Thrilling... Exciting... WILL HAVE YOU WIDE-EYED WITH AMAZEMENT!

The Yellow Balloon

ASSOCIATED BRITISH PRESENTS A MARBLE ARCH PRODUCTION co-starring

ANDREW RAY as Frankie
KATHLEEN RYAN
KENNETH MORE and
WILLIAM SYLVESTER
with BERNARD LEE • VERONICA HURST
HY HAZELL • SANDRA DORNE

Screenplay by ANNE BURNABY and J. LEE-THOMPSON
Produced by VICTOR SKUTZERZKY • Directed by J. LEE-THOMPSON

DISTRIBUTION BY ASSOCIATED BRITISH • PATHE LIMITED

... tense yarn ... brilliantly told ...

... spine chilling ... realistic and gripping!

REG WHITLEY • ‘Daily Mirror’
THE CAST
in order of appearance
Frankie
ANDREW RAY
Em
KATHLEEN RYAN
Ted
KENNETH MORE
Conductor of orchestra
BERNARD LEE
Ron
STEPHEN FENEMORE
Len
WILLIAM SYLVESTER
Mrs. Stokes
MARJORIE RHODES
Sue
PETER JONES
Policeman
ELLIOIT MAKEHAM
Burrow Boy
SYDNEY JAMES
Sunday School Teacher
VERONICA HURST
Iris
SANDRA DORNE
Pat
CAMPBELL SINGER
Phantom Drummer
Laurie MAIN
Mary
HY HAZELL
THE CREDITS
Produced by
VICTOR SKUTEZKY
Directed by
J. LEE THOMPSON
Screenplay by
ANNE BURNABY and
TSURO HOJO
Directed by
ROBERT JONES
THE STORY
Frankie Palmer is a normal, lovable boy whose bright intelligence leads his parents to have high hopes for his future.

One day, Frankie develops a craving for a big yellow balloon—price sixpence. He steals the money out of his father's wallet but on the way to buy it the precious sixpence falls and rolls down a drain. Unluckily, the money is not found by his father. Frankie, distraught, finds a friend—Ronnie, who is also a orphan. Frankie buys the balloon and puts it into a crumbling wall, but when Ronnie attempts to follow him, the bricks give way and he crashes to the pavement below. Ronnie, stunned, hardly realises that his friend is dead, but from Len Turner, soon learns the truth. Turner, an unscrupulous character, sees the chance to use the boy for his own nefarious ends. He deludes the boy into thinking he faces a murder charge, and offers to help him evade the law. Panicky, Frankie believes all this, and is soon the pawn of Turner.

Then comes the day when Turner uses Frankie as a decoy in a robbery. The boy tries to escape, but he is eventually befriended by Mary, a kind-hearted young woman who gently urges his story out of him. She takes him back to her home, on her way to tell the police. But Frankie meets Turner in the doorway of his home and soon Turner finds out that Frankie has already given the whole story away. Realising that Frankie must be silenced, he succeeds in luring him to a disused railway station.

Turner attempts to push Frankie down an empty lift shaft, but the boy struggles desperately and breaks loose. There follows a nightmare chase around the dark, musty corridors, in a silence broken only by the roar of trains rushing through.

Frankie manages to reach a platform, and as he runs along with Turner close behind him, the driver of a train sees them and, at the next station, reports to the police.

The police converge on Turner and Frankie is saved from death, only just in time. Len Turner, in a desperate effort to avoid arrest, crashes down a lift shaft and is killed.

And Frankie, finally realising that the death of his friend was entirely an accident is restored to the loving arms of his parents.

SUPERB CLIMAX HIGHLIGHTS
"THE YELLOW BALLOON"

A now-famous child star can be seen this week at the Cinema in the Associated British-Marble Arch film, "The Yellow Balloon." Andrew Ray is his name and he is the son of a famous father, radio comedian Ted Ray. Andrew has proved his acting ability in "The Murdick," in which he played the title role. In "The Yellow Balloon" he co-stars with William Sylvester, Kathleen Ryan and Kenneth More.

The film tells the moving and dramatic story of a boy who sees his playmate fall to his death and is deluded into believing, by a worthless young man, that he is responsible for the accident. The man, seeing his chance to use the boy in his nefarious plans, soon forces him to become his accomplice. The net of circumstances gradually tightens around the terrified child: The moment comes when the crook realises that the boy's existence is a threat to his freedom and so decides that he must do away with him. A dramatic chase through a disused underground station ensues, with the child knowing that his life is in danger, for just how the boy is saved from the murderer and how his mind is finally put at rest makes a thrilling climax to this exciting story.

"The Yellow Balloon," ("X" Certificate) is about children, but not a film for children to see. But children whose parents will see it cannot fail to benefit indirectly by the message it gives. The frank outspoken truths and the illus-

Further Stories for Newspapers & Magazines Obtainable from Associated British-Pathe

SHORT SYNOPSIS
"The Yellow Balloon" tells the moving and dramatic story of a boy who sees his playmate fall to his death and is deluded into believing, by a worthless young man, that he is responsible for the accident. The man, seeing his chance to use the boy in his nefarious plans, soon forces him to become his accomplice. The net of circumstances gradually tightens around the terrified child. The moment comes when the crook realises that the boy's existence is a threat to his freedom and so decides that he must do away with him. A dramatic chase through a disused underground station ensues, with the child knowing that his life is in danger, for just how the boy is saved from the murderer and how his mind is finally put at rest makes a thrilling climax to this exciting story.

LENGTH 7160 ft. Running time 80 mins. Reg. No. BR/E17314 Cert."X"

ADDRESS REVIEW
"THE YELLOW BALLOON"

Filmo goers to the Theatre next week will see Andrew Ray in the new Associated British-Marble Arch production, "The Yellow Balloon." Andrew Ray, who captured our hearts in "The Murdick," plays the part of a boy who sees his playmate accidentally killed and is deluded into believing by a young crook (William Sylvester) that he himself is responsible for the child's death. William Sylvester then uses the boy's terror as an instrument to aid his own nefarious plans.

The climax comes when Andrew is forced to take part in a robbery and kills a brutal murderer. How Andrew is finally rescued from the net which holds him and eventually realises his own innocence, will enthral all cinemagoers.

Andrew Ray, son of a famous father—radio comedian Ted Ray—plays this difficult role with great understanding, and William Sylvester does his unsympathetic part very well.

Co-starring with Andrew Ray and William Sylvester are Kathleen Ryan and Kenneth More. The exceptionally talented supporting cast includes Bernadette Lee, Veronica Hurst, Hy Hazell and Sandra Dorne.

From a screenplay by Anne Burnaby and J. Lee-Thompson, "The Yellow Balloon" was produced by Victor Skutezky and directed by J. Lee-Thompson. Associated British-Pathe are the distributors.

APPX. 210 WORDS

ANDREW RAY—SON OF FAMOUS FATHER IN NEW FILM

A now-famous child star can be seen this week at the Cinema in the Associated British-Marble Arch film, "The Yellow Balloon." Andrew Ray is his name and he is the son of a famous father, radio comedian Ted Ray. Andrew has proved his acting ability in "The Murdick," in which he played the title role. In "The Yellow Balloon" he co-stars with William Sylvester, Kathleen Ryan and Kenneth More.

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Y.B. No. 2. Andrew Ray is accused of knowing where the holiday savings have gone. Kenneth More and Kathleen Ryan play the worried parents in this tense scene from the Associated British-Marble Arch production, "THE YELLOW BALLOON." Also co-starring is William Sylvester.

Y.B. No. 3. Andrew Ray watches while the police gradually close in on their quarry. An exciting moment from the Associated British-Marble Arch film, "THE YELLOW BALLOON."

Y.B. No. 4. A dangerous chase across a bombed building to settle the ownership of the yellow balloon. A scene from the Associated British-Marble Arch production, "THE YELLOW BALLOON," which co-stars Andrew Ray, Kathleen Ryan, Kenneth More and William Sylvester.

Y.B. No. 5. Andrew Ray tries to elude his pursuer (William Sylvester) in a horrific moment from the Associated British-Marble Arch production, "THE YELLOW BALLOON."

Y.B. No. 6. Kathleen Ryan and Kenneth More are the parents of Andrew Ray in the Associated British-Marble Arch production, "THE YELLOW BALLOON."

Y.B. No. 7. William Sylvester, as a crook, buys another yellow balloon for the unsuspecting Andrew Ray. A scene from the Associated British-Marble Arch production, "THE YELLOW BALLOON." Also co-starred, Kathleen Ryan and Kenneth More.

Y.B. No. 8. William Sylvester waits for his victim, Andrew Ray. From the Associated British-Marble Arch production, "THE YELLOW BALLOON."
SCENE BLOCKS (continued) Blocks on this page are available in coarse Screen only. DOUBLE COLUMN PRICE 10/-, SINGLE COLUMN PRICE 8/-, THUMBNAIL BLOCKS PRICE 6/- Please state block number when ordering.


Y.B. No. 10. Kathleen Ryan, Andrew Ray and Kenneth More as a family re-united: the happy ending after Andrew Ray's perilous adventures in the Associated British-Marble Arch production, "THE YELLOW BALLOON." Also co-starred is William Sylvester.

SHORTS AND FEATURE LENGTH BIOGRAPHIES FOR MAGAZINES AND NEWSPAPERS CAN BE OBTAINED ON APPLICATION TO PUBLICITY DEPARTMENT, ASSOCIATED BRITISH-PATHE, WARDOUR ST., LONDON, W.1.

Andrew Ray plays the boy trapped in a net of circumstances in the Associated British-Marble Arch drama, "THE YELLOW BALLOON."

ABOVE Y.B. No. 11
RIGHT Y.B. No. 12

Kenneth More in the role of a perplexed father in the Associated British-Marble Arch production, "THE YELLOW BALLOON."

ABOVE Y.B. No. 13
LEFT Y.B. No. 14

Kathleen Ryan plays the part of an anxious mother in the Associated British-Marble Arch production, "THE YELLOW BALLOON."

ABOVE Y.B. No. 15
RIGHT Y.B. No. 16

William Sylvester plays the unscrupulous spiv in the Associated British-Marble Arch production, "THE YELLOW BALLOON."

ABOVE Y.B. No. 17
LEFT Y.B. No. 18
YELLOW ‘BALLOONS’

The title of the film suggests a wide variety of stunts and tie-ups involving the use of yellow balloons, and for the guidance of showmen we give below a number of ideas which can be adjusted and augmented to suit local conditions.

BALLOON RACE

Organize a series of balloon races from your theatre during the ten days prior to playdate, and obtain the support of your local newspaper as the joint sponsor of these races.

Announce that at a certain time each day, your patrons are invited to take part in a YELLOW BALLOON race. Prizes to be awarded to the owners of the balloons travelling the longest distance from the theatre. A number of gas-filled balloons are given to patrons on each of the days; these balloons are overprinted with the title of the film, and attached is a postcard asking the finder to post the address given. If a local newspaper is tying up with the stunt, then a credit to the paper should be added to the copy on the card.

CHARITY TIE-UP

Arrange for the organizers of a local charity to tie-up with a balloon race—yellow balloons, gas-filled—on sale to the public at a price which recovers the original cost and allows for a surplus for the charity. By linking up with charity it should be possible to obtain permission to sell these balloons from street corners, or other vantage points in the town, and the continuous release of balloons over the town would create wide publicity for the film and the charity.

STORE TIE-UP

The release of balloons can be tied up with a big store and races organized from the store, as well as from the theatre.

TEASER STUNT

Prepare a number of envelopes overprinted with the words “Please return the contents of this envelope to the Cinema— you will be rewarded with a free seat to see THE YELLOW BALLOON.” Each envelope contains a yellow balloon overprinted with the title of the film, and preliminary announcements are made that the “balloon man” is in town on certain days of the week, and will drop lucky envelopes. Finders will be entitled to a reward.

More “Balloons’ overleaf →
MORE ‘BALLOONS’!

TIE-UP

Tie-up with all stores selling balloons, arranging for a display of balloons, including a number of yellow balloons suitably overprinted, together with stills of Andrew Ray blowing up his balloon. (Still No. E.52.4.POR.61, which is illustrated on page ten.)

All tie-up cards and displays for this film could have a yellow balloon attached and your big window displays could have a balloon of the “met” type attached.

FOYER AND FRONT-OF-HOUSE

Suspend large yellow balloons of the “met” type above your canopy during the week of playdate, and some flying above your theatre roof.

Have yellow balloons attached to frames and displays in your foyer during the week prior to playdate. When finished with, these could be distributed to children’s hospitals.

STREET STUNTS

(1) During the week of playdate, have a number of sandwichboard men parade the town carrying large yellow balloons overprinted with the title of the film.

(2) Suspend a number of large yellow balloons from the roof of a car, or shooting-brake, and decorate the sides of the car with posters and blow-ups.

ROAD SAFETY

Tie-up with your local Road Safety Organization on the angle “Always cross the road at the sign of THE YELLOW BALLOON—the yellow balloon being, of course, the Belisha Beacon which marks the crossing. Throwaways linking the title of the film with the crossing balloon can be distributed at the theatre as well as by the Road Safety Organization.

ROAD CROSSINGS STUNT

Persuade your Road Safety Committee to post a number of the d.c. tie-up posters overprinted with the caption: “Parents! Teach your children to cross the road at the sign of THE YELLOW BALLOON!” Most Road Safety Committees have a model road crossing set-piece—arrange for this to be used in a shop window, or in your theatre foyer.

TEASER STUNT

During the week of playdate, arrange to release a number of yellow balloons at frequent intervals from the front of your theatre. Six or twelve gas-filled balloons can be released from the steps of your theatre at intervals of, say, one hour, and the spectacle of large yellow balloons drifting above the town is sure to catch the eyes of thousands of people.

IDEAS FOR THROWAWAYS

(1) A simple single sheet throwaway with teaser appeal can be laid out as follows: On one page print from corner to corner the words “exciting entertainment” with the “X” brought up in very big type, and on the reverse page, use a small advertising block surrounded by starheads of the leading players, together with brief explanatory copy.

(2) A smaller teaser throwaway can be created by using Block YB12 (2 ins. head block of Andrew Ray)—this should be placed centrally on the paper and surrounded by an impression of a portrait frame. The copy could read: “Portrait of Frankie—the boy with the problem. He could be your boy—anybody’s boy.” “See THE YELLOW BALLOON at...”, a human, exciting story with Andrew Ray playing the role of Frankie.

CHILD WELFARE OFFICERS AND POLICE

With its human problem set in a working class district of London, THE YELLOW BALLOON is a film that must interest all concerned with the welfare of children, and the endeavour to bring about a better understanding between parents and the affairs of their growing families.

Invite local child welfare officers, police officials and probation officers to see the film on the opening night. Have local reporters there at the same time, so that a friendly discussion can take place afterwards. This should provide good Press copy.

COMPOSITE PAGE ADVERTISING SERVICE

ASSOCIATED BRITISH PICTURES PRESENTS

The Yellow Balloon

TITLE BLOCK FREE

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.

The Yellow Balloon

BANNER HEADING BLOCK FREE!

No showman can afford to ignore the value of composite page advertising, and once again we are able to offer exhibitors a free banner heading block, supplied to individual measurements, and one-line or two-line “title” blocks for advertisers' layouts.

TO YOUR OWN

COLUMN

REQUIREMENTS

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.

Study the tie-up suggestions given on page ten, and negotiate with your local newspaper on these lines. A complete composite page could be laid out on the schoolboy angle, centred around Andrew Ray, with such shops as cycle dealers, outfitters, sports shops, stores selling toy and model trains, and stamp dealers could be approached for co-operation.
DISPLAY SUGGESTIONS

True to our showmanship traditions, we once again present showmen with some basic display ideas that are cheap and easy to make. All these ideas are practicable and the results pleasing to the eye—with obvious influence on the box-office.

The display suggestion given here is designed for the smaller theatre front-of-house, or for shop windows. The units and method of construction are similar to those outlined in middle, top column. The difference between the two lies in the shape of the title. The “barrel” shape has been designed to give the whole display more depth, but naturally, this shape depends on the materials and space you have available.

Wishing to give showmen a complete display ideas service, we are including a three-dimensional display on more ambitious lines than the ideas given above.

The photograph from which this display is constructed, is PROD. 71 (obtainable in any size you may require). First of all, cut out the figures and the outline of the bombed building and mount on hardboard. Next, colour a separate panel in sky blue with cloud effects to achieve “depth.” Set this background panel about three or four inches behind the cut-out. Finally, the panel on the right hand side should be pinned in position, as illustrated, complete with your own caption, playdate, etc.

This striking 3-sheet is excellent for front-of-house display. The head of the boy is the focal point, so cut it out and paste on to hardboard. Now the title strip should be assembled. Cut out the lettering and paste on to a coloured background cut to the shape illustrated.

Finally, cut out the other figures, paste on hardboard and place in position as shown in the diagram.

PICTORIAL MONTAGE A New Service!

The method of utilising the montage of stilts is obviously very flexible, and the shape, position and number of “balloons” can vary according to the space you have.

This simple, yet immensely popular version of using the quad crown poster, needs little elaboration for showmen who have used it already. The 30in. by 40in. hardboard panel should be coloured and then the stilts mounted. Finally, the quad should be cut out and pasted over the stilts as illustrated in the diagram.

Illustrated here is a montage which shows in pictorial form the thrilling scenes that make THE YELLOW BALLOON such a box-office picture. Superimposed over the scenes is the head of Andrew Ray.

As an attention-drawing piece of publicity, this montage has terrific appeal, and offers great scope for displays, both in the theatre and in shop windows.

Still No. E52, 4, Pub. 32 (Prices: 10in. x 8in., 1/-; 11in. x 14in., 2/-; 20in. x 30in., 20/-; and 30in. x 40in., 35/-).
ROYAL DESSERT TIE-UP • SOUTHERN ENGLAND AND SCOTLAND

“It’s smashing!”

Royal Dessert

Says ANDREW RAY

See ANDREW RAY in “The Yellow Balloon” at your local cinema

Get your Royal Dessert here!

WHAT THE TIE-UP IS ABOUT
Andrew Ray, the young star of THE YELLOW BALLOON, is featured in a big National tie-up with “Royal Dessert,” a “sweet” made by Standard Brands Ltd.

Showcards, a display box, and a d.c. poster are being distributed to all grocers in the area covered by the tie-up, and all exhibitors have to do is to contact their local grocers who will, by the week prior to playdate, have received their stock display material.

As will be seen from the illustrated display material, Andrew Ray and THE YELLOW BALLOON are given liberal mention, and it is to exhibitors’ advantage to follow up this tie-up.

WHAT YOU HAVE TO DO
SPECIAL NOTE: This tie-up operates within the area indicated by the map, and in addition, will operate throughout Scotland.

(1) Contact each local grocer and find out if he has received his “Royal Dessert” Andrew Ray publicity. Suggest that he uses additional stills from the film, together with your own showcard, giving theatre name and playdate. If you do not use a standard credit card, then order a d.c. poster illustrated on page eleven.

(2) If you are in difficulties because local grocers have not received their display material, then contact the Exploitation Manager, Associated British-Pathe Ltd., Film House, Wardour Street, London, W.1.

SHOWCARD (Below) DOUBLE CROWN POSTER (Above) DISPLAY BOX (Below)

“It’s smashing!”

Royal Dessert

Says ANDREW RAY

See ANDREW RAY in “The Yellow Balloon” at your local cinema

AREA COVERED BY TIE-UP
If your theatre is in Scotland or comes within the area covered by the above map, then the link-up with Standard Brands’ “Royal Dessert” will interest you.

DISPLAY MATERIAL
The display material illustrated here is supplied direct to retailers.
QUAD CROWN
Printed in multi-coloured Litho. Price 2/6 each.

DOUBLE CROWN TIE-UP POSTER (overprinted with your own caption). Printed in silk screen. Price 2/6

ONE-SHEET POSTER
Continental size poster, size 40in. deep x 27in. wide. Price 1/-

SIX-SHEET POSTER
Continental size poster, size 79in. deep x 40in. wide. Price 6/6 each.

LOBBY CARDS
Sold in sets of two. Printed four-colour Litho. Size 22in. x 28in. Price 8/- per set.

COLOURED STILLS
Eight 11in. x 14in. coloured stills. Price 8/6 per set.

EXHIBITORS’ STILLS
Set of eight Black and White 10in. x 8in. stills. Price 5/- per set (net hire charge).

DOUBLE CROWN TIE-UP POSTER
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.

WITH OVERPRINTING PRICE - 2/6 EACH
STILLS & BLOCKS FOR TIE-UPS

ANDREW RAY

BALLOON STILL

Single Column Block No. 36
Still No. E.52.4. Por. 61
(For prices see summary).
Andrew Ray blowing-up a
Yellow Balloon.
This still can be used to put
over many of the stunts out-
lined under " Balloons. As
11 ins. x 14 ins., or 30 ins. x 40 ins.
blow-up this still will make
excellent teaser cut-outs with
copy written on the balloon.

WATCHES

Single Column Block No. 37
Still No. E.52.4. Por. 10
(For prices see summary).
Andrew Ray and Hy Hazel
admiring the young star's new
watch. Use the following cap-
tion for this tie-up: "Hy
Hazel admires Andrew Ray's
new watch—buy your son a
watch for his birthday."

FASHION STILL

Single Column Block No. 38
Still No. E.52.4. Prod. 35
(For prices see summary).
William Sylvester and
Andrew Ray at the Pets' Stall
in a scene from "Yellow Bal-
loon." Use this still for tie-ups
with local Pets Shops.

OUTFITTERS and School
Uniform Suppliers

Tie-up Captions
Andrew Ray, the happy schoolboy—
make your son happy by buying
his new suit here.

CHEMISTS

Tie-up Captions
"Clean teeth mean healthy schooldays —
buy your son a new tooth
brush now."

CYCLE DEALERS

Tie-up Captions
"Andrew Ray, the happy boy—make
your son the happiest son—buy
him a new cycle."

This approach can be used
for a number of tie-ups centred
around the " birthday present "
angle.

This still is also useful for
lovers, display use as a cent-
piece in a "Meet Andrew Ray" display.
Brief details of his career, some scenes stills from
the film and information regarding
showing times would make up
an informative lay-out.

HOUDEHOLD GOODS

PET SHOPS

Single Column Block No. 35
Still No. E.52.4. Prod. 5
(For prices see summary).
A scene in the kitchen from
"Yellow Balloon" with Ken-
neth More and Kathleen Ryan
playing the roles of a husband
and wife.

Hardware stores, gas show-
rooms (cooking by gas), china
shops and general stores are all
good outlets for this type of
tie-up.

RECORDS

Single Column Block No. 39
Still No. E.52.4. Prod. 42
(For prices see summary).
Hy Hazel in a scene from
"Yellow Balloon" which shows
the star selecting records. Tie-
up Captions: "Like Hy Hazel
in 'Yellow Balloon' buy
records for home entertain-
ment."

FASHION STILL

Single Column Block No. 40
Still No. E.52.4. Por. 25
(For prices see summary).
Lovely Sandra Dawn featur-
ing an evening gown in guipure
lace.

STAR PORTRAITS

Star portraits of the principal
players in the film can be sup-
plied at the usual prices. When
ordering please state name of
star and size required. These
stills are illustrated by the
biography blocks shown on
page four.

STILLS AND BLOCK PRICES

Prices of stills are as follows:

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 x 8 (Black and white)</td>
<td>1/-</td>
</tr>
<tr>
<td>11 x 14</td>
<td>2/-</td>
</tr>
<tr>
<td>20 x 30</td>
<td>20/-</td>
</tr>
<tr>
<td>30 x 40</td>
<td>35/-</td>
</tr>
</tbody>
</table>

Orders for enlargements should
reach Associated British-Pathe at
least ten days before date of delivery.

Each of the tie-ups and general pub-
licity stills can be supplied as single
column blocks, price 5/- each.

COPYLINES

One of the most moving and
startling films to be shown in
this theatre!

If you can't bear the suspense
. . . look the other way—if
you can! FRANKIE was just
a boy . . . could have been
anybody's boy . . . your boy,
perhaps . . . But Fate, and a
yellow balloon, threw him
into the clutches of a
murderer . . . sent him run-
ning for his life tormented
with fear, in a wild cat-and-
mouse chase!

"I'm not a bad boy, honest
I'm not . . . I just wanted a
balloon . . . But Len said he
saw me push Ron over the
ledge . . . said he'd tell the
police I MURDERED him! I
was terrified. I had to stop
him, don't you see? I said I'd
do anything he asked—only
please don't go to the
police . . ."

Frankie only wanted to play
with a balloon . . . but he
soon found he was playing
with DEATH . . . and
MURDER!

You'll feel with him the
shame of his deceit . . . You'll
live with him every moment
of heart-breaking panic . . .
But above all, you'll ache to
join in the race to save him
from a man who is already
doomed and means to take
this boy with him to the
death.

EXCITING . . . THRILLING . . .
will have you breathless
with suspense!
GENERAL INFORMATION

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 1292.

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 AND LIVERPOOL

LONDON AND 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.I. 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 "The Yellow Balloon" 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.

AD-SALES MATERIAL AVAILABLE

TIE-UP STILLS AND ENLARGEMENTS
A very wide range of tie-up stills and enlargements are illustrated and can be supplied at the following prices—

10in. x 8in. (Black and White) ... ... ... 1/-
11in. x 14in. (Black and White) ... ... ... 2/-
30in. x 40in. (Black and White) ... ... ... 35/-

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

POSTERS & LOBBY CARDS. See Poster Page.

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Set of eight exhibitor stills. Per set 5/- (net hire charge).
11in. x 14in. COLOURED STILLS
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16mm. TRAILER
This trailer is supplied free subject to conditions set out on page five. Please order direct from: The Exploitation Manager, Associated British-Pathe Ltd., Film House, Wardour Street, W.I.

TRAILER
De luxe trailer from National Screen Service Ltd.

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ASSOCIATED BRITISH-PATHE, Ad. Sales Dept., Pathe House, 133/135, Oxford Street, W.I.

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Reg Whitley, 'Daily Mirror.'

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A good British thriller with depth and imagination . . . I SAY AGAIN, A GOOD FILM.
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Harris Deans, 'Sunday Dispatch.'

Thrilling and entertaining . . .
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"The Yellow Balloon" is Xceptional.
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FILLS YOU WITH EXCITEMENT . . .
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THE YELLOW BALLOON

Cert X ADULTS ONLY

ANDREW RAY as Frankie
KATHLEEN RYAN - KENNETH MORE
WILLIAM SYLVESTER
Bernard Lee - Veronica Hurst - Hy Hazell - Sandra Dorne
Produced by VICTOR SUTHERBY - Directed by LEE THOMPSON
Distributed by Associated British-Pathe Limited

6" double column - Y.B. No. 21 - PRICE 14/-
4" double column - Y.B. No. 22 - PRICE 11/-
3" double column - Y.B. No. 23 - PRICE 9/6
6" single column - Y.B. No. 24 - PRICE 9/-
4" single column - Y.B. No. 25 - PRICE 8/6
1" double column - Y.B. No. 26 - PRICE 7/6
2" double column - Y.B. No. 27 - PRICE 8/6
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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.1