart set"—the Underground, nevertheless, plays an integral part throughout.

With a title such as this, a quiz in your local newspaper spotlighting this subject would not be amiss. As this embraces facts and figures generally unknown to the public, it would appear advisable to print the answers on another page.

Alternatively, this would be useful if run through a leaflet promotion.

THE UNDERGROUND—HOW MUCH DO YOU KNOW?

1. Can you say how many passenger journeys (approximately) are made on London's Underground railways daily?
2. The first sub-surface steam railway opened by the Metropolitan Railway on January 10th, 1863, was the idea of a London City solicitor. Who was he?
3. From the outset all "tube" stations were equipped with lifts to take passengers to and from the platforms below, but where were the first escalators introduced?
4. Do you know which station has the longest escalator?
5. The first tube railway in the world ran between two stations in London, can you name them?
6. Do you know:
   (a) How many route miles the Underground covers?
   (b) How many stations it serves?
   (c) Could you say which Underground station is most used by passengers starting and/or ending their journeys in one week?

SELLING YOKO TANI

Exquisite, Paris-born Japanese actress, Yoko Tani joins one of Britain's top actors—Terence Morgan—in "Piccadilly Third Stop." Tiny, adorable, with all the dainty beauty of a porcelain figure, she imparts a lingering fragrance to the whole picture.

Yoko Tani adds lustre to her reputation by a vitally realistic performance as Seraphina Yokami in this film.

Sell this fine actress in one of her most important starring roles by making particular use of the special 11" x 14" fashion stills.

Use these stills and other blow-ups in your shop tie-ups, and special efforts should be made to arrange displays in beauty parlours, fashion houses and ladies' hairdressers.

The accent of your Yoko Tani newsworth boards should be on her dramatic progress during the years and her varied roles—to be used when cuttings from the many film magazines and also stills from the film.

This could be accentuated with appropriate captions stressing the fact that Yoko Tani now has her biggest and most exciting role in the year's most exciting film—"Piccadilly Third Stop".

SELLING POINT

Outside the theatre and at busy points around town, such as railway station entrances and factory gates, use the old but effective newsboy idea, with bill boards reading:

BIG ROBBERY!!!

THIEVES USE UNDERGROUND TO REACH £100,000

Also leaflets on these lines, with play-date on one side and full credits.

CRIME PREVENTION—FOYER GIMMICK

The police are laying great stress these days on the crime prevention side of their work.

A large number of burglaries, house-breakings, etc., are only carried out successfully because householders are careless about their own property. Offer your foyer or lounge space to the local police force, and invite them to stage an exhibition. This could build into quite a big thing, with demonstrations, short talks, as well as exhibits and photographic material.

Really ambitious schemes might include the setting up of a burglary-alarm system of some kind or other and challenging patrons to open a special "door" without setting off the warning. Here is another stunt which will attract attention and gain valuable Press and word-of-mouth publicity.

Contact a safe company and ask them to site a safe in your foyer. Then speak to your local locksmiths asking them to loan you approximately 1,000 keys—just one of which will open the safe.

Then invite your patrons to "Find the key that will open this safe—and discover something to your advantage."

Inside this would be a selection of stills from "Piccadilly Third Stop" and a line of copy that would read:

"THESE ARE SCENES FROM THE YEAR'S MOST SUSPENSE-PACKED CRIME THRILLER—SEE 'PICCADILLY THIRD STOP' AT THIS THEATRE NEXT WEEK."

This suggestion could, possibly, be linked to a charity scheme with a penny entry payment for each attempt on the lock—funds going to a local good cause.

YOUR THRILL CHECK-LIST

Concentrate on the thrill imminent in "Piccadilly Third Stop" by using:

...an electric clock in the foyer so wired that a red light flashes every minute to emphasise your "thrill-a-minute" programme.

...a "best action shot" photo contest run in conjunction with Press or camera centre.

...three sandwich-board men carrying just the words "PICCADILLY THIRD STOP"—written in Day-glo—and on the reverse "TODAY'S TAUTEST THRILLER—REX—NOW!!"

...give-aways like simple triangular cut-out, with the line "FROM ANY ANGLE—A GREAT THRILLER!" On the reverse side would be "PICCADILLY THIRD STOP"—REX—NEXT WEEK.
CONTEST BLOCK

With your attention focused on the attractive Yoko Tani, why not place this eye-catching contest block with the local newspaper?

During recent years many foreign artists have starred in British films— we have chosen six.

Ask your readers to name the star and also the film from which the still was taken.

They should be told in advance that No. 1 is Yoko Tani and the scene is from "Piccadilly Third Stop"— a film in which she stars with Terence Morgan. The film is to be shown at your theatre shortly.

For your information, the other stars and films are:

2. Horst Buchholz, "Tiger Bay"
3. Hardy Kruger, "Blind Date"
4. Mylene Demongeot, "Upstairs And Downstairs"
5. Taina Elg, "39 Steps"
6. Eva Bartok, "Beyond The Curtain"

Block PTS-Comp 6” d.c. 12/6

LOBBY LUD

Try for at least one holder-than-usual promotion. It could be a mobile "Lobby Lud" in which a so-called "getaway car" (as used in the film by Terence Morgan and Mai Zetterling) is announced to be touring the streets at specified times.

This could be held either in conjunction with your local Press or through leaflet promotion.

Details announcing this contest would give the type of car to look out for (colour, etc.) and how many people will be travelling in it. The car itself would carry a certain amount of film publicity, and prizes would go to the first 10 people to notify the theatre of its correct license number.

NOVELTY MAP LEAFLET

Most estate agents produce local road maps—obtain the loan of one of these blocks, blank out the street names and insert a cross on each corner of the map. (These could be overprinted on locally-produced leaflets.)

From each cross a saltpetre track leads to your theatre. The leaflet could be printed on thin paper and lettered—"First stop 'Piccadilly Third Stop'—place lighted cigarette end on star nearest your home." To defray expense incurred on the production of this leaflet, use the back for tie-up with laundry or dealer on the angle:

"Make our store your first stop . . ."

Include film and theatre credits also on the back of this leaflet.

DELIVERY SERVICE

Grocers, butchers, furnishers, bakers— in fact, traders of almost every description—these days pride themselves on delivery services. These services can be linked to the film by the slogan:

NON-STOP—SLICK, SPEEDY DELIVERY SERVICE—YOU CAN RELY ON US. AND YOU CAN RELY ON EXCITING SCREEN ENTERTAINMENT ALL NEXT WEEK AT THE REX—TERENCE MORGAN, YOKO TANI AND MAI ZETTERLING IN "PICCADILLY THIRD STOP."

NEWSPAPER COMPETITION

Beautiful Yoko Tani has an equally beautiful name. It means "Flower of the Ocean". Suggest to your local editor that he runs a competition on the following lines:

Every day for a week the paper would carry a photograph of a beautiful girl (preferably local) and readers would be invited to suggest Japanese-style names, in English, for each of them.

Ask a well-known local celebrity to judge, with the editor's help, the most appropriate of the names submitted.

You might carry this a stage further if you have a Japanese residing locally. Get him to translate these names into Japanese.

Invite the winners to your theatre on your first night to act as hostesses.

MAKE THESE STORES THE First STOP...
TRAVEL AGENTS—
THE INTERNATIONAL ANGLE

"Piccadilly Third Stop" brings together Britain's Terence Morgan, Sweden's Mai Zetterling, Japan's Yoko Tani and from America John Crawford.

You could utilize this international angle to the best advantage by tying up with your local travel agents on these lines:

B.O.A.C. CARRIES YOU ALL OVER THE WORLD. THE REX PRESENTS WITH PRIDE A GREAT INTERNATIONAL CAST:

BRITAIN — TERENCE MORGAN
SWEDEN — MAI ZETTERLING
JAPAN — YOKO TANI
AMERICA — JOHN CRAWFORD

ALL STARRING IN "PICCADILLY THIRD STOP" SHOWING ALL NEXT WEEK.

Why not extend this idea by bringing it into your foyer. Here you could have a map of the world prominently displayed. Portraits of the four stars could be pinned against the background of their respective countries, and the overall theme would be:

NORTH — SOUTH — EAST — WEST

FROM THESE POINTS OF THE WORLD COME THE STARS OF "PICCADILLY THIRD STOP"

WATCH OUT FOR TERENCE MORGAN YOKO TANI MAI ZETTERLING JOHN CRAWFORD IN THIS SUSPENSE-FILLED PICTURE. COMING SHORTLY TO THIS THEATRE.

TIE-UP STILLS

14" x 11" Ref. 'D' 2/-
( Florists)

14" x 11" Ref. 'E' 2/-
(Men's Wear)

14" x 11" Ref. 'F' 2/-
(Hairdressers
Men's Toilett Requisites)

FASHION SET—CONTEST IDEAS

What is it that makes a woman glamorous? This perennial question can be an appropriate part of your "Yoko Tani selling campaign".

For instance, it could start a lot of discussion, and spark off considerable controversy, if you were to arrange a contest in which readers are asked to put 10 possible reasons for glamour in order of importance. Such a list could read:

1. Sophisticated.
2. Good grooming.
3. Choice of clothes.
4. Figure.
5. Facial beauty.
6. Department.
7. Pleasant personality.
8. Subtle choice of cosmetics.
9. Charm.
10. Hair colouring.

The local beauty salon might be interested in participating in such a contest with the offer of special beauty treatment as the prize. The winner would also be invited to your first night.

This set of four 14" x 11" stills (Ref. 'G') can be used in many ways. Three suggestions are:
1. Offer them to your local photo or fashion editor for use with editorial copy.
2. Tie-ups with leading fashion stores, beauty parlours, hair stylist, or specialty shops for window displays.
3. Last, but by no means least, for your advance foyer displays.

Set of Four 14" x 11" (Ref. 'G') Price 8/-

COMPOSITE PAGE

This composite page heading block has been devised for "Piccadilly Third Stop" and, with its apt wording, should be most suitable for local traders, run in conjunction with your newspaper.

This feature could have added reader interest by using a mix-up of words in the advertising copy. Invite readers to find the error and possibly the dealers participating would put a small prize for the first correct solution received.

Block PTS-9 Actual size 2" x 14" 15/-
THE MUSIC

The sheet music of the "PICCADILLY THIRD STOP" theme will lend an extra boost to the selling of this film. It is published by Filmusic Publishing Co., Ltd. 110 New Bond Street, London, W.1., at 2s.

BLOW-UPS

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

OFFICIAL ADVERTISING CREDITS

Sydney Box Associates Limited present

TERENCE MORGAN YOKO TANI All 100/
MAI ZETTERLING WILLIAM HARTNELL
and
JOHN CRAWFORD Any size

PICCADILLY THIRD STOP

GUEST STAR
DENNIS PRICE

Story and Screenplay by LEIGH VANCE
PRODUCED BY NORMAN WILLIAMS
DIRECTED BY WOLF RILLA

Notice is hereby given that the official advertising credit layout above is derived from the production company's legal contracts, and should be adhered to wherever such credit information is used for advertising purposes.

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 (Telephone: 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-Sales enquiries and orders should be placed with Ad-Sales Department, 127 Wardour Street, London, W.1 (Telephone: GERald 7311).

PICCADILLY
THIRD STOP

Approx. Length, 8,083 ft.
Approx. Running Time, 90 mins.
Certificate, 'A'
Also available

DOUBLE CROWN
30" x 20" 1/6

PICCADILLY THIRD STOP

TERENCE MORGAN
YOKO TANI
MAI ZETTERLING
WILLIAM HARTNELL
JOHN CRAWFORD DENNIS PRICE

QUAD 30" x 40" 3/-

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 10" x 8" stills on hire, price 10/- the set. Credit of 5/- is allowed on return in good condition promptly after play-date.

STICKERS
Attractive stickers are available for this picture, size 11" x 8½". They are supplied free on the scale of six per theatre. Requests for additional quantities should be made to Ad-Sales Department.
Sydney Box Associates Limited present
TERENCE MORGAN · YOKO TANI
MAI ZETTERLING · WILLIAM HARTNELL
and
JOHN CRAWFORD

PICCADILLY THIRD STOP.

Guest Star
DENNIS PRICE

Story and Screenplay by Leigh Vance · Produced by Norman Williams
Directed by Wolf Rilla

4" Double Column PTS-J  10/6

3" Single Column PTS-C 6/9

2" Single Column PTS-B 6/6

1" Single Column PTS-A 6/3

Press Ads

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GW

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