“Keeps the laughs coming at machine-gun pace . . . very funny . . . . . . absolute box-office snip . . . . . .”
— TODAY'S CINEMA.

RONALD SHINER
GYNT * JAMES HAYTER * WILFRID HYDE-WHITE

"See How They Run"

Greta Gynt • James Hayter • Wilfrid Hyde-White

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CAMPAIGN BOOK
THE STORY

Wally Winston (RONALD SHINER) did not like the Army but was in it because a rich uncle of his had died and left him a fortune on condition that Wally reached the rank of sergeant. So far Wally has only attained the rank of acting-sergeant. Moreover, he has made a bitter enemy of Sergeant-Major Towers (MICHAEL BRENNAN), and his chances of advancement are very slight.

One day Wally spots a very old friend of his—Penelopeaire Hayes (GRETAL GYNT) with whom he once appeared on the stage in "Out of Town." Penelopeaire is now married to the Viscount of Middletown, Lionel Toop (RICHARD WATTIS), and that evening Wally only obtains a pass from his commanding officer and pays a visit to the vicarage. Penelopeaire is delighted to see him but Lionel is out. Unknown to both of them the village gypsy, Miss Skillson (VOROA LYM), has arranged their fond greeting and naturally assumes that they are having an affair. When she later peers through the windows and sees Wally and Penelopeaire re-enacting a light scene from one of their plays she thinks that it is genuine and intervenes, but is accidentally knocked out. They try to revive her with a bottle of cooking syrup but this seems ineffective and they leave her with the remainder of the sherry hoping she will revive herself. Then Penelopeaire and Wally decide to pay a visit to Badger's House one of their favourite plays is being performed and because Badger is out of bounds for Wally he dons an old suit of Lionel's complete with clerical collar.

After the theatre they go to a restaurant and there meet Brigadier Buskin (WILFRID HYDE WHITE) who saves Wally from arrest when Sergeant-Major Towers searches the premises for soldiers who have no right to be there.

Meanwhile, Lionel is enjoying a glass of lemonade with the Governor of the local prison when it is announced that a dangerous convict, "Basher" Scroggs (CHARLES FARRELL), has escaped. Lionel hurries off in his car, unware that "Basher" is hiding in the rear of it. On entering the vicarage he is horrified to discover Miss Skillson lying on the sofa completely intoxicated. He is followed shortly afterwards by the maid, Isa (DORA BRYAN), who draws the worst possible conclusion from the scene beforehand.

By this time "Basher" has entered the house, knocked Lionel unconscious, and removed his outer garments which he cloaks in himself. While this is going on Penelopeaire's uncle, the Bishop of Lax (JAMES HAYTER), arrives and proceeds to make himself at home. Lionel recovers and abusing the Bishop, concludes that he was his assailant and takes a swipe at the Bishop's jaw. The Bishop ducks and Lionel, still dazed finds himself sprawled in a nearby cupboard in which Miss Skillson has cloaked herself.

Penelopeaire and Wally return, and Penelopeaire faints upon opening the cupboard and finding her husband apparently asleep in the arms of Miss Skillson. The Bishop believes that Wally is Penelopeaire's husband, for he has never met him, and is disgusted with his behaviour. When Lionel recovers he spots Wally dressed in a suit of his clothes and mistakenly attacks him for his recent escapade. Lionel, however, is visited by the sort of sudden convulsion and confusion which attend an escaped convict. Unfortunately, the Sergeant-Major picks on the Bishop of Lax as the most likely suspect and this gives Wally a chance to get back into Army uniform.

For this purpose Wally uses an Army truck as his changing room.

Meanwhile, "Basher" has freed the large and cumbersome double-clad Mr. Clegg with him and makes him get into the truck. They drive off at break-neck speed, but Wally was soon situated by hiding "Basher" under a spunet with a spinner and bringing the truck to a halt at the Regimental Headquarters.

For his part in the adventure in which Sergeant and Sergeant-Major Towers are demoted to Lance-Corporal (acting-sergeant). Wally, of course, lives happily ever after.

LENGTH: 7,540 ft.
CERT. "A" 1939
RUNNING TIME: 84 minutes

CAST

Wally Winston...............Ronald Shiner
Penelopeaire Hayes.........Gretta Gynt
Bishop of Lax..............James Hayter
Brigadier Buskin.........Wilfrid Hyde White
Ida..............Dora Bryan
Rev. Lionel Toop.........Richard Wattis
Miss Skillson...............Violet Lyell
Basher........Charles Farrell
Sergeant-Major Towers, Michael Brennan
Rev. Arthur Humphrey......Roddy Hughes
2nd Motor Cycle Corp........Arthur Cortez

CREDITS

Produced by...............Bill Buckwell
Directed by...............Leslie Arliss
Based on the Play by........Philip King
Screenplay by...............Leslie Arliss
Valentine and Roy Miller
Co-Producers..............D. E. A. Wynn
Second Unit Director........Tony Young
Music Composed and Directed by...............John Bath
Director of Photography...............Kenneth Talbot
Art Director.................Ivan King
Miss Gynt's clothes by........"Estrada" of Grosvenor Street
Colonel Warington..........Ballard Berkeley
General Okon........Goree Hargrave
Dai Evan.................Glenda DeMille
Prison Governor..........Hamilton Keene
Track Driver...............Fred Griffiths
Orchestra Leader........Joseph Calvert
Percy (Home Guard).......Tony Quin
Clarence (Home Guard).....T. W. Gill
Ivan Wilson
Country Policeman........George Roderick
1st Motor Cycle Corp.......Ken Buckley

CATCHLINES

Ronald Shiner's Greatest Comedy Hit!

Upcoming Comedy for the Whole Family!
See how you'll laugh at this big comedy riot!
A laugh-a-minute comedy!
A riot of laughter!

RICHARD WATTIS

RICHARD WATTIS, favourite British screen character actor, has broken his long string of "Men on the stage from the Ministry" roles that have seemed to come his way recently to don a clerical collar in his latest picture "SEE HOW THEY RUN." This ex-film publicist Bill Buckwell produced at Southall Studios, with Leslie Arliss directing.

And Dickie thinks it is one of his best parts—surely one of those rare comes for which he is famous, but right through the picture.

WILFRID HYDE WHITE

Gloucestershire-born—Boatman-on-Water claims him—Wilfrid Hyde White was a student of R.A.D.A., that institution which has been the training ground of outstanding future actors and actresses. For twelve years, since his debut in 1922, the stage claimed his exclusive services. Then, in 1934, came a film called "Rembrandt," in which Mr. Hyde White—no one does call him by his first name—stood out like a signpost, pointing his way. From that moment he never looked back.

DORA BRYAN

Stage, screen, quick-fire revue, broadcast—nall the same it comes to the dizzy, delightful Dora Bryan—so long as it's funny.

Cockney character—cutting Coward cameos—coolly cuties—Dora's your girl.

This highly versatile and warm-hearted actress has the world at her feet, where comedy characterization is concerned.


Dora gives a delightful performance as "Ida The Mantrap" in Bill Buckwell's rip-roaring farce of "going-on" in the country cookery—"SEE HOW THEY RUN," her latest film.

CATCHLINES

Ronald Shiner's greatest comedy hit!
Upcoming comedy for the whole family!
See how you'll laugh at this big comedy riot!
A laugh-a-minute comedy!
A riot of laughter!

See how they'll run to our box office!
OE-OFFICE FOR THIS BIG LAUGH HIT!

GRETA GYNT
Blonde, statuesque Norwegian beauty, Greta Gynt, has always been a popular favourite with British cinema audiences for her glamorous "other woman" roles. She was always the "vamp," sexy, sinister and slyly.

As such, she dominated the screen only a few years ago in such successes as "Take My Life," "Dear Murderer," "The Calendar" and "Mr. Perrin and Mr. Traill."

In producer Bill Luckwell's hilarious screen adaptation of Philip King's long-running stage farce, "SEE HOW THEY RUN," Greta Gynt plays her very first comedy role.

Oslo-born, Greta first entered film in Stockholm. It was not long before British producers began to take notice of this glamorous "vamp" who could undo anything Hollywood could produce in the way of sex-appeal. They invited her to Britain, where she has stayed ever since.

RONALD SHINER IN HIS BIGGEST COMEDY SUCCESS

[Current Review]

Now showing at the... Cinema is a rip-roaring farce called "SEE HOW THEY RUN" which stars Britain's top comedian, Ronald Shiner. Based on the long-running stage hit of the same name, the film gives Shiner his biggest success since the record-breaking "Worm's Eye View."

The story is a hilarious farce about an Army Corporal (RONALD SHINER) who becomes involved with an escaped convict (CHARLES FARRELL) and there are high jinks at the local vicarage where the convict is finally run to earth.

Involved in the hilarious story are Wilfred Hyde White as a Brigadier and Greta Gynt as the Vicar's wife.

This film will give you some of your biggest laughs, so do not miss seeing this great comedy.

"SEE HOW THEY RUN" was produced by Bill Luckwell and directed by Leslie Arliss. Apart from those mentioned above the film also features JAMES HAYTER, DORA BRYAN and RICHARD WATTS.

RONALD SHINER HAS LEADING LADY FOR THE FIRST TIME

In "SEE HOW THEY RUN," a comedy written by Philip King, Ronald Shiner, for the first time, plays opposite a leading lady. She is beautiful Greta Gynt who plays the part of an ex-girlfriend of Ronnie's, now happily and safely married to a local vicar. The fun and games consequent upon the vicar's wife lending Ronnie a suit of her husband is fast and furious. "SEE HOW THEY RUN" will soon be showing at the... Cinema.

INTRODUCING A NEW STARLET

In "SEE HOW THEY RUN," Philip King's riotous comedy, starring Ronald Shiner, Bill Luckwell introduces a new face to British films. She is glamorous, gorgeous, Gloria Haigh—"The Gorgeous Gloria" as she was dubbed at the studios when making "SEE HOW THEY RUN." Gloria is 17 years of age, and has just completed her studies at the Royal Academy of Dramatic Art. The "Dumb Blonde" part she plays in a cameo scene with Wilfred Hyde White is most impressive and there is little doubt that soon Britain will have another seductive star on her hands. "SEE HOW THEY RUN" is showing at the... Cinema next...

JAMES HAYTER
James Hayter was born at Lanchula, India, in 1907, and travelled all the way to Scotland for his education at the Dollar Academy. He made up his mind early that the stage was just his career and studied for it at the R.A.D.A. He made his first appearance on the boards in 1925. An attempt to record a list of the plays and films in which he has appeared since then would need twenty times the space than is available here. But perhaps his best-known role during recent years was as Mr. Pickwick in "The Pickwick Papers," which brought him world-wide renown.

An invertebrate family man, James Hayter is fond of introducing his charming wife as "the mother of my five." In Bill Luckwell's "SEE HOW THEY RUN" he plays a bishop.

SHOWMANSHIP

TIE-IN WITH THEMUSIC FROM THE FILM

The song "Dancing With A Dream" from "SEE HOW THEY RUN" is published by John Fields Music Co. Limited, 107/111, New Oxford Street, London, W.1. (Tel: Temple Bar 7658) who are also publishing "Paradise Sambo" from the film. The man to contact at John Field Limited is Joe Roncoroni. All local music shops should be supplied with stills and an attractive display advertising film credits and theatre playdates.

TIE-IN WITH ESTRAVA FOR FASHION STORES

An interesting exploitation angle is that all of Greta Gynt's dresses in the film were bought "off-the-peg" from Estrava, 62, Grosvenor Street, London, W.1. Mrs. Sosnow is the person to contact about. It is probable that your local fashion stores sell Estrava products, but Mrs. Sosnow can advise you who your local stockists are.

CONTACT DRAMATIC SOCIETIES

The play "SEE HOW THEY RUN" by Philip King has been played at least once a year by every Repertory Company in Great Britain. Secretaries of local Dramatic Societies should be approached and asked to enclose a note in their next communication to members giving them the date of screening and the name of your theatre.

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Greta Gynt .... Ref. B Please quote these Reference
Wilfred Hyde White .... Ref. C Numbers when Ordering.
Dora Bryan .... Ref. D THESE FAVOURITES MAKE
James Hayter .... Ref. E QUEUES!
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