A snake-bite can be deadly in spite of immediate action, as in this scene from the screen adaptation of Nevil Shute's great novel, "A Town Like Alice," starring Virginia McKenna and Peter Finch.

UNFORGETTABLE DRAMA OF ENDURANCE AND COURAGE

Many stories of courage and determination by ordinary peace-loving people emerged from the second world war. Nevil Shute captured this strange human capacity for the sudden strengthening of the mind and body in the face of disaster in his best-selling novel, "A Town Like Alice."

Adapting the book to the screen, Pinewood Studios have translated to visual, physical terms the story of endurance and tenacious courage by a group of women during the worst crisis of their lives.

This is the moving story of a party of women compelled to trek back and forth through the Malayan jungle because no occupying Japanese officer will take responsibility for their care and feeding.

Virginia McKenna gives the finest performance of her career in the role of Jean Paget, the English girl whose example inspires these pathetic wanderers. She shines brilliantly as the girl with the faith to find love and light the way through the filth and morass of the jungle and the indifferent cruelty of the Japanese.

To share her love comes Joe, a tough and carefree captive digger from Alice Springs, Australia, played by Peter Finch. This is a new type of role for Peter Finch but he makes it live, bringing in just the right touch of tough warm-heartedness.

These talented players get complete support from a skilfully chosen and flawless cast. Every characterisation adds to the reality of the situation. Renee Houston as Ebbey, the boisterous Scotswoman with a heart of gold... Marie Lohr as the snobbish, colonial Mrs. Dudley Frost... Maureen Swanson as the lovely but weak Ellen unable to stand the suffering and deserting her comrades in adversity for a Japanese officer.

"A Town Like Alice" is a moving yet exciting film. It will tear at the emotions, stretch taut the nerves; it is satisfying entertainment, high drama at its best.

Showmanship

SPECIAL PREVIEW

Where possible arrange a special screening prior to your playdate for representatives of women's organisations, and a selected cross section of your patronage drawn from local factories and big business houses. Invite the press to write about the reactions of your specially invited audience after seeing the film. After the preview representatives of the Women's Organisations might be persuaded to arrange a Baby-sitting scheme for their mutual benefit. The Scheme should be run by the Women's Organisations themselves and not by the theatre. The press would probably announce this service...
**PRESS CO-OPERATION**

The co-operation of the press would be needed in a search for local men and women who were wartime captives or suffered great hardships. Their experiences will make interesting reading. An eye-witness account at the premiere should produce press pictures.

A competition could be arranged inviting readers to write about "A wartime acquaint-
ance I would most like to meet again." A telephone call that has changed the course of my life," or to answer the question "If you were left a legacy, what would you do?"

The above ideas are all closely associated with the theme of the film and any one of them could provide a newspaper competition with wide appeal. Prizes might be promised by local traders for the best entries.

An idea which may interest the fashion pages could be the Coolie hat which is worn by the women in the film.

**FOYER**

Arrange an exhibition of Far-Eastern War Sou-

items—a Japanese flag, a sword, etc.

A display featuring press quotes and selected comments from im-

portant local personalities could add to your foyer scheme.

A large map of Malaya —your signwriter should be able to reproduce from a school atlas—

**LEAFLETS**

Attractive illustrated four-

page leaflets printed in colour, are available. They can be overprinted with theatre name and play-

date.

**FAN PORTRAITS**

Postcard size auto-

graphed portraits of Virginia McKenna are available. They can be overprinted with theatre name and playdate.

**THE BOOK**

Men's Wear, Heinemann Ltd., who have agents in most countries, are the publishers of the novel "A Town Like Alice," by Nevil Shute. A tie-up has been arranged with their London Office whereby they are producing a "film edition" of the book which will have a photographic jacket showing scenes from the film. They are also producing colourful accessories in the form of streamers and show cards. Book-

sellers should be contacted well before playdate and a local tie-up arranged as the London office will only supply material on request. This will make for an eye-catching window display which should appeal to the bookseller as well as being excellent pub-

licity for the film. North American ex-

hbitors should contact William Morrow for campaign co-operation and information in these territories.

**PERSONAL APPROACH**

Personal letters to selected patrons from the mailing list should give dividends—shirt along these lines:

**Cinema Theatre,**

**High Street.**

Dear Mrs. Smith,

Occasionally we are privileged to see a truly great performance by a talented actress in a sincere and moving film.

I believe I have had that experience. For I have just seen Virginia McKenna in "A Town Like Alice.

Her performance in this adaptation of Nevil Shute's greatest novel has inspired me to write this letter.

As the central figure of a tragic group of women condemned to wander through the Malayan jungle as unwanted prisoners of the Japanese, she brings to the screen those qualities that mark the born actress.

Next week we are showing "A Town Like Alice" at this theatre. It is my sincere belief that you would enjoy this unforgettable drama as much as I did.

Please don't hesitate to make yourself known to me and tell me if you think my judgment was right.

Yours sincerely,

Manager.

**WINDOW DISPLAYS**

A digested display in a florist's window could be a mounted still of Virginia McKenna with the catchline "A Bouquet of Flowers to a wonderful actress." Film and theatre credits should be included. It would be an excellent means of distributing the overprinted fan portraits of Virginia McKenna.

**NEWSPAPER COMPETITION BLOCK**

Use this block showing six scenes from Virginia McKenna's films for a newspaper sponsored contest. Tell readers that the first one is a scene from "A Town Like Alice" and invite them to name the remaining five films.

The answers are:

A Town Like Alice

FROM THE NOVEL BY NEVIL SHUTE

with Marie LOHR, Renee HOUSTON, Jean ANDERSON, Maureen SWANSON

Screenplay by W. P. LIPSCOMB and RICHARD MASON
Produced by JOSEPH JANNI Directed by JACK LEE
A TOWN LIKE ALICE

THE RANK ORGANISATION PRESENTS

VIRGINIA MCKENNA
PETER FINCH

A TOWN LIKE ALICE

From the novel by Nevil Shute

TLM-OH

THE RANK ORGANISATION PRESENTS

VIRGINIA MCKENNA
PETER FINCH

A TOWN LIKE ALICE

TLM-0Y

Teaser

THE PAGES OF NEVIL SHUTE'S BEST SELLING NOVEL-COME AN OUTSTANDING FILM ACHIEVEMENT...

FROM NEVIL SHUTE'S BRILLIANT NOVEL-COME A FILM OF RARE AND COMPELLING SINCERITY

THE UNFORGETTABLE STORY OF A HANDFUL OF WOMEN AND CHILDREN-FORCED TO MARCH HUNDREDS OF PEROUS MILES THROUGH THE JUNGLE AT BAYONET POINT-AND THE GIRL-WHO EXAMPLE INSPIRES THEIR WILL TO LIVE...

with MARIE LOHR - RENEE HOUSTON - JEAN ANDERSON - MAUREEN SWANSON

Screenplay by W. P. LIPSCOMB and RICHARD MASON

Produced by JOSEPH JANNI
Directed by JACK LEE

THE RANK ORGANISATION PRESENTS

VIRGINIA MCKENNA
PETER FINCH

A TOWN LIKE ALICE

TLM-0M

TLM-0S

TLM-0P

THE RANK ORGANISATION PRESENTS

VIRGINIA MCKENNA
PETER FINCH

A TOWN LIKE ALICE

TLM-0M

TLM-0S

TLM-0P

THE RANK ORGANISATION PRESENTS

VIRGINIA MCKENNA
PETER FINCH

A TOWN LIKE ALICE

TLM-0M

TLM-0S

TLM-0P

THE RANK ORGANISATION PRESENTS

VIRGINIA MCKENNA
PETER FINCH

A TOWN LIKE ALICE

TLM-0M

TLM-0S

TLM-0P
Prisoners—in Japanese hands
A story of desperate courage and endurance in the face of almost overwhelming hardship—a girl whose example is an inspiration... and the man who risks his life because of her.

FROM NEVIL SHUTE’S BRILLIANT NOVEL COMES A FILM OF RARE AND COMPELLING SINCERITY

A TOWN LIKE ALICE

THE PLAYERS
Virginia McKenna 
Jean Pistis
Peter Finch 
Joe Harman
Tohagi 
Japanese Sergeant
Tou Van Khe 
Captain Sagnay
Jean Anderson 
Miss Horsfall
Marie Lohr 
Mrs. Dudley Frost
Maureen Swanston 
Ellen
Reene Houston 
Ebbie
Nora Nicholson 
Mrs. Frith
Eliza Moore 
Mrs. Holland
John Fabian 
Mr. Holland
Vincent Ball 
Bea
Tim Turner 
British Sergeant
Vu Ngoc Tuan 
Captain Yamata
Yamada 
Captain Takata
Nakanishi 
Captain Nicki
Beda Kempeni 
Sergeant
Geoffrey Keen 
Solicitor

June Shaw 
Mrs. Graham
Armine Sandford 
Mrs. Carstairs
Mary Allen 
Mrs. Anderson
Virginia Chay 
Mrs. Knowles
Roy White 
Mrs. Davies
Philippe Morgan 
Mrs. Lindsay
Dorothy Mous 
Mrs. O’Brien
Gwen Gwinn 
Mrs. Rhodes
Josephine Miller 
Daphne Adams
Edina Carroll 
Fatima
Sunny Bin Housan 
Mat Amin
Charles Marshall 
Wally Digder
June White 
Brenda
Cameron Moore 
Freddie
Margaret Edson 
Jane
Domonic Livens 
Michael Rhodes
Pete John Timmsky
Meg Buxton 
Mary Graham
Geoffrey Hawkins 
Robin

THE PLAYERS
Virginia McKenna 
Jean Pistis
Peter Finch 
Joe Harman
Tohagi 
Japanese Sergeant
Tou Van Khe 
Captain Sagnay
Jean Anderson 
Miss Horsfall
Marie Lohr 
Mrs. Dudley Frost
Maureen Swanston 
Ellen
Reene Houston 
Ebbie
Nora Nicholson 
Mrs. Frith
Eliza Moore 
Mrs. Holland
John Fabian 
Mr. Holland
Vincent Ball 
Bea
Tim Turner 
British Sergeant
Vu Ngoc Tuan 
Captain Yamata
Yamada 
Captain Takata
Nakanishi 
Captain Nicki
Beda Kempeni 
Sergeant
Geoffrey Keen 
Solicitor

June Shaw 
Mrs. Graham
Armine Sandford 
Mrs. Carstairs
Mary Allen 
Mrs. Anderson
Virginia Chay 
Mrs. Knowles
Roy White 
Mrs. Davies
Philippe Morgan 
Mrs. Lindsay
Dorothy Mous 
Mrs. O’Brien
Gwen Gwinn 
Mrs. Rhodes
Josephine Miller 
Daphne Adams
Edina Carroll 
Fatima
Sunny Bin Housan 
Mat Amin
Charles Marshall 
Wally Digder
June White 
Brenda
Cameron Moore 
Freddie
Margaret Edson 
Jane
Domonic Livens 
Michael Rhodes
Pete John Timmsky
Meg Buxton 
Mary Graham
Geoffrey Hawkins 
Robin
POSTERS

STILL PHOTOGRAPHS

10 in. x 8 in. Black and White, in sets of 8, 12, 20, 40 and 80. 11 in. x 14 in. Black and White, in sets of 8, 12, 30, 40 and 50. (Can also be supplied in other sizes and quantities to meet individual requirements.)

PRESS ADVERTISING

 Mats or stencils of the Press Advertising Blocks illustrated on pages 6 and 7 are available, as are mats and stencils of Editorial Blocks shown on pages 4 and 5.

EXHIBITOR STILLS

Sets of 8 in full colour, size 11 in. x 14 in. and 10 in. x 8 in.

SYNOPSIS AND CAMPAIGN BOOKS

POSTERS

One-sheet, three-sheet, six-sheet and 24-sheet (American sizes).

AD - SALES INFORMATION

STILL PHOTOGRAPHS

10 in. x 8 in. Black and White, in sets of 8, 12, 20, 40 and 80. 11 in. x 14 in. Black and White, in sets of 8, 12, 30, 40 and 50. (Can also be supplied in other sizes and quantities to meet individual requirements.)

PRESS ADVERTISING

 Mats or stencils of the Press Advertising Blocks illustrated on pages 6 and 7 are available, as are mats and stencils of Editorial Blocks shown on pages 4 and 5.

EXHIBITOR STILLS

Sets of 8 in full colour, size 11 in. x 14 in. and 10 in. x 8 in.

SYNOPSIS AND CAMPAIGN BOOKS

POSTERS

One-sheet, three-sheet, six-sheet and 24-sheet (American sizes).

LOBBY POSTERS

Size 22 in. x 28 in. printed litho in four colours.

TRAILER

Full sound and action.

SLIDE

Coloured Announcements Slide, 35 in. square.

THE STORY IN TEN PICTURES

Ten striking stills depicting the human story of "A TOWN LIKE ALICE" have been specially chosen for newspaper and magazine coverage.

Order these stills with the relevant captions from J. Arthur Rank Overseas Film Distributors Ltd., 11, Belgrave Road, London, S.W.1.

These still numbers are Production Numbers 63, 14, 86, 24, 97, 85, 54, 78, 21 & 90.

J. ARTHUR RANK OVERSEAS FILM DISTRIBUTORS LTD

Telephone: Victoria 8635 11 BELGRAVE ROAD, LONDON, S.W.1 Telegrams Jardisto, London