ASSOCIATED BRITISH Presents
Van HEFLIN • Wanda HENDRIX • Eric PORTMAN

in A Mayflower Production

SOUTH OF ALGIERS

with CHARLES GOLDNER
JACQUES FRANCOIS

Original Story and Screenplay by ROBERT WESTERBY
Produced by AUBREY BARING & MAXWELL SETTON
Directed by JACK LEE
Distribution by Associated British-Pathé

Colour by TECHNICOLOR

‘OUTSTANDING . A QUALITY BRITISH FILM. . it should clearly register with all audiences . . we’ve seldom seen better Technicolor photography’  Josh Billings ‘Kinematograph Weekly’
"SOUTH OF ALGIERS" HERE NEXT WEEK

The Associated British-Mayflower Technicolor picture SOUTH OF ALGIERS is coming to the........ Theatre next week. Co-starring three internationally known stars, Van Hefflin, Wanda Hendrix and Eric Portman, it is a fast-moving adventure story about the search for a golden mask amongst the ancient tombs of North Africa. Handsome Van Hefflin plays the part of an American adventurer and journalist who accompanies an eminent English archaeologist, Eric Portman, on his quest. Beautiful Wanda Hendrix, playing in her first British film, has the part of Portman's daughter.

The savage beauty of the Sahara with its ruined cities and breathtaking natural phenomena provides a vivid setting for this tense and unusual story.

Included in the distinguished supporting cast are Jacques Brunius and Charles Goldner as the two villains, Jacques Francois, who will be remembered for his parts in French and English films, Alec Mango as an Arab bandit, and many others.

SOUTH OF ALGIERS was produced by Aubrey Baring and Maxwell Setton, directed by Jack Lee and distributed by Associated British-Pathe.

(Approx. 270 words)

ACTION AND EXCITEMENT IN "SOUTH OF ALGIERS"

The Associated British-Mayflower Technicolor production SOUTH OF ALGIERS is showing all this week at the Cinema.

Fast-moving and exciting, it tells the story of a search amongst the ruined cities of the Sahara for a fabulous golden mask. It stars Van Hefflin as an American adventurer, Wanda Hendrix, lovely Hollywood actress, seen here in her first British role, and Eric Portman, perfectly cast as an eminent archaeologist obsessed by his quest, and father of Wanda Hendrix. The hazards they are obliged to undergo, which include sandstorms and hostile Arabs, are equalled only by the unrelenting attentions of two ruthless crooks who also, for less worthy reasons, are determined to find the mask.

In the strong supporting cast there are Jacques Brunius and Charles Goldner as the two villains, Alec Mango as an Arab bandit, and Jacques Francois.

SOUTH OF ALGIERS was produced by Aubrey Baring and Maxwell Setton, directed by Jack Lee and Associated British-Pathe are the distributors.

(Approx. 190 words)

SALES TALK . . . AFRICAN STYLE!

While on location in North Africa for the Associated British-Mayflower Technicolor production to be seen this week at the Theatre, the stars found time to investigate the colourful shops and bazaars of Tunis.

Van Hefflin bought two carpets, several brass jugs and urns and a case of native wine. Wanda Hendrix, petite Hollywood star, bought a black burnous edged with gold braid, a guitar made from tortoise-shell and several sets of bracelets and necklaces. But Wanda, very soon discovered that haggling is an essential part of the shopping routine in North Africa. They have a really slick sales technique there. One of the stars says, "one day I was almost persuaded to buy a camel!"

SOUTH OF ALGIERS is a thrilling adventure story of a search amongst the ruined cities of the Sahara for a fabulous golden mask. Also starring Eric Portman, the film was produced by Aubrey Baring and Maxwell Setton, directed by Jack Lee and distributed by Associated British-Pathe.

(Approx. 190 words)

THE CREDITS

Produced by:
Original Story and Screenplay by:
Directed by:
Oriental dance by:
Director of Photography:
Art Director:
Editor:
Production Manager:
Costume Designer:
Assistant Director:
Sound Recorder:
Camera Operator:
Make-up:
Hair Stylist:
Cameras:
Technical Colour Consultant:
Camera Department:
Music Composed and Arranged by:
Played by:
Under the direction of:
Recording Director:
Sound:
Made at:

AUBREY BARING and MAXWELL SETTON
ROBERT WESTERBY
JACK SADGSKY
SAMIA HAKIM
OSWALD MORRIS, B.S.C.
DON ASHTON
CECIL R. FOSTER KEMP
BRUCE HARRIS
DAVID PEERS
LESLEY HAMMOND
ARTURO BERBERI
JIM HYDE
POLY
CONNIE WILLIS
JOAN BRIDGE
JOHN REDWAY
ROBERT GILL

ASSOCIATED BRITISH STUDIOS
LONDON

ROBERT Y. KING
R.C.A. SYSTEM
ELSTREE STUDIOS

PAGE TWO
IF I HAD NOT BEEN AN ACTOR...

Eric Portman who co-stars with Van Hefflin and Wanda Hendrix in the Associated British-Mayflower Technicolor film "South of Algiers," in an interview with our reporter, said:

"I lucked out to be an actor—and I can think of nothing I'd rather be—I should like to have been a detective and wear a hat, and to try and find out what the alchemists of the mind; to help have their discoveries and their lives. Seeking, as they do, for a reason to explain why one person is kind and another cruelly cruel; why one man outwardly appears to be a good citizen and yet is capable of the most foul crime; why a woman who adores children is yet able to kill her child—the work of these doctors in their fight to perfect a true science of the mind must be intensely interesting.

"Perhaps there is something of the actor's in this investigation. Certainly there is more to the actor's job than mere technical accomplishments. At times, one can play the foibles and idiosyncrasies of the individual. Yes, it would have been wonderful to have had the special living life of a scientist's healing power, but as I haven't I'm satisfied with my present job as an actor."

In "South of Algiers," which will be showing at the Theatre all this week, Portman plays the part of an obsessed archaeologist in search of a fabulous golden mask amongst the ruined cities of the Sahara Desert. The film was produced by Aubrey Baring and Maxwell Setton, and directed by Jack Lee. Associated British-Pathe are the distributors. (Approx. 320 words)

ERIC PORTMAN GETS A SURPRISE

Film actors are used to surprises in their jobs, the unusual is often usual. But Eric Portman, who co-stars in SOUTH OF ALGERS with Van Hefflin and Wanda Hendrix, admits that he was both surprised and amused by his fiancée's reaction.

Portman flew out from England for the location, landed at Tunis airport and was driven away to his hotel by car. The following day he arrived again by plane at Tunis airport, and was again driven away by car. But this time film cameras recorded his actions and the man who arrived was not Portman but Professor Burnet, an eminent archaeologist obsessed by his quest to find the fabulous golden mask amongst the ruined cities of the Sahara Desert. The thrilling adventure story was co-produced by Aubrey Baring and Maxwell Setton, and distributed by Associated British-Pathe, the distributors of SOUTH OF ALGERS which will be showing at the Theatre all next week. (Approx. 190 words)

POTTED PARL.

SANDSTORM TO ORDER

When a sandstorm was required for one scene of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, director Jack Lee had a fine time with the aid of four light aeroplanes. Parked beside the camera while the prologue was filmed, the aeroplanes glistened white, with a fine sandstorm which photographed better than the real thing.

SANDSTORM TO ORDER

When a sandstorm was required for one scene of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, director Jack Lee had a fine time with the aid of four light aeroplanes. Parked beside the camera while the prologue was filmed, the aeroplanes glistened white, with a fine sandstorm which photographed better than the real thing.

VAN HEFFLIN'S THIRD VISIT

The Associated British-Mayflower Technicolor film SOUTH OF ALGERS, starring Van Hefflin and Wanda Hendrix, will give Jack Lee his third visit to England for the third time. He was here first all of the 1930's as a stunt man aboard an oil tank. Then as a combat photographer in the U.S. Air Force he came over again with the tankers. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.

SNOW ON THE PALMS

Sunshine and warm breezes were what the SOUTH OF ALGERS unit expected in North Africa during the making of the Associated British-Mayflower Technicolor film SOUTH OF ALGERS, he wears an Arab dress for his role as the bandit leader Mahmoud. And in Captain Horvath's "Amerika" he was also heavily disfigured as Don Julian Alvarado, the mad South American dictator.
STAR BIOGRAPHIES

VAN HEFLIN
One of Hollywoods most successful actors, handsome Van Heflin plays a starring role in Solar, Wanda Hendrix and Eric Portman in the Associated-British-Mayflower Technicolor production SOUTH OF ALGIERs to be seen next week at the . . . Theatre.

Van Heflin was born in Oklahoma in 1910 and his full name is Emmett Evan Heflin. A love for the sea resulted in most of his school vacations being spent on various sea-trips and before he commenced his studies at Oklahoma University, he had visited Mexico, Honolulu and South America. After two years at college he joined the crew of a cargo boat bound for the Panama Canal.

His first acting opportunity was a bit part in the play called Mr. Moneypenny which failed and Van went back to sea where he remained for the next three years. In 1940 he entered the Entertainments National Service Association (ENSA) and was attached to a dramatic school and there met Florence Vickers (now Wanda Hendrix). A series of stage parts followed and in 1939 he played opposite Katharine Hepburn in the long-running play, "Philadelphia Story."

A contract with M-G-M was the outcome and since then Van Heflin has made many films, H. M. Pulman, Esq., Johnny Eager, etc., for which he won an Academy Award, Green Dolphin Street, Polly Fulton and many other films. In 1942 he married actress Frances Neal and in the same year entered the U.S. Army Air Corps and was sent overseas. As an operational flyer he was based in Italy.

SOUTH OF ALGIERs, Van's latest film, is a thrilling and unusual story of a search for a golden mask amongst the ancient tombs of North Africa. Van plays the part of an adventure writer accompany and his daughter (Wanda Hendrix) on this exciting quest.

The distinguished supporting cast is headed by Charles Goldner, Jacques Francois and Jacques Brunius.

SOUTH OF ALGIERs was produced by Aubrey Baring and directed by Jack Lee and distributed by Associated British-Pathe.

WANDA HENDRIX
From Hollywood to North Africa came one of Hollywood's youngest, smallest and loveliest stars Wanda Hendrix, signed up to play the part of Eric Portman in the new Associated-British-Mayflower production in Technicolor SOUTH OF ALGIERs also starring Van Heflin, which will be showing at the Cinemas next week.

Wanda, whose real name is Dixie Walker, was born in a small village in the Midwest. She has bright eyes and weighs only six stone eleven pounds. She was born in 1928 in Florida and started her acting career at a very early age. At fifteen she was already in Hollywood making her screen debut opposite Bette Davis in the Confidential Agent. Welcome Stranger came next with Bing Crosby as her leading man.

Her role as a Mexican-speaking native girl in Ride a Pink Horse was the start of her career.

After the war he had notable success in Brighton Rock, Black Magic, Bond Street, Rocking Horse Winner and Encore.

Charles Goldner is married. He is a good reader and is an enthusiastic golfer.

JACQUES FRANCOIS
Jacques Francois was born in Paris in 1921 and after training for the Diplomatic Corps after leaving school he soon decided to be an actor instead. But the war intervened and he served with the French Navy until 1941. He then entered the Paris Conservatoire and studied under Jean Louis Barrault.

Several stage successess put him in the front rank of the French stage and his first film part soon followed in the role in the successful musical The Barleys of Broadway. Pact with the Devil came next which was made in Italy. After some very successful French films he played in British Encore and as a result he obtained the role of Wanda Hendrix's fiancé in the Associated British-Mayflower Technicolor production, SOUTH OF ALGIERs.

POTTED PARS UNCOMFORTABLE
PETITE WANDA HENDRIX, on location in North Africa for the Associated British-Mayflower Technicolor drama SOUTH OF ALGIERs in which she co-stars with Van Heflin and Eric Portman, spent eight whole days riding on a camel's back for an average of 10 miles a day. Her verdict: "The most uncomfortable means of transport in the world."

NEVER SEEN FOG
A thick London fog greeted Van Heflin and Wanda Hendrix when they arrived in England from Hollywood for the Associated British-Mayflower film SOUTH OF ALGIERs in which they are co-starred with Eric Portman. Wanda was delighted, for she had never seen fog before. But Van Heflin got lost and almost missed a welcome-to-Britain party held in his honour.

FOREIGN
Aubrey Baring and Maxwell Setton, co-producers of the Associated British-Mayflower Technicolor production SOUTH OF ALGIERs, have made nearly all their films against a foreign background. They went to Egypt for Cairo Road, to Belgium for So Little Time, to Paris for The Spider and the Fly, and to South Africa for The Adventurer. Tunis and Algeria are the locale for SOUTH OF ALGIERs, which co-stars Van Heflin, Wanda Hendrix and Eric Portman.

2000 YEARS AGO
For one scene of the Associated British-Mayflower Technicolor production, SOUTH OF ALGIERs, Van Heflin and Wanda Hendrix acted in a theatre where the last theatrical performance took place 2,000 years ago. This was in the ruins of the ancient Roman city at Djemila, in Algeria.

ANCIENT HISTORY
Van Heflin and Wanda Hendrix paid an unofficial visit to the British Museum during their stay in England for the Associated British-Mayflower Technicolor production, SOUTH OF ALGIERs. They wanted to find out more about the ancient history and traditions of North Africa, where the entire action of this adventure drama takes place.

TOOTHPASTE
Charles Goldner, as the villain Petris in the Associated British-Mayflower film SOUTH OF ALGIERs, dies dramatically at the hands of hostile natives. The Technicolor "blood" used in this scene is made from a special formula, the basis of which is rose-coloured toothpaste.
BOX-OFFICE POINTERS

Breath-taking colour.
Thrilling adventure.
International cast.
Film for the family.
Sell Adventure, Colour and Stars!

Adventure Competition: Tying up the fact that the film is one of adventure and was shot in North Africa, run a competition inviting members and ex-members of the Forces to tell of their adventures in North Africa.

Snapshot Competition: Invite members of the public, particularly ex-members of the Forces, to send in snapshots taken in North Africa. Offer prizes to the senders of the snapshots taken on similar locations as some of those shown in a selection of stills.

"STAR MEMORY" Competition: During the past eight years Wanda Hendrix has played opposite nine famous Hollywood stars, the ninth being, of course, Van Heflin in "South of Algiers." Organise a competition offering prizes to patrons giving the most complete list of nine names. (Charles Boyer, Claude Raines, Bing Crosby, Robert Montgomery, James Cagney, Alan Ladd, Tyrone Power, Joel McCrea, Van Heflin.)

North African Exhibition: Invite patrons to take part in an exhibition by submitting relics and souvenirs gathered during their trip to North Africa. If you gather sufficient material, the local Press will make your trouble worth while by reporting the exhibition and giving you valuable free publicity. You could hold the display in your theatre lobby, or, better still, in a local store. Be sure to keep to the scheme with plenty of stills and posters linking the film with the exhibits.

General Shop Tie-Ups: A splendid general line for shop tie-ups of any kind, linking the title with all trades and service is "North, South, East and West—William's Shops are Best."

Bookshop Tie-Up: Though there is no book of the film, the adventurous nature of the story suggests a tie-up with bookstalls willing to display books of all sorts dealing with adventure and travel.

Road Safety Tie-Up: Get your local Road Safety Committee interested in this scheme. Borrow from them a motor vehicle and build up a set-piece upon it, using a cut-out of a camel, or a series of masks with appropriate wording, link these cut-outs with Road Safety slogans and credits for the film, comparing transport in your town with transport "South of Algiers." Make use of the heads of the three stars on the quad posters. Cut out and mount them on all sides of the vehicle.

"Winesellers" Tie-Up: Here is a "natural" tie-up, in which your local wine merchant will be only too pleased to co-operate. He undoubtedly stocks various brands of Algerian wine, and with the use of posters and general stills from the film, will be able to give you a complete window to plug the film with his stocks.

Dress Your Staff: During the week of playdate, dress your doormen and usherettes in Arabian costumes, and during peak shopping hours let them parade the town, as well as retaining the costumes for wearing in the theatre.

Dress Your Foyer: Give your theatre an eastern atmosphere during the run of the film. With palm trees, cactus plants, cut-out camels, announcements in Arabic, quad posters, coloured stills and one or two of the "Display Suggestions" described on another page, you can easily build up an attractive display. Add to the general effect by disguising your paybox to represent the entrance to "The Egyptian Tomb."

Sell Star Value: In the local Press, on your posters, and in your theatre, stress the fact that three famous international stars appear together in one picture. Use portrait blocks in the newspaper for advance teaser advertising, starting three weeks ahead of playdate and using one portrait each week. Caption the blocks "Van Heflin, one of three internationally famous stars in 'South of Algiers'—coming soon." Erect a notice board in your lobby and display on it stills of the three stars with details of their careers and of their parts in "South of Algiers." Use the "Star Memory Competition" described on this page.

Sell Adventure and Mystery: "South of Algiers" is a thrilling adventure story, packed with action, with its dash of mystery and full quota of intrigue. Filmed against wide, romantic backdrops, in brilliant Technicolor, it is entertainment from beginning to end, on a scale only the motion picture screen can present. Plug these facts with every means at your disposal: in local Press, on your posters, in your theatre, on your screen with slides, and on throwaways.

THE MASK OF MOLOCH: The story of "South of Algiers" hinges largely on the search for this fabulous mask in the ancient Egyptian tomb. Several intriguing stunts may be worked out involving this part of the story. For printing purposes, blocks in two sizes, as shown, can be ordered from Associated British-Pathe. For other purposes you could purchase an ordinary mask from any toy or novelty shop, and have it painted gold.

1. With just one mask, you could drop it each day in vantage places in the town, such as saloon bars, cafes, buses, and offer prizes to the finders.

2. Arrange with your local Press, in conjunction with several advertisers, to include in their Press announcements the small block illustrated here representing the mask. In addition, persuade the advertisers to include the word "mask" in their copy. If a draper were advertising material for instance, the inclusion of the word "damask" would count as "mask." Offer prizes to the senders of the first complete lists of advertisers placing the block or using the word "mask."

Stunts of this kind are, of course, best put over with the co-operation of the Press.

Arab Title Block S.A. 40 (3½ wide) 7/6

Teaser Throwaways: Use the block (illustrated here) of the title in Arabic. Use the following wording beneath the block: "What does this mean? You will find the answer if you hold this up to the light." All this should take up the top half of the paper only. On the reverse, and the reverse way round, have the title printed boldly in English with full credits, your theatre name and playdate. This must be printed on that part of the paper to ensure that when you have folded it in half and stapled the two ends together, the two sets of printing do not overlap.

Teaser Slides, Press Inserts and Posters: Use the Arabic block in your local Press. Have the block copied by your signwriter for use on posters and poster slips. Have it copied also on to a slide for your screen. Use this Arabic wording in these several ways, without any explanation to start with, to create real "teaser" interest two or three weeks in advance. Follow up the week before playing, with the title in English and full details of your playdate.
DISPLAY SUGGESTIONS

1. One quad poster; one set of stills.
   This design is particularly for showmen with a limited budget and is easy to make. Paste the quad on to hardboard, then paste a strip of stills on to card. At a slight angle, pin firmly the still-strip across the top of the mounted poster.

2. One quad poster; one set of stills.
   First, cut the oval shaped panel containing the credit wording from the quad poster. Next, mount the poster on card or hardboard with the cut-out oval placed in position at the top. Finally, paste the stills mounting in the oval space at the bottom right, and your display is complete.

3. One quad poster; one set of stills.
   Construction requires no technical skill except that the copy matter should be done by a professional signwriter. First, cut out a circle in hardboard. Next, cut out the middle of the circle to transform it into a wide ring. Cut out the three starheads from the quad poster, mount them on card in cut-out form and mount them in position on the ring with the copy matter. Strut and brace the ring. Finally, arrange your compass needle with wood or cardboard representing the compass, place it right across the ring, fixing it at each end. If you wish to elaborate, place stills on the ring between the four heads representing the four main points of the compass, marking the stills, perhaps, with further points of the compass, such as NE, NNE, SE, etc. The general effect will be improved if you colour the ring, which should be done before mounting anything on it.

4. This layout is self-explanatory.
   This idea could be used in the form of throwaways, teaser Press advertisements, a slide on your screen, as well as part of a lobby or shop window.

SERIALISATION

A 6,000 word serialisation of the film story is available free to all exhibitors, and gives the showman a grand opportunity to obtain the maximum amount of free editorial space covering at least three weeks prior to the playdate.

Persuade your local newspaper to illustrate each instalment with a scene block, or if they prefer to make their own blocks, then we can supply suitable stills.

The story is exciting and colourful and should prove to be acceptable to most local newspapers. Send for your copy now so that your local newspaper editor has plenty of time to read the serialisation and arrange for publication.

16 mm. TRAILER IN TECHNICOLOUR

Exhibitors and members of the Press in all parts of the country have praised the 35mm. Technicolor trailer for "South of Algiers," and the same standard of production has been fully maintained in the 16mm. replica.

The "South of Algiers" 16mm. Technicolor trailer is available free under the following conditions:

1. Order from the Exhibition Manager, at least three weeks before the trailer is needed.
2. State clearly for what purpose the trailer is to be used.
3. The trailer must be returned to the Production Manager, Associated British-Pathé Ltd., Film House, War-dour Street, London, W.1, immediately after use.

STILLS & BLOCK PRICES

STILLS AND BLOCK PRICES
All Single Column Blocks,
Price 8/- each.
Prices of stills are as follows:
10 x 8 (black & white 1/-)
11 x 14 .... 2/-
12 x 16 .... 3/-
20 x 30 .... 6/-
30 x 40 .... 10/-
Orders for enlargement should be sent to Associated British-Pathé at least ten days before date of delivery.

Still No.: E.52.2, PUB. 57
Single col, block No. 13.
Wanda Hendrix and Van Heflin seem to have lost their way during a welcome break during the filming of "South of Algiers." Your local Travel Agents will be ready to tie up on the theme if for business or pleasure, you wish to travel, North, East, West or SOUTH OF ALGIERS, consult...
COMPOSITE PAGE ADVT. SERVICE

ASSOCIATED BRITISH PRESENTS
SOUTH OF ALGIERS

Now there is more press space available in local newspapers all showmen should make sure of getting their share, and there is no better way than through the composite page.

Rea!ising that many local newspapers have not the staff to carry out the lay-out work needed to make composite pages successful, we are continuing our service which offers free banner heading and title blocks and are willing to submit suggested lay-outs if we receive in good time, details concerning the retailers, the commodities and the general approach.

FREE! BANNER HEADING BLOCK

The banner heading block illustrated above is supplied free to individual requirements. Please order from—Exploitation Manager, Associated British-Pathe Ltd., Film House, Wardour Street, London, W.1—giving width and depth of block required.

Title Block FREE
SOUTH OF ALGIERS

To meet the popular demand, Associated British-Pathe will supply a nameplate block free to exhibitors or newspapers on request. When ordering, ask for "title block," stating one-line or two-line nameplate and width required.

AD. SALES MATERIAL

TIE-UP STILLS AND ENLARGEMENTS

A wide range of tie-up stills and enlargements are illustrated and can be supplied at the following prices:

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10in.</td>
<td>8in. (Black and White)</td>
<td>1/-</td>
</tr>
<tr>
<td>11in.</td>
<td>14in. (Black and White)</td>
<td>2/-</td>
</tr>
<tr>
<td>30in.</td>
<td>40in. (Black and White)</td>
<td>3/-</td>
</tr>
</tbody>
</table>

Enlargements over and above these sizes at 2/6 per sq. ft.

POSTERS & LOBBY CARDS. See Poster Page.

EXHIBITOR STILLS 10in. x 8in.

Set of eight exhibitor coloured stills. Per set 6/6 (net hire charge).

11in. x 14in. COLOURED STILLS

Set of eight exhibitor stills 11in. x 14in. coloured. Per set 8/6 (net hire charge).

BLOCKS

Scene and Advertising blocks as quoted. Blocks for composite pages as quoted. Title blocks free on request. All stereos as illustrated, are sold outright at low prices.

16mm. TRAILER

This trailer is supplied free subject to conditions set out on previous page. Please order direct from: The Exploitation Manager, Associated British-Pathe Ltd.

TRAILER

De luxe trailer from National Screen Service Ltd.

IMPORTANT. Order Ad. Sales material from:

ASSOCIATED BRITISH-PATHE,

Please return all display material to the above address.

LET THESE EXPERT PUBLICISTS HELP YOU

Associated British-Pathe's Area Publicists are always at the service of exhibitors—if you have any problems regarding our pictures, require help with campaigns or are in need of urgent information, contact the nearest publicist—he is waiting to help you.

Here are the names, addresses and telephone numbers of Area Publicists.

BIRMINGHAM
E. G. Harris, Associated British-Pathe Ltd., 59, John Bright St., Birmingham, Tele., Midland 1392.

CARDIFF
R. Copeland, Associated British-Pathe Ltd., Dominions House, Queen St., Cardiff, Tele. 32466.

GLASGOW
P. Hanner, Associated British-Pathe Ltd., 114, Union Street, Glasgow, Tele., Central 1965-6.

NEWCASTLE
R. G. Henderson, Associated British-Pathe Ltd., 134-6, Westgate Road, Newcastle. Tele. 28474.

MANCHESTER & LIVERPOOL

LONDON: HOME COUNTIES

LEEDS

Should the Area Publicist be working away from his office and urgent information or help is needed, then please contact R. N. Paterson, Exploitation Manager, Associated British-Pathe Ltd., Film House, Wardour Street, London, W.1. Telephone: Gerrard 4314.

50/50

Associated British-Pathe will contribute 50% of the cost of ADDITIONAL Advertising and Exploitation providing agreement has been reached with Exploitation Manager in advance.

Contact him for information at once.

THIS IS IMPORTANT

This campaign book is issued for the private information of exhibitors playing "South of Algiers" and should not be given to the Press and other individuals not connected with your theatre.

Stories for the Press or magazine printers should be cut out as required, and if a synopsis of the story is wanted for special purposes, then this too should be cut out from the campaign book.
NATIONAL TIE-UP WITH AIR FRANCE

Air France, the famous international airline company, are tying-up on a National basis with "South of Algiers," and through their agents in all parts of the country will give exhibitors fullest co-operation with window displays.

The tie-up centres around the fact that in the film the expedition led by Eric Portman flies to Algiers by Air France and the plane is shown landing at the airport. Air France have a regular service to Algiers so the tie-up has topicality; and through the local offices of the company a full service of their latest posters will be given to the local travel agency tying-up with you. Given below are the names and addresses of Air France regional offices and the name of the executive who can help you with your local contacts.

ATTRACTIVE WINDOW DISPLAYS

A very attractive window display can be built up around the Air France posters by using stills from the film together with tie-up captions.

AIR FRANCE AREA OFFICES

LONDON
Telephone: Whitehall 4455.

BIRMINGHAM
Mr. Norman Edwards, Air France, City Air Terminal, Civic Centre, Birmingham.
Telephone: Midland 5891.

MANCHESTER
Mr. B. Bywater, Air France, Air Terminus, Royal Exchange, Manchester.
Telephone: Deansgate 7831.

GLASGOW
Mr. George Hobson, Air France, 31, Renfield Street, Glasgow, C.2.
Telephone: Central 8054.

DUBLIN AND BELFAST
Mr. Harry Markham, Air France, Royal Bank Buildings, 63/64, Upper O'Connell Street, Dublin.
Telephone: Dublin 79073.

Another Big Tie-Up!

A Nation-wide tie-up has also been arranged with D. M. Davies, of Slough, manufacturers of the "Fitrobe," the well-known Nationally advertised fitted wardrobe.

The tie-up includes full retailer co-operation with D. M. Davies supplying selected retailers with three-panel displays. Full details are given in the enclosed supplement. If you do not receive your copy please write to Exploitation Manager, Associated British-Pathe Ltd., Film House, Wardour Street, London, W.1.
DOUBLE CROWN TIE-UP POSTER

WITH OVERPRINTING

Continuing a new service introduced recently, Associated British-Pathe offer the showman an attractive D/C. poster combining copy for the film with a local tie-up.

This poster is supplied complete with your own caption and theatre name and playdate. Order posters at least seven days before they are required and please keep captions brief. NOT MORE THAN TWENTY WORDS.

PRICE - 2/6 EACH

A STRIKING SIX SHEET POSTER FOR CUT-OUTS

Specially designed for display making, this multi-coloured six-sheet (80in. x 40in.) has a wide range of uses. Cut out and mounted it can, with the addition of a montage of stills, make a very attractive foyer, or shop window, display piece. This poster is a useful size for making your own cut-outs for foyer and front-of-house publicity.

To guide showmen we give two suggestions for adapting this poster.
S.A. No. 1. Van Heflin and Wanda Hendrix in a romantic scene from the Associated British/Mayflower Technicolor production, "SOUTH OF ALGIERS." Also co-starred is Eric Portman.

S.A. No. 2. Van Heflin and Charles Goldner have been left to die in the Sahara sun by bandits in this scene from the Associated British/Mayflower Technicolor drama, "SOUTH OF ALGIERS."

S.A. No. 5. Van Heflin overpowers the villainous Petrin in the exciting moment from the Associated British/Mayflower Technicolor film, "SOUTH OF ALGIERS." Also co-starred are Wanda Hendrix and Eric Portman.

S.A. No. 6. Charles Goldner plays the villainous Petrin in the Associated British/Mayflower Technicolor drama, "SOUTH OF ALGIERS." The co-stars are Van Heflin, Wanda Hendrix and Eric Portman.


S.A. No. 10. Eric Portman and Van Heflin, archaeologists, pause to survey their surroundings on their eventful journey across the Sahara. A scene from the Associated British/Mayflower Technicolor production "SOUTH OF ALGIERS."
S.A. No. 3. A dashing Spahi gallops off in search of an Arab bandit. A dramatic moment from the Associated British/Mayflower Technicolor film, "SOUTH OF ALGIERS," starring Van Hefflin, Wanda Hendrix and Eric Portman.

S.A. No. 4. A tender moment between Eric Portman and Wanda Hendrix, who play father and daughter in the Associated British/Mayflower Technicolor production, "SOUTH OF ALGIERS," which also co-stars Van Hefflin.

S.A. No. 7. Jacques Francois plays the "other" man in Wanda Hendrix's life in the Associated British/Mayflower Technicolor production, "SOUTH OF ALGIERS."

S.A. No. 8. Wanda Hendrix and Van Hefflin are starred in the Associated British/Mayflower Technicolor production, "SOUTH OF ALGIERS." Also co-starred is Eric Portman.

BIOGRAPHY BLOCKS

Eric Portman plays an archaeologist in the Associated British/Mayflower Technicolor drama, "SOUTH OF ALGIERS."

(Wright) S.A. No. 12. Coarse screen. Price 6/-.

Wanda Hendrix plays the daughter of Eric Portman in the Associated British/Mayflower Technicolor adventure story, "SOUTH OF ALGIERS."


Van Hefflin plays an American in search of a fabulous golden mask in the Associated British/Mayflower Technicolor production, "SOUTH OF ALGIERS."

(Above) S.A. No. 16. Coarse screen. Price 6/-.

S.A. No. 11. Messaoud and Marie France with their donkey in a charming scene from the Associated British/Mayflower Technicolor film, "SOUTH OF ALGIERS."

BLOCK PRICES

The following blocks are available in coarse screen:

S.A. No. 1  price 10/-
S.A. No. 2  price 10/-
S.A. No. 3  price 8/-
S.A. No. 4  price 8/-
S.A. No. 5  price 8/-
S.A. No. 6  price 8/-
S.A. No. 7  price 8/-
S.A. No. 8  price 8/-
S.A. No. 9  price 10/-
S.A. No. 10 price 10/-
S.A. No. 11 price 8/-

The following blocks are available in fine screen:

S.A. No. 1  price 12/-
S.A. No. 4  price 10/-
S.A. No. 5  price 10/-
S.A. No. 10 price 12/-
S.A. No. 9  price 12/-

★ SEE PAGE FOUR FOR FULL DETAILS OF FEATURE LENGTH AND POTTED BIOGRAPHIES

PAGE FIFTEEN
**ADVERTISING BLOCKS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Block No.</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6&quot; double column</td>
<td>S.A. No. 18</td>
<td>14/-</td>
</tr>
<tr>
<td>4&quot; double column</td>
<td>S.A. No. 19</td>
<td>11/-</td>
</tr>
<tr>
<td>3&quot; double column</td>
<td>S.A. No. 20</td>
<td>9/6</td>
</tr>
<tr>
<td>6&quot; single column</td>
<td>S.A. No. 21</td>
<td>9/-</td>
</tr>
<tr>
<td>4&quot; single column</td>
<td>S.A. No. 22</td>
<td>8/6</td>
</tr>
</tbody>
</table>

I*Illustrated above are two different styles of advertisements, giving the exhibitor a choice to suit his own particular requirements. Please note above block numbers and prices are plainly marked by each illustration.*

**ASSOCIATED BRITISH - PATHE LIMITED**

**FILM HOUSE** - **WARDOUR STREET** - **LONDON** - **W.I**

Phone: GERrard 4314

Grams: Pathirema, London

Cables: Pathirema, London