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SHOWMAN'S CAMPAIGN

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**“BLUE MURDER”
IS MURDERING 'EM
AT THE BOX OFFICE!**



The brand new adventures of Ronald Searle's
hilarious butchering "belles"...
(P.S. They're now in 2 sizes)

Blue Murder at St. Trinian's

starring
TERRY-THOMAS • JOYCE GRENFELL
ALASTAIR SIM • ALSO SABRINA
(GUEST STARS AS THE HEAD MISTRESS)

Screenplay by FRANK LAUNDER, VAL VALENTINE
& SIDNEY GILLIAT • Produced by FRANK LAUNDER & SIDNEY GILLIAT
Directed by FRANK LAUNDER • A CONTINENTAL DISTRIBUTING, INC. RELEASE

T H E A T R E

3 Col. x 58 Lines—174 Lines

Mat No. 302

CONTINENTAL



DISTRIBUTING INC.

251 WEST 57th STREET • NEW YORK 19, N.Y.
PLAZA 7-2593



ST. TRINIAN'S

Mat 24

Miss Fritton (Alastair Sim), headmistress of St. Trinian's, sadly stares from her cell window in this scene from the new comedy, "BLUE MURDER AT ST. TRINIAN'S," opening at the Theatre. The film, starring Joyce Grenfell and Terry-Thomas, and featuring Sabrina, finds "those female fiends in human form" created by famed cartoonist Ronald Searle let loose on a whirlwind tour of Europe. "BLUE MURDER" is being released in the United States through Continental Distributing, Inc.

THE BRITISH DISCOVER CHEESECAKE IN "BLUE MURDER AT ST. TRINIAN'S"

British producers, long known for their reserve in the art of "cheese-cake," have pulled out all stops in their latest comedy, "Blue Murder at St. Trinian's," opening at the Theatre.

Featured in the cast of the rollicking new film are a bevy of British beauties who represent the seniors in that delightful school. The "female fiends in human form," who are tutored in every aspect of crime and mayhem, display their talents and charms to great advantage in the costumes especially designed for them; black tight-fitting tunic down to the thighs, sheer black nylon stockings which do not quite meet the tunic and are held up by black garters, and black high-heeled shoes. In all, quite a fetching costume.

"Blue Murder at St. Trinian's," starring Joyce Grenfell, Terry-Thomas, Alastair Sim and Sabrina, is being released in the United States through Continental Distributing, Inc.



ST. TRINIAN'S

Mat 1B

Joyce Grenfell, one of England's most gifted comedienne, appears as Sgt. Gates in the new comedy, "BLUE MURDER AT ST. TRINIAN'S," opening at the Theatre. The film, co-starring Terry-Thomas with Alastair Sim as the Headmistress, and introducing Sabrina, finds "those female fiends in human form" created by famed cartoonist Ronald Searle let loose on a whirlwind tour of Europe. "BLUE MURDER" is being released in the United States through Continental Distributing, Inc.



ST. TRINIAN'S

Mat 1C

Joyce Grenfell as Sgt. Gates and Terry-Thomas as Romney perform a hilarious love tango in the new comedy, "BLUE MURDER AT ST. TRINIAN'S," opening at the Theatre.

The film, with Alastair Sim as the Headmistress and featuring Sabrina, finds "those female fiends in human form" created by famed cartoonist Ronald Searle let loose on a whirlwind tour of Europe. "BLUE MURDER" is being released in the United States through Continental Distributing, Inc.

"BLUE MURDER AT ST. TRINIAN'S" TO BEGIN LOCAL ENGAGEMENT

"Blue Murder at St. Trinian's," based on "those female fiends in human form" created by famed cartoonist Ronald Searle, will open tomorrow at the Theatre.

Starring Joyce Grenfell, Terry-Thomas and Alastair Sim, and introducing Sabrina, the new comedy follows those "awful schoolgirls" on a whirlwind tour of Europe as they strike terror in the hearts of human beings, and leave in their wake a trail of broken (literally) bodies. In the new Lauder and Gilliat production, the "monsters" become unwittingly involved in a diamond robbery, while at the same time trying to snare a wealthy Italian Prince in marriage, with no holds barred.

The first of the St. Trinians series, "The Belles of St. Trinian's," which also proved a great success in the United States, dealt primarily with the pre-teen age terrors. In "Blue Murder," the maidens of mayhem have grown to lovely lissom lassies, (on the exterior) but there is still larceny—and hilarity—in their hearts.

"Blue Murder at St. Trinian's" is being released in the United States through Continental Distributing, Inc.

"BLUE MURDER AT ST. TRINIAN'S" A ROLICKING, UPROARIOUS HIT!

(Review)

If laughter is your dish of tea, run, don't walk to see "Blue Murder at St. Trinian's," which opened yesterday at the Theatre. It is unquestionably the most hilarious film to come along in many a month.

"Blue Murder at St. Trinian's," starring Joyce Grenfell, Terry-Thomas, Alastair Sim, and introducing the much-talked about Sabrina of the famed dimensions, is a rollicking, uproarious mad comedy. The "female fiends in human form" created by famed cartoonist Ronald Searle are back on the screen in two sizes, and the picture is just about twice as funny as the original comedy.

The story itself is absolutely whacky. The seniors of St. Trinians, as shapely and glamorous a group of gals as you could hope for, set their minds to winning a UNESCO scholarship which includes a tour of Europe as first prize. The reason? To ultimately trap a wealthy Italian prince in marriage. Before they get under way, however, they have the army in a state of siege, until a headmistress, Dame Hackshaw (Judith Furse), imported from a penal institution in Australia, takes charge.

But the lady is no match for the "butcherer belles." She is quickly whisked to a watchtower, where she is bound and gagged, and Joe (Lionel Jeffries), a diamond thief attempting to escape the police, is forced to masquerade as the new Headmistress.

Joyce Grenfell appears once more as the toothy police-sergeant, Ruby Gates, who disguises herself as an interpreter, and Terry-Thomas plays the part of her fiancé, Romney Carlton-Ric-

ketts, the only bus-owner brave enough to undertake the trip. Their performances are absolute gems, and their execution of an adagio dance alone is worth the price of admission.

As the girls proceed from one country to another, taking part in fantastic Mozart Festival, playing LaCrosse with intent to kill, and entering a water-polo match with the sole purpose of drowning the opposition as well as the referee, the fun grows wilder and wilder.

There is a brief episode of Alastair Sim, who once more plays the part of "Miss" Amelia Fritton, and who has been plucked from St. Trinian's in mid-term to spend a brief "vacation" as Her Majesty's guest... in prison. She returns in time to collect the reward for capturing the jewel thief.

An unusual introduction to "Blue Murder" sets the tone for the film, and it gets funnier as it goes along.

Producer Sidney Gilliat and Director Frank Lauder have developed a delightful uninhibited spirit of knock-a-bout farce that is completely infectious, and have added production values that are plain to see. Special mention should be made of George Cole's creation of "Flash" Harry, the shifty school messenger. Others in the cast include Eric Barker, Lisa Gastoni and Richard Wattis.

"Blue Murder at St. Trinian's" is a must for anyone and everyone who is looking for a solid "bellylaugh." The film is being released in the United States through Continental Distributing, Inc.



ST. TRINIAN'S

Mat 2B

Sgt. Gates (Joyce Grenfell) attempts to disguise herself when she has recognized a jewel thief as her fiancé (Terry-Thomas) looks perplexed in this scene from the new comedy, "BLUE MURDER AT ST. TRINIAN'S," opening at the Theatre. The film, featuring Alastair Sim as the Headmistress and introducing Sabrina, finds "those female fiends in human form" created by famed cartoonist Ronald Searle hilariously involved in a diamond robbery. "BLUE MURDER" is being released in the United States through Continental Distributing, Inc.

"BLUE MURDER AT ST. TRINIAN'S" TO HAVE LOCAL PREMIERE

"Those female fiends in human form" created by famed cartoonist Ronald Searle are back on the screen in a new comedy, "Blue Murder at St. Trinian's," to have its local premiere at the Theatre. And once again, the "butcherer belles" are merrily committing mayhem.

Starring Joyce Grenfell and Terry-Thomas, "Blue Murder" again features Alastair Sim as Headmistress Amelia Fritton, and introduces to American screen audiences the much-talked about Sabrina of the famous dimensions.

In the new British-Lion production, directed by Frank Lauder and produced by Sidney

Gilliat, the juniors and seniors of St. Trinian's "arrange" to win a UNESCO sponsored educational contest with a trip to the Continent as first prize. En route, they manage to become involved with a diamond robbery while, at the same time, try to snare a wealthy Italian Prince in marriage. Joyce Grenfell portrays Sgt. Ruby Gates, who disguises herself as an interpreter, and Terry-Thomas is seen as Romney Carlton-Ricketts, the only bus owner brave enough to undertake the trip.

Others in the cast include Lionel Jeffries (who plays three roles—including a brief stint as Headmistress), George Cole, Eric Barker and Richard Wattis.



ST. TRINIAN'S

Mat 1A

Sabrina, the fabulous blonde with the famous statistics, poses with the necessary props for her role as one of the seniors of St. Trinian's in the new comedy, "BLUE MURDER AT ST. TRINIAN'S," opening at the Theatre. The film, starring Joyce Grenfell and Terry-Thomas, with Alastair Sim as the Headmistress, finds "those female fiends in human form" created by famed cartoonist Ronald Searle in search of a wealthy husband. "BLUE MURDER" is being released in the United States through Continental Distributing, Inc.

ALEC GUINNESS... LOOK TO YOUR LAURELS!

There are three Lionel Jeffries in "Blue Murder at St. Trinian's," the new comedy starring Joyce Grenfell, Terry-Thomas, Alastair Sim and Sabrina, opening at the Theatre.

The versatile actor first appears as Joe, a diamond thief; secondly he dons a wig and skirt and masquerades as the headmistress of that notorious school for those "female fiends in human form," and lastly as Nero in a dream sequence which ends in disaster when the gladiators run for cover when faced by the fearsome girls of St. Trinian's.

Guinness' first claim to fame came when he appeared in eight roles; Jeffries hopes that a similar opportunity will present itself to him soon.

"Blue Murder at St. Trinian's" is being released in the United States through Continental Distributing, Inc.

STATUESQUE SABRINA SEEN IN "BLUE MURDER"

Sabrina, the statuesque blonde of the famous dimensions, makes her debut to American screen audiences in the new comedy, "Blue Murder at St. Trinian's." In what will probably go down in history as the best bit of casting for the year, the well-endowed charmer plays the part of the school intellectual.

"Blue Murder at St. Trinian's" stars Joyce Grenfell, Terry-Thomas and Alastair Sim. The film, produced by Sidney Gilliat and directed by Frank Lauder, is being released in the United States through Continental Distributing, Inc.

CONTINENTAL DISTRIBUTING, INC.

presents

"BLUE MURDER AT ST. TRINIAN'S"

(Inspired by the Original Drawings of the Girls
and Staff of "St. Trinians" by RONALD SEARLE)

starring

JOYCE GRENFELL • TERRY-THOMAS • GEORGE COLE

with

ALASTAIR SIM (As the Headmistress) and SABRINA

Produced by Frank Launder and Sidney Gilliat

Directed by Frank Launder

Screenplay by Frank Launder, Val Valentine and Sidney Gilliat

A LION INTERNATIONAL FILMS, LTD., PRODUCTION

A Continental Distributing Inc. Release

RUNNING TIME: 86 Minutes

THE CAST

Sgt. Gates	Joyce Grenfell	Bassett	Richard Wattis
Romney	Terry-Thomas	Prestwick	Peter Jones
Flash Harry	George Cole	Miss Brenner	Lisa Lee
Miss Fritton	Alastair Sim	Prince Bruno	Guido Lorraine
Virginia	Sabrina	His Mother	Alma Taylor
Joe Mangan	Lionel Jeffries	Equerry	Peter Elliott
Superintendent	Lloyd Lambie	Prison Governor	Charles Lloyd Pack
Chief Constable	Raymond Rollett	Myrna	Lisa Gastoni
Police Sergeant	Terry Scott	Cynthia	Jose Read
Italian Police Inspector	Ferdie Mayne	Bridget	Dilys Laye
Major	Thorley Walters	Annabel	Rosalind Knight
Captain	Cyril Chamberlain	Mavis	Patricia Lawrence
Lieutenant	Ronald Ibbs	Marjorie	Marigold Russell
Dame Maud Hackshaw	Judith Furse	Jane	Vikki Hammond
Liftman	Michael Ripper	Daphne	Nicola Braithwaite
Charlie Bull	Kenneth Griffith	Mercia	Janet Bradbury
Culpepper Brown	Eric Barker	Tilly	Amanda Coxell
	Bissy		Moya Francis

THE CREDITS

Directed by	Frank Launder	Camera Operator	Cec Cooney
Associate Producer	Leslie Gilliat	Associate Art Director	Joseph Bato
	Frank Searle	Sound Supervisor	John Cox
Original Screenplay by	Val Valentine	Sound Recordists	Peter Handford
	Sidney Gilliat		Red Law
Inspired by the Original Drawings of the Girls and Staff of "St. Trinians" by	Ronald Searle	Dubbing Editor	Chris Greenham
Director of Photography	Gerald Gibbs	Casting	Dorothy Holloway
Film Editor	Geoffrey Foot	Dress Designer	Anna Duse
Production Manager	John Pellatt	Continuity	Phyllis Crocker
Art Director	Allan Harris	Make-up	Harold Fletcher
Music composed and conducted by	Malcolm Arnold	Hairdressing	Betty Sherriff
Assistant Director	Douglas Hermes	Special Effects	Wally Veevers
			A. Jullion
		Stylized Sequence arranged by	Philip Buchel
			Betty Buchel

SYNOPSIS

(Not for publication)

Miss Fritton (ALASTAIR SIM), the former headmistress of that delightful establishment for the education of the aristocracy, St. Trinians, is now a guest in one of Her Majesty's Prisons. The school is currently in a state of siege.

The Army has been called in to protect the Country from these "female fiends in human form"—but it would be more appropriate if someone were called in to protect the Army. The Battalion is at "Battle Stations" and casualties are heavy, when Dame Maud Hackshaw (JUDITH FURSE), is scheduled to arrive from Australia to take charge.

Meanwhile, Flash Harry (GEORGE COLE) arrives back at the school from Italy, where he has been negotiating with a rich Italian Prince who is looking for a wife. Harry's idea is that one of the seniors of St. Trinians should be chosen.

When the seniors, headed by Myrna, Cynthia, Annabel, Mavis, Bridget, Jane, Fluffy, Marjorie, (LISA GASTONI, JOSE READ, ROSALIND KNIGHT, PAT LAWRENCE, DILYS LAYE, VIKKI HAMMOND, MARI-ANNE BRAUNS, MARIGOLD RUSSELL) hear of the untold wealth one of them might achieve, they are determined to get to Italy in mid-term by fair means or foul. And with St. Trinians there is no compromise. It's obviously going to be foul! The only member who evidences no interest in the Prince is the school intellectual, Sabrina (obviously played by herself).

The girls hit on a plan to cheat their way through a UNESCO schools competition, the first prize for which is a combined European tour culminating in a visit to Rome for an inter-schools Water Polo match.

With the aid of a borrowed Army truck and a pneumatic drill, the girls recover their previously completed papers from the Ministry of Education and substitute correct ones.

In the meantime, Myrna's father Joe (LIONEL JEFFRIES), with the inadvertent assistance of Sgt. Gates (JOYCE GRENFELL) and her fiancé (LLOYD LAMBLE) of fourteen years' standing, (who are billing and cooing in the back of a police car), seeks a haven at St. Trinians with a fortune in

diamonds. When Dame Hackshaw arrives, she unsuspectingly proceeds to her office. En route a panel in the wall slides open and she disappears. From the top of the stairs the "new" headmistress, heavily guarded by the seniors, descends. It is Joe, dressed in some of Miss Fritton's regalia. Dame Hackshaw is safely stored in the stocks in the bell tower. Under dire threats, Joe agrees to continue the impersonation, and manages to conceal the diamonds in the school's water polo ball.

Driven by Captain Romney Carlton-Ricketts (TERRY-THOMAS), the only bus owner brave enough to undertake the task, and with Sgt. Gates disguised as an interpreter intent on winning the \$10,000 reward for the missing diamonds in order to marry her Superintendent, the party starts on its way.

Flash Harry recognizes Sgt. Gates, but realizes that she will be extremely useful in insuring that Joe does not desert when they hit the Continent. During their whirlwind tour of Europe, Romney and Sgt. Gates fall in love and Gates reveals her identity to Romney. The fact that she may get the \$10,000 reward in no way deters his advances.

Dressed to kill — both the Italian Prince and the enemy team! — the girls prepare for their water polo match and despite the frantic efforts of Joe, they take their own ball with them.

General pandemonium ensues as the girls go into action, with a wild chase following through the Colosseum in Rome, after Joe has snatched the ball from the pool.

Joe is caught, Myrna gets the Prince in marriage, and St. Trinians collects the reward, and returns in triumph to be greeted by Miss Fritton and her new hefty henchwomen — recruited from the resort where, she says, she has been "spending her vacation!"

But control has returned with Miss Fritton, and the girls find their \$10,000 goes in back school fees with the rest devoted to a deserving cause.

Sgt. Gates, in a moment of repentance, gives up Romney and returns to the Superintendent — only now he's back pounding a beat!

EXPLOITATION

BOOK TIE-UP

Ronald Searle's cartoons are sold in better bookstores throughout the United States, and you should have no difficulty in effecting a mutually advantageous tie-up. Our ads use an original Searle cartoon, which you can use for window displays, and your book dealer should be willing to give you a book display for your lobby, which you can set well in advance of your playdate. It's a simple promotion, but it will build word-of-mouth for your playdate. Equally important, all Searle fans will be ticket buyers.

STREET BALLY

The unusual costumes worn by the seniors in "Blue Murder at St. Trinian's" are a natural for a street bally. Arrange for several attractive females, dressed in the black tunic, black stockings and black shoes, to parade around town carrying a sign calling attention to your playdate. The copy can read:

"WE'RE THE FEMALE FIENDS FROM
ST. TRINIAN'S."

See Us Raise "Blue Murder" in our new comedy
Now at the Theatre.

THEATRE GIVEAWAY

The theme song for "Blue Murder at St. Trinian's" provides a hilarious introduction to the film, which sets the audiences in the proper frame of mind for a completely satisfying evening in the theatre.

Arrange for reprints of the lyrics and distribute them to your patrons well in advance of your actual playdate. It will stimulate interest, create the kind of "sell" the picture deserves, and build word of mouth.

THE THEME SONG OF ST. TRINIANS

*Maidens of St. Trinians, gird your armour on,
Grab the nearest weapon, scruple not which one!
The battle's to the strongest, to blazes with who's right.
Trample on the weakest, glory in their plight!
St. Trinians!...St. Trinians!! Our battle cry!
St. Trinians!...St. Trinians!! Will never die.
If you're needing protection we can quote the price;
We can fix an election—also load your dice.
Let our motto be broadcast "Get your blow in first."
She who draws the sword last—always comes off worst.*

The brand new adventures of Ronald Searle's
hilarious butchering "belles"....
(P.S. They're now in 2 sizes)




Blue Murder at St. Trinian's

TERRY-THOMAS • JOYCE GRENFELL
ALASTAIR SIM • ALSO SABRINA
STORY BY FRANK LAUNDER, VAL VALENTINE
& SIDNEY GILLIAT • Produced by FRANK LAUNDER & SIDNEY GILLIAT
Directed by FRANK LAUNDER • A CONTINENTAL DISTRIBUTING, INC. RELEASE

THEATRE

2 Col. x 38 Lines—76 Lines

Mat No. 202



Wring out the Belles
and ring in
Blue Murder—at St. Trinian's

THEATRE

2 Col. x 20 Lines—40 Lines

Mat No. 203

