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LEO GORCEY

and **THE**

Bowery Boys



**Loose
IN
LONDON**

featuring

HUNTZ HALL

AN ALLIED ARTISTS PRODUCTION
with ANGELA GREENE WALTER KINGSFORD

PRODUCED BY BEN SCHWALB DIRECTED BY EDWARD BERND
WRITTEN BY ELWOOD ULLMAN and EDWARD BERND

They Catch LONDON with its BRIDGES DOWN!

Those famous Flatbush funsters have the Thames in titters... in the comedy smash that tops all Bowery Boys hits!

LEO GORCEY and THE Bowery Boys

Loose in LONDON

featuring **HUNTZ HALL**
with ANGELA GREENE WALTER KINGSFORD

AN ALLIED ARTISTS PRODUCTION

PRODUCED BY BEN SCHWALB • DIRECTED BY EDWARD BERNDT • ELWOOD ULLMAN and EDWARD BERNDT

AD MAT NO. 53/337-201 ... 2 Cols. x 112 lines - 224 lines

They're NUTTY KNIGHTS Now!

Those favorite mischief-makers catch London with its bridges down!

LEO GORCEY and THE Bowery Boys

Loose in LONDON

featuring **HUNTZ HALL**
with ANGELA GREENE WALTER KINGSFORD

AN ALLIED ARTISTS PRODUCTION

PRODUCED BY BEN SCHWALB • DIRECTED BY EDWARD BERNDT • ELWOOD ULLMAN and EDWARD BERNDT

AD MAT NO. 53/337 - 202 ... 2 Cols. x 85 lines - 170 lines

They're NUTTY KNIGHTS NOW!

LEO GORCEY and THE Bowery Boys

Loose in LONDON

featuring **HUNTZ HALL**

AN ALLIED ARTISTS PRODUCTION

AD MAT NO. 53/337-102
1 Col. x 49 lines

They're Off To LONDON To Pick CORONATIONS!
... in the comedy smash that tops all Bowery Boys hits!

LEO GORCEY and THE Bowery Boys

Loose in LONDON

featuring **HUNTZ HALL**

AN ALLIED ARTISTS PRODUCTION

AD MAT NO. 53/337 - 204 ... 2 Cols. x 42 lines - 84 lines

LEO GORCEY and THE Bowery Boys

Loose in LONDON

AN ALLIED ARTISTS PRODUCTION featuring **HUNTZ HALL**

AD MAT NO 53/337-206 ... 2 Cols. x 14 lines - 28 lines

COMPLETE CAMPAIGN MAT 35c

ALL THE AD AND SCENE CUTS BELOW AVAILABLE ON ONE BIG BARGAIN MAT!

ORDER SPECIAL "LOOSE IN LONDON" MAT "AA" FROM NATIONAL SCREEN.

NOTE: Any of These Mats May Be Ordered Singly At The Regular Price. Order By Number Under The Cut.



PRODUCED BY BEN SCHWALB • DIRECTED BY EDWARD BERNDT • WRITTEN BY ELWOOD ULLMAN and EDWARD BERNDT
AD MAT NO. 53/337-203 ... 2 Cols. x 56 lines - 112 lines



No. 22



AD MAT NO. 53/337-205 ... 2 Cols. x 28 lines - 56 lines



PRODUCED BY BEN SCHWALB • DIRECTED BY EDWARD BERNDT • WRITTEN BY ELWOOD ULLMAN and EDWARD BERNDT
AD MAT NO. 53/337-101
1 Col. x 86 lines



No. 4



AD MAT NO. 53/337-104
1 Col. x 14 lines



AD MAT NO. 53/337-103
1 Col. x 28 lines



PUBLICITY



VAMPED



"LOOSE IN LONDON" No. 22

Leo Gorcey, to use an old expression, is vamped completely by lovely Angela Greene in his latest Bowery Boys comedy with Huntz Hall, "Loose in London." The Allied Artists picture is at the theatre.

LEO GORCEY, HUNTZ HALL HIT COMEDY HIGH IN NEW FILM

(Review)

"Loose In London," the 39th and most recent of the Bowery Boys comedies for Allied Artists, which opened yesterday at the theatre, is one of the funniest pictures Hollywood has turned out.

The story, moving swiftly from Louie's Bowery Sweet Shop to the palace of an Earl in

London, an ancient believing him-

self to be a great grand-relative of Huntz Hall, as Sach, piles up one comedy situation after another, with Leo Gorcey starred as head man of the pack as usual, setting the pace for all of the fun.

It all begins when the boys, trying to scrounge sodas from Louie (Bernard Gorcey), get word that the Earl believes himself to be dying and wants Sach to gather with other relatives as the end nears.

The entire crew, Louie with them, ships out for London. Once there it develops that the ancient man of title is the victim of an attempted poison murder plot, from which he is saved, in all innocence, by Leo, Huntz and the rest of the Bowery group.

In the end, however, Sach turns out to be the wrong relative, and the boys head back for the Sweet Shop as London society returns to normal.

Angela Greene lends charm and beauty to the story as Marcia, great-grandniece of the Earl, and others in the family group of hopeful Borgias are John Dodsworth, Norma Varden, William Cottrell, Rex Evans and James Logan, each

giving an excellent performance. The picture was given fine production by Ben Schwalb and the direction by Edward Bernds is fast and smooth. David Milton's rich settings are outstanding, and contribute much to the picture.

Cast

Slip LEO GORCEY
Sach HUNTZ HALL
Louie. BERNARD GORCEY
Marcia ANGELA GREENE
The Earl
WALTER KINGSFORD
Aunt Agatha
NORMA VARDEN
Sir Edgar
JOHN DODSWORTH
Reggie
WILLIAM COTTRELL
Chuck DAVID CONDON
Butch
BENNIE BARTLETT
Herbert REX EVANS
Hoskins JAMES LOGAN
Higby ALEX FRAZER
Bly CHARLES KEANE
Taxi Driver CLYDE COOK

THE STORY

(Not For Publication)

When word comes from England that the titled great, great granduncle of Horace Debussy Jones, better known as Sach (Huntz Hall), is near death and has provided transportation to summon relatives from around the world to his bedside, the Bowery Boys make arrangements to travel. By trading the prepaid first class passage for lesser accommodations Sach, Slip (Leo Gorcey), Butch (Bennie Bartlett), Chuck (David Condon) and Louie (Bernard Gorcey) embark. In London they find the old man, the Earl of Walsingham (Walter Kingsford), already surrounded by sinister Sir Edgar Whipsnade (John Dodsworth); Reggie (William Cottrell), a top; Aunt Agatha (Norma Varden), a spinster; Lady Marcia (Angela Greene), young and seductive; Cousin Herbert (Rex Evans), something of a moron, and Hoskins (James Logan), the butler. It quickly develops that the assembled relatives are in a plot together to slowly poison the old Earl and to get rid of Sach and his pals. Sach and the Bowery Boys win the old Earl's confidence, save his life, turn the Earl's huge house into a bedlam, rout the relatives, but in the end Sach turns out to be the wrong Horace Debussy Jones. The happy Earl rewards the boys, however, and they head back for the Bowery and Louie's Sweet Shop.

Gorcey Retires Faithful Hat

Film comedy star Leo Gorcey has a bronze hat.

The unusual item of headgear was not always that way. Once it was ordinary felt, battered, frayed and torn, the same hat he had first worn when he started his characterization as Slip, leader of the Bowery Boys.

A short time ago his young wife got sentimental, took the historic hat when Leo wasn't looking, and had it bronzed as a somewhat bulky ornament for their den.

Leo wears an exact duplicate of more recent manufacture for his latest starring picture, "Loose In London," which will be the next attraction at the theatre with Huntz Hall featured.

This latest comedy for Allied Artists is the 39th in the Bowery Boys series, and has Angela Greene in the leading feminine role.

The picture was produced for Allied Artists by Ben Schwalb and was directed by Edward Bernds from a screenplay written by Bernds and Elwood Ullman.

FAVORITE



"LOOSE IN LONDON" No. 1

Favorite comedy star Leo Gorcey is starred with Huntz Hall in Allied Artists' "Loose in London," now playing at the theatre.

Angela Greene In Comedy Hit

Angela Greene, a versatile young actress who during the past several years has played in everything from light comedy to drama for many of the major film studios in Hollywood, has the feminine lead in "Loose In London," latest of the Allied Artists' Bowery Boys comedies, which is now playing at the theatre.

The picture stars Leo Gorcey with Huntz Hall, Bennie Bartlett and David Condon, with Bernard Gorcey in his familiar role as Louie, harassed owner of the Sweet Shop where most of the trouble in which the Boys become involved usually starts.

In "Loose In London" they receive word that Sach, portrayed by Hall, has been summoned to the London bedside of a great-great-granduncle, about to leave his title and his fortune to his relatives. All go with Sach and once in England they find out that the uncle, the Earl, is about to be the victim of a family poison plot.

The picture was produced for Allied Artists by Ben Schwalb and was directed by Edward Bernds from an original screenplay by Bernds and Elwood Ullman.

BOWERY BOYS VISIT LONDON AS BIG BEN CLANGS PROTEST

(Advance)

Leo Gorcey leads Huntz Hall and the rest of his Bowery Boys to London, England, in search of a title and a fortune in "Loose In London," their latest Allied Artists comedy, which will be the next screen attraction at the theatre.

What happens to London, as the deep tones of Big Ben toll a figurative protest against the boys, shouldn't happen to Nevada's Gopher Flats on a bomb testing day, happy audiences that have seen the comedy in pre-release showings all have agreed.

In the fast-paced story by Elwood Ullman and Edward Bernds, the latter also the director of the picture, Leo and the rest of the lads are gathered as usual in Louie's Sweet Shop when a letter arrives notifying Hall, as Sach, that his titled great-grandfather in Britain, feeling that death is near, desires all his relatives to visit him. The Bowery gang, including Louie, portrayed by Bernard Gorcey, boards ship and heads for London, with results unceasingly hilarious.

Angela Greene appears fetchingly as the girl of the story, also a relative of the Earl, whose life is being plotted against by the balance of the assembled kinsmen. The tragedy of a murder by slow poison is averted by the solicitous Sach, who suffers in the end to learn that there has been a slight mistake in genealogy, turning him up to be the wrong great-grandson.

The production by Ben Schwalb is richly mounted and the sets by art director David Milton are regally impressive. Beside Miss Greene, John Dodsworth, Norma Varden, Rex Evans, Walter Kingsford, Alex Frazer and Clyde Cook are excellent in the large supporting cast.

Stage Fox Hunt In Noble Halls

Indoor fox hunting, with a real fox and a pack of hounds, is introduced to startled London society by Leo Gorcey, Huntz Hall and the rest of the Bowery Boys in "Loose In London," their latest comedy riot for Allied Artists, currently playing at the theatre.

The boys go to England to help Sach, portrayed by Hall, gain what they hope will be a title and a fortune. They turn the stately home of an aged Earl into a shambles, the fox chase being but one of the many seemingly impossible things that happen.

Angela Greene has the leading feminine role in the picture, which was produced by Ben Schwalb and directed by Edward Bernds from a screenplay by Bernds and Elwood Ullman.

In the featured supporting cast are Bennie Bartlett, David Condon, Bernard Gorcey, John Dodsworth, Rex Evans, Norma Varden and Walter Kingsford.

Credits

Produced by Ben Schwalb; Directed by Edward Bernds; Photographed by Harry Neumann, A.S.C.; Screenplay by Elwood Ullman and Edward Bernds; Production Manager, Allen K. Wood; Assistant Director, Austen Jewell; Recorded by Charles Cooper; Art Director, David Milton; Dialogue Director, Tim Ryan; Set Continuity by Ilona Vas; Set Decorations by Clarence Steensen; Film Editor, John C. Fuller, A.C.E.; Research Supervisor, Lester A. Sansom; Music Directed by Marlin Skiles.

Footage, 5624 ft.
Running Time, 62 min.

IT'S LOVE



"LOOSE IN LONDON" No. 4

Huntz Hall, that ancient Britisher, with Angela Greene in Allied Artists' new Bowery Boys comedy "Loose in London," at the theatre.

New Film Clocks Record Laughs

"Loose In London," latest in the Bowery Boys series of screen comedy hits, currently playing at the theatre, has one laugh for every 10 feet of film, according to an electronics sound check made of a preview audience by Allied Artists, producers of the picture.

In the story Leo Gorcey, Huntz Hall and their pals go to London where Sach, portrayed by Hall, has been led to believe he will share in the title and estate of a wealthy Earl.

In London they learn that the old man is the intended victim of a poison plot cooked up by other members of the family. An element of suspense is thus interwoven into the comedy, in which one hilarious situation follows another.

FOXY



"LOOSE IN LONDON" No. 2

Huntz Hall follows the hounds to a stuffed fox in Allied Artists' new Bowery Boys comedy "Loose in London," at the theatre with Leo Gorcey starred.

PUBLICITY

GHOSTLY CASTLE BUILT FOR NEW BOWERY BOYS COMEDY

Film studio technicians built a brand new castle and then set about to age it centuries for "Loose In London," Allied Artists' latest Bowery Boys comedy starring Leo Gorcey with Huntz Hall, which is the current attraction at the theatre. The process is not unusual in Hollywood, where only the im-possible takes just a little longer to accomplish.

The castle, situated in England as the title of the picture indicates, is a maze of ghostly caverns and underground passages, vast halls and baronial rooms. Through these cavort Gorcey, Hall and their pals, all trying to save the life of an ancient Earl whose title and estate Hall, as Sach, has been led to believe he will inherit.

"Loose In London" is the 39th in the series of Bowery Boys comedies filmed for Allied Artists, and was produced by Ben Schwalb from an original screen play by Elwood Ullman and Edward Bernds.

The supporting cast is headed by Bernard Gorcey, as Louie; Angela Greene, John Dodsworth, Norma Varden, William Cottrell, Rex Evans, Walter Kingsford and Clyde Cook.

Bernds directed the picture, which was photographed by Harry Neumann with art direction by David Milton.

MAN OF TITLE

Huntz Hall goes to London to claim his right to a ducal title in "Loose In London," latest of the Allied Artists Bowery Boys comedies starring Leo Gorcey, now at the theatre.

BEAUTY



"LOOSE IN LONDON" No. 3

Lovely Angela Greene adds her beauty to the latest Bowery Boys comedy, Allied Artists' "Loose in London," starring Leo Gorcey with Huntz Hall, at the theatre.

Bowery Boys In New Laugh Film

Leo Gorcey, Huntz Hall and the rest of the Bowery Boys, return to the theatre soon in "Loose In London," their latest screen comedy for Allied Artists.

The picture has the boys going to London to help Sach, portrayed by Hall, claim his right to a share of the estate of an aged Earl, who claims Sach as a great-great grandson. The relationship proves without basis of fact as the picture ends, but during the intervening period comedy mounts from hilarious climax to hilarious climax, each rocking the audience with laughter.

The picture, produced for Allied Artists by Ben Schwalb, has lovely Angela Greene in the feminine lead. It was directed by Edward Bernds from a screenplay by Bernds and Elwood Ullman. David Milton was the art director.

Others in the supporting cast are Bennie Bartlett, David Condon, Bernard Gorcey, John Dodsworth, Norma Varden, William Cottrell, Walter Kingsford, Clyde Cook, Charles Keane, Rex Evans and James Logan.

AIDS BEAUTY

Angela Greene adds beauty as the feminine lead in "Loose In London," latest of the Bowery Boys comedies for Allied Artists, now at the theatre. Leo Gorcey is starred with Huntz Hall featured.

MEDIEVAL



"LOOSE IN LONDON" No. 21

Leo Gorcey and Huntz Hall go Old English in one uproarious sequence of their latest Bowery Boys comedy for Allied Artists, "Loose in London," now playing at the theatre. Angela Greene has the feminine lead.

NEW COMEDY

"Loose In London," latest of the Allied Artists Bowery Boys comedies starring Leo Gorcey with Huntz Hall, is the current attraction at the theatre. In it the Boys invade London society.

GO ABROAD

The Bowery Boys go to London with hilarious results in "Loose In London," latest of their comedies for Allied Artists, now at the theatre. Leo Gorcey is starred with Huntz Hall featured.

EXPLOITATION

Travel Bureau

Travel to Great Britain continues to be very heavy. Contact the travel bureaus in your area and arrange for special window displays. Supply them with a number of production stills and other art—11 x 14's and 22 x 28's.

Contact the Cunard White Star Line which operates the Queen Elizabeth and the Queen Mary, luxurious ocean liners. In the metropolitan areas this company is usually located in desirable spots and their window displays would prove a valuable medium of advertising.

Mimic Contest

Stage a Bowery Boys mimic contest. You will find many talented youngsters who can do good imitations of both Leo Gorcey and Huntz Hall. Run it on the opening night of "Loose In London" or at the Saturday matinee performance. Award cash prizes to the winners, who will be selected by audience applause.

Bowery Boys Hits

Check with your nearest Allied Artists booker for the Bowery Boys hits you have not played or wish to repeat. This series, the most popular of all down-to-earth fun hits, is socko entertainment for every member of the family. Wise exhibitors everywhere, aware of the box office value of this series, have been booking them regularly on an average of at least one a month. Join that long list of exhibitors.

SPECIAL TEA TIME TIE-UP STILL, FREE!



Illustrated here is the special exploitation still No. LL-25 in which Leo Gorcey and Angela Greene are seen enjoying a pot of tea. This still provides excellent promotion possibilities. It is perfect for a tea time tieup and can also be used to promote sterling silverware. It can very well form the key art for a cooperative ad. Arrange with a national or local tea company to serve tea in the lobby or mezzanine and use a life-size blowup of the still as background. Order free still No. LL-25 from Allied Artists' Exploitation Department, 4376 Sunset Drive, Hollywood 27, Calif.

Showmanship In Your Lobby

The National Screen Service set of stills plus the six and three sheets on "Loose In London" are just what you need to set up a lobby display that will sell this new Bowery Boys hit. Having Leo Gorcey and Huntz Hall in period costumes in a story of menacing adventure within the walls of an old castle is a novel and amusing idea. The stills and posters do an excellent job in showing the highlights of their escapades. A suit of armor will greatly add to the medieval atmosphere.

Comedy Street Ballyhoo

"Loose In London" lends itself to a comedy street bally that should attract a great deal of attention. Rent two period costumes similar to those worn by Gorcey and Hall in the picture, and get men about the same size as the two comics to don the medieval togs. Outfit them with spears and have them stroll about the business area of your town. Make up an inexpensive herald which they can distribute to tie in the bally with the attraction. Use one of the larger press book ad mats for the herald.

Classified Ad

An ad on the classified page using the copy suggested below is one that should create a lot of interest. In a few words it gives the reader an idea of the comedy possibilities of "Loose In London." You might offer guest tickets to the first five persons who call the theatre.

PERSONAL: My doctors have told me that I cannot live more than two or three weeks. I am searching for my only American blood relation, one Horace Debussy Jones, better known as "Sach." If you have any information leading to his discovery, please communicate with the Earl of Walsingham through my local agents. Phone (theatre telephone number). Liberal rewards.

Bowery Boys Club

Just a reminder that a free mat of the Bowery Boys membership card is available. If you have not already organized such a club, start one with the showing of "Loose In London." For your free mat write to Exploitation Department, Allied Artists, 4376 Sunset Drive, Hollywood 27, Calif.

Postcard-size photos of Leo Gorcey and Huntz Hall, excellent for a giveaway, are available at \$8.75 a thousand. Order from Tivoli Printing Co., 1803 So. Vermont Ave., Los Angeles 6, Calif.

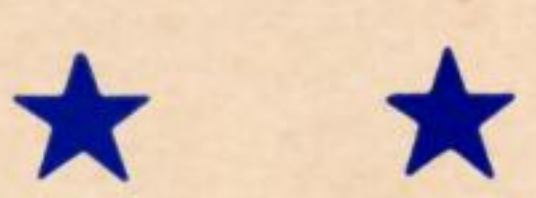
POSTERS and LOBBY DISPLAYS



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ONE SHEET



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