

## Document Citation

Title	<b>A cry from the streets</b>
Author(s)	
Source	<i>Ben Adler Advertising Service, Inc.</i>
Date	1959
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	4
Subjects	Bygraves, Max (1922), London, England
Film Subjects	A cry from the streets, Gilbert, Lewis, 1958



# SCREAMING OUT OF THE CITY SLUMS!



MOTHER  
OR MISTRESS—

**A  
CRY  
FOR  
LIFE!**



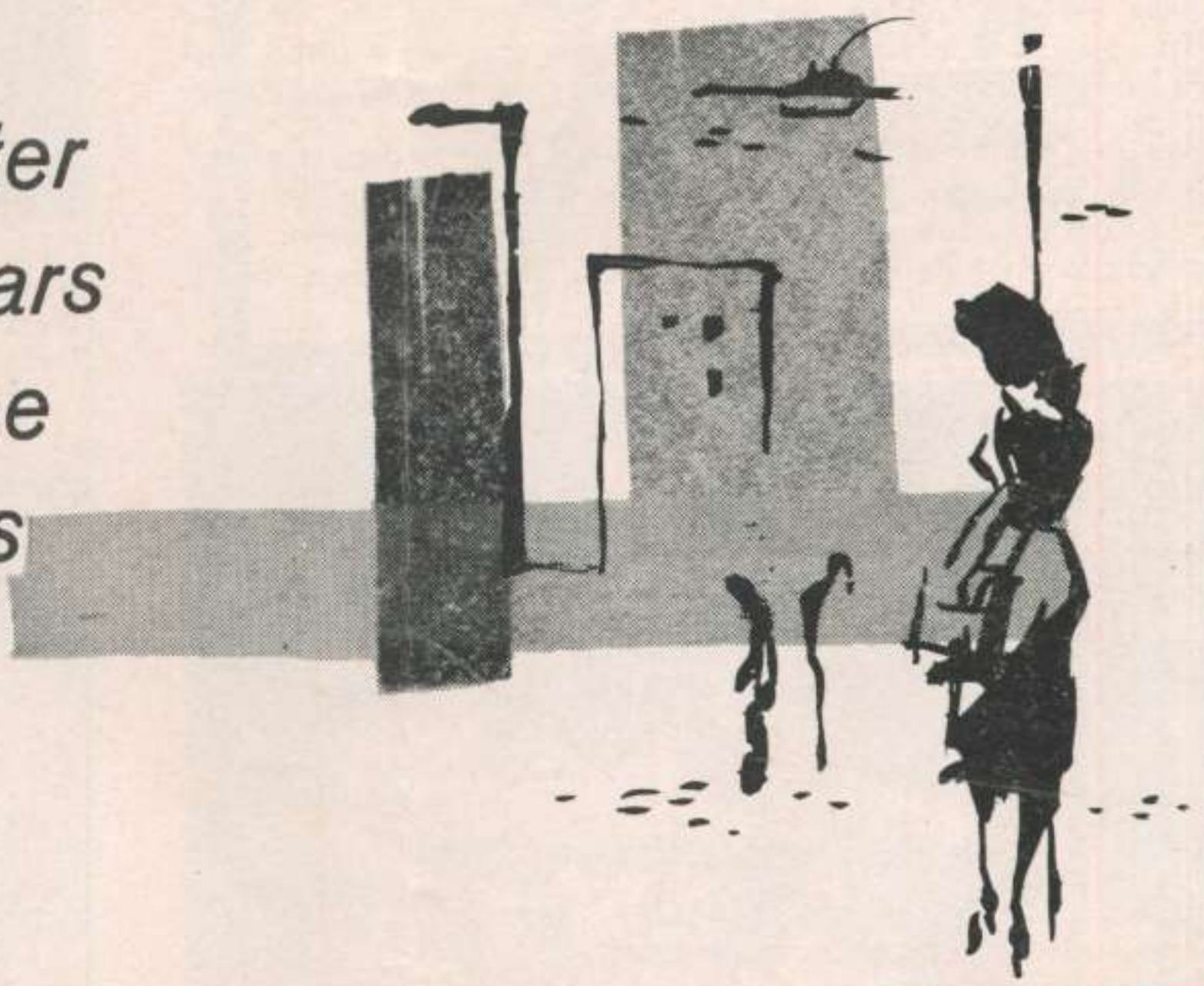
DEDICATED  
TO LOVE—

# **A CRY FROM THE STREETS!**



TOO DRUNK  
TO CARE!

*Laughter  
and Tears  
From the  
Shadows  
of the  
Back  
Alleys!*



Starring

**MAX BYGRAVES** and introducing **DANA WILSON** • Music Composed by **LARRY ADLER** • A **TUDOR PICTURES** Release • Directed by **LEWIS GILBERT**



## TUDOR PICTURES INCORPORATED

presents

# A CRY FROM THE STREETS

starring

MAX BYGRAVES • BARBARA MURRAY • COLIN PETERSEN

and introducing DANA WILSON

Produced by Ian Dalrymple

Directed by Lewis Gilbert

Based on the novel "The Friend In Need" by Elizabeth Coxhead

Screenplay by Vernon Harris

Music composed by Larry Adler

Directed and conducted by Muir Mathieson

### CAST

Bill Lowther.....MAX BYGRAVES  
Ann Fairlee.....BARBARA MURRAY  
Georgie Murray.....COLIN PETERSEN  
Barbie Taylor.....DANA WILSON  
Mrs. Farrer.....KATHLEEN HARRISON  
Mrs. Daniels.....MONA WASHBOURNE  
Gloria Murray.....ELEANOR SUMMERFIELD  
Don Farrer.....SEAN BARRET

### CREDITS

Photography.....HARRY GILHAM  
Sets.....JOHN STOLL  
Music Recording.....KEN CAMERON  
Costumes.....LARRY STEWART  
Film editor.....PETER HUNT

RUNNING TIME: 99 Minutes

**SYNOPSIS** (Not for publication) . . . Screaming from the back alleys runs a terror-stricken child, Barbie Taylor (DANA WILSON). Her father has just murdered her mother, and pitifully she tries to take her mother's place with the two younger brothers, Alec and Tony.

To aid the three children, welfare worker Ann Fairlie (BARBARA MURRAY) takes them to a municipal children's shelter and on the way stops to give them a meal, meeting TV repairman Bill Lowther (MAX BYGRAVES) who has a cup of tea spilled on him by Alec, while Barbie scolds.

They are coldly received at the shelter because they are the "Taylor" children, associated with the front page murder, but eventually a place is found for them though Barbie resists being parted from her younger brothers in a separate dorm, thus arousing the further animosity of the proprietor of the home, Mrs. Daniels (MONA WASHBOURNE).

In gaining permanence for the Taylor kids at Mrs. Daniels' establishment, Ann learns the background of Don Farrer, the kindly youth who offered his bed to Barbie's brothers. Ann learns that Don's mother works as a charwoman at King's Cross Station, and with Bill Lowther she visits her that night and gets Mrs. Farrer (KATHLEEN HARRISON) to agree to a reunion with her son. Her next problem concerns Georgie, a very lonely boy whose mother repeatedly promises to visit him but never keeps her promise because she is a discouraged small-time actress and habitually drunk.

Bill takes Ann and several of the children on a picnic, he admits to being a widower, and Ann understands his reluctant fondness for children based on a tragedy in his own life. They take shelter from the rain in a boathouse and Bill sings "You Gotta Have Rain" (the current U.S. song hit). Reunited with his mother, Don learns that she has a brute of a lodger in the home and insists on his immediate eviction.

Meanwhile Derek, a young delinquent at Mrs. Daniels', steals a wallet containing money and plants it in Barbie's raincoat. Accused of the theft, Barbie denies it, but a poll is cast over her, and Ann arranges to send her and the boys to a foster home to clear up the air. In the garden, while Mrs. Daniels is busy with her chores, Georgie desperately awaits his mother, who has again promised to come for him and failed; Bill finds Barbie out there weeping bitterly as the hour for her father's execution tolls; and Don in a fist fight drives out his mother's lodger to establish his rightful place as her son in Mrs. Farrer's apartment.

That night Barbie decides to run away with Alec and Tony, and Georgie, whose mother has committed suicide rather than face her responsibilities, joins them. Prior to running away the children find Derek's gun and the money that has been stolen. They take the gun and leave the money. Mrs. Daniels, however, is convinced that Barbie's desertion is proof of her guilt. The money is found and brought to her. Bill and Ann now learn that the runaways have taken the gun—a real gun containing a live bullet.

A search party with Ann and Bill combs the woods, and when Bill is alone, Georgie suddenly emerges from his hiding place. He playfully points the weapon and threatens to shoot Bill, who tries to reason with him, but Georgie pulls the trigger and Bill drops to the ground. As Georgie anxiously runs to him, Bill looks up and winks—the gun has misfired, and now Barbie and her brothers gleefully come out from their hiding place.

It is the day Ann finally accepts Bill's proposal. They decide to adopt Georgie, while for Barbie and her brothers a happy foster home is arranged: As they drive away with Georgie in the back of the car, they see another sad lonely little boy standing at Mrs. Daniels' gates awaiting a parent who never comes.



Max Bygraves sings "You Gotta Have Rain" in a boathouse scene from "A Cry From The Streets" opening at the Theatre on . . . while Barbie (Dana Wilson) and her brother Tony (Tony Baker) join happily in the fun.

Scene Mat 2A

## VERDICT OF THE PRESS

"TUGS AT THE HEARTSTRINGS"—N.Y. Times  
"TOWERS OVER MANY MORE AMBITIOUS PICTURES"—N.Y. Journal American  
"DANA WILSON IS THE DARLING OF THE CRITICS"—Walter Winchell  
"WARMHEARTED ENTERTAINMENT—AN ENGAGING LOVE STORY"—Parents Mag.  
"MAX BYGRAVES DOES A CONVINCING JOB"—The New Yorker  
"WRITTEN, DIRECTED AND PLAYED WITH TASTE AND SENSITIVITY"—Cue Mag.  
**BY UNANIMOUS DECISION "A CRY FROM THE STREETS" WINS THE HEART OF THE NATION.**

## RETURN TO SINCERITY

Can a municipal children's shelter offer a child the equivalent of parental care and love? This is the question raised by the new Tudor Pictures release "A Cry From The Streets" coming to the Theatre on . . . The theme treats of very young, very underprivileged children in their basic fight for survival, and their unending quest for a modicum of love.

Winner of the Edinburgh Film Festival Award, and a product of producer-director team Ian Dalrymple and Lewis Gilbert, "A Cry From The Streets" examines the problem in crisp, sharp and dramatic focus while remaining completely delightful entertainment. Early in the film Barbara Murray, portraying a social worker dedicated to these children, finds that she too must lean on someone — and who better than a kind, handsome TV repairman played by Max Bygraves. She learns deep respect for his ordinary human judgment even when it contradicts her university social studies.

Max Bygraves, acclaimed Britain's "King of Comedy," does more than justify this title in "A Cry From The Streets" and shows his talent as composer and singer of the new hit number "You Gotta Have Rain" when during a rainy picnic he plays a romantic musical scene with a group of the kids and Barbara Murray in a boathouse. Throughout he gives the keynote to "A Cry From The Streets" through his sincerity, and by "being himself." Script, direction and casting follow with with story vignettes that many say must have been taken from actual case histories. The director has used authentic lo-

cations in the heart of London's slum area, and has given screen parts to real street urchins. The struggle of a five-year old to keep her little family together and hold her own in a world that has no time for her

is portrayed by the most dynamic junior actress who has ever laughed, frowned and scowled her happy, surly path through a motion picture — the indomitable tiny tot, Dana Wilson.

### Personality Spotlight—

## MAX BYGRAVES

Tall, dark and handsome, but no stranger to the U.S., Britain's "King of Comedy" is Max Bygraves who stars in the new Tudor Pictures Release, "A Cry From The Streets" opening at the Theatre on . . . He has made several personal appearances on both the Perry Como and the Ed Sullivan Show, as well as touring with the Judy Garland Show.

A very happily married man with an attractive wife and three lovely children, Max Bygraves is one of the most lovable and popular comedians in show business both sides of the Atlantic. In addition to many screen and legit theatre starring roles, he has also made a name for himself as a song writer and has several numbers among the top ten on the best seller lists. They include the current hits "You Gotta Have Rain" from "A Cry From The Streets" and fast breaking as the hit of the year—"Napoli."

The recipient of the Variety Club of England's award as Personality of the Year—the highest honor granted a showman in the British Isles—Max Bygraves does not confine himself to collecting laughs: his acting has far wider range and he is already being acclaimed in the U.S. for the sincerity and authenticity of his performance in "A Cry From The Streets."

He has been signed by 20th Century Fox for a major production with a full Hollywood cast scheduled for the summer.



The indomitable Dana Wilson shoulders grown-up responsibilities in "A Cry From The Streets" opening at the Theatre on . . .

Scene Mat 1A



Max Bygraves tête-à-tête with Barbara Murray in a scene from "A Cry From The Streets" opening at the Theatre on . . .

Scene Mat 1B

## EXPLOITATION

- Use the slogan A CRY FOR LIFE—"A CRY FROM THE STREETS" for an eye-catching lobby display. Emphasize the sincerity of this motion picture and interest your commentators and columnists in the incomparable MAX BYGRAVES and the indomitable tiny tot DANA WILSON. Arrange special screenings and benefit performances.
- "A CRY FROM THE STREETS" is a natural for fund raising. Organizations dealing with children's welfare, rehabilitation, education, culture and recreation will welcome this film as a most helpful opportunity to raise funds for their activities.
- Contact your London-Decca record dealer for cooperation with your local disk jockey and program directors to capitalize for your box office on the new hit record "You Gotta Have Rain" from "A Cry From The Streets" composed and sung by Max Bygraves.
- Bygraves is hep with the teenage crowd who also love his new record "Napoli." Have fun—sponsor a Napoli coke party and dance, with admissions to "A Cry From The Streets" for competition winners.



# SCREAMING OUT OF A BIG CITY SLUM!

BEAT KIDS... UNFED,  
UNWASHED,  
UNWANTED...  
IN A WORLD  
THEIR  
PARENTS MADE!



Snub-nosed,  
Sad-Eyed  
Mona Lisa  
of the  
slums...  
HER FATHER  
WAS A  
KILLER!



The film that jolts  
the heart... Shocks the  
Emotions... And slashes  
with its stark realism!

## a CRY FROM THE STREETS!

Human Drama from the  
Shadows of the Back Alleys.

MAX BYGRAVES  
DANA WILSON



T H E A T R E

# SCREAMING OUT OF THE CITY SLUMS!



1 col. x 42 lines Ad Mat #103



1 col. x 17 lines Ad Mat #104

4 col. x 75 lines — (300 lines)

Ad Mat #402



Here is an  
unforgettable drama  
—already highly acclaimed  
—filled with joy and  
laughter, smiles and  
an occasional tear.  
It is a beautiful story  
of rare warmth and  
emotional depth.

WINNER OF THE  
EDINBURGH FILM  
FESTIVAL  
AWARD

## A CRY FROM THE STREETS

starring  
England's unique personality **MAX BYGRAVES**  
in his first dramatic role  
and introducing **DANA WILSON**  
A TUDOR PICTURES RELEASE  
Directed by LEWIS GILBERT

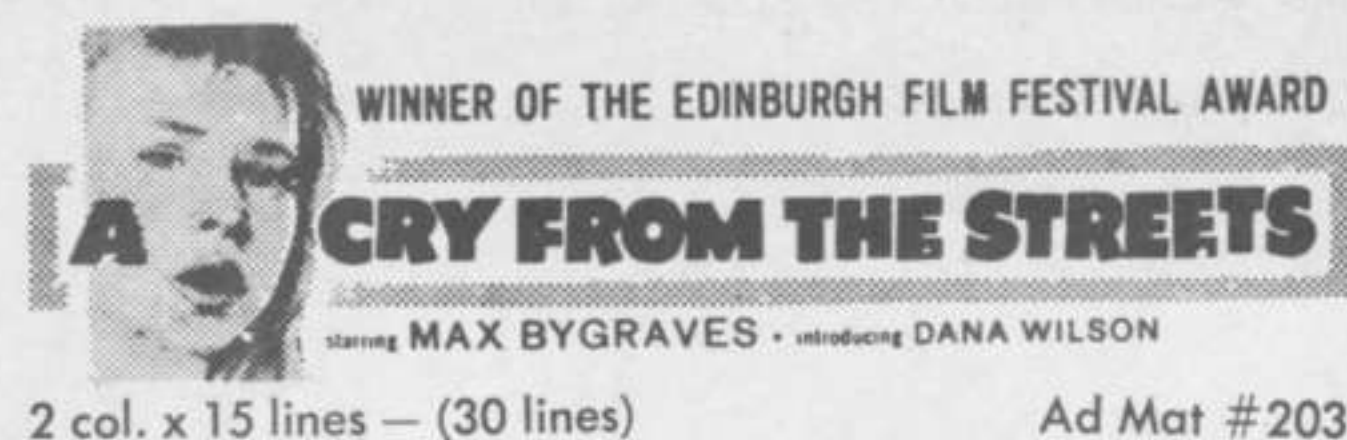
T H E A T R E

3 col. x 80 lines — (240 lines)  
also available as 4 col. x 105 lines — (420 lines)

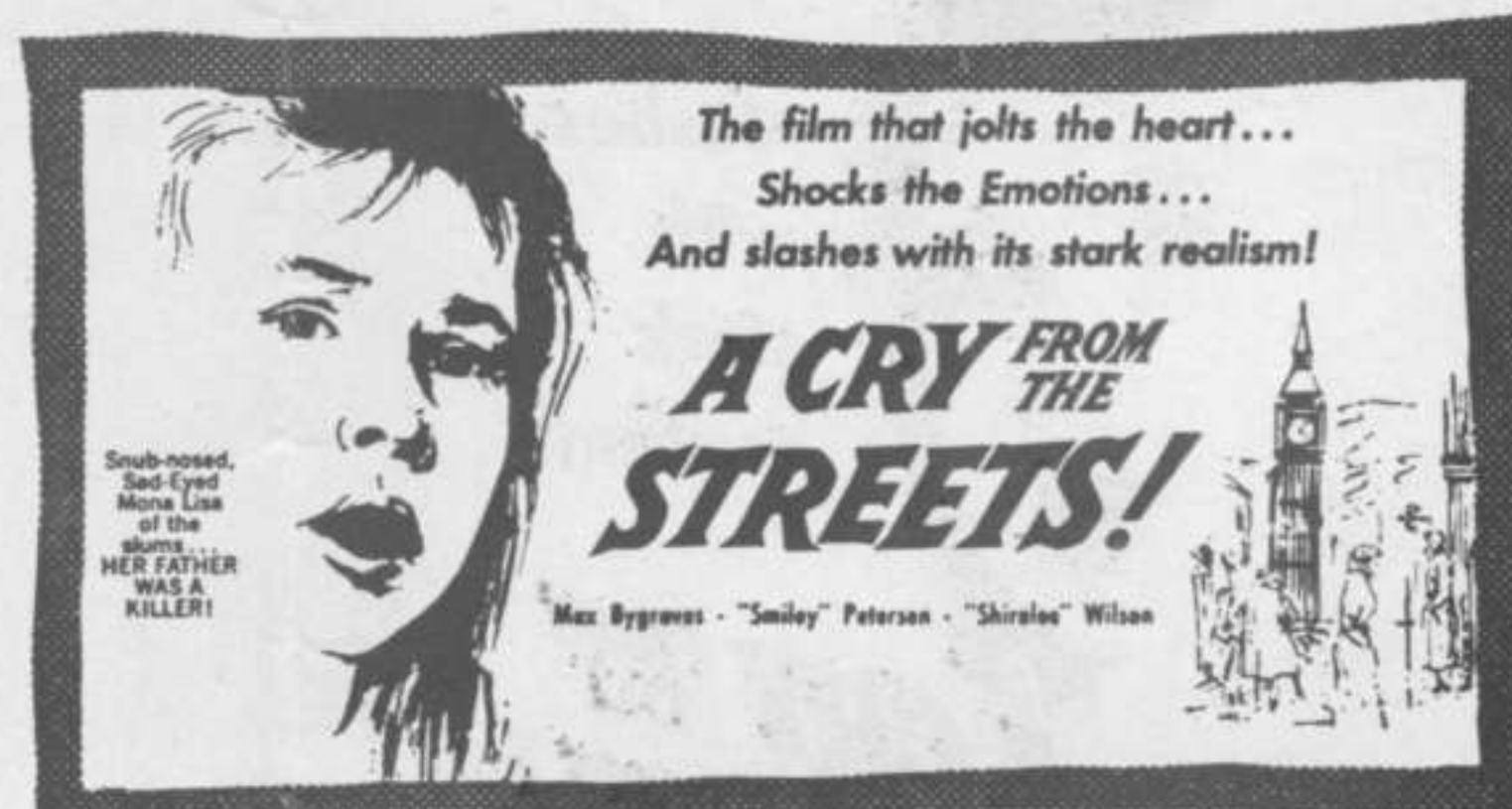
Ad Mat #303  
Ad Mat #401



1 col. x 17 lines Ad Mat #102



2 col. x 15 lines — (30 lines) Ad Mat #203



2 col. x 28 lines — (56 lines)

Ad Mat #204

## UNFORGETTABLE ENTERTAINMENT!



All the warmth and heart  
appeal best exemplified  
in our memories of  
"The Kidnappers"

## a CRY FROM THE STREETS!

MAX BYGRAVES  
DANA WILSON

T H E A T R E

3 col. x 55 lines — (165 lines)

Ad Mat #301



2 col. x 16 lines — (32 lines)

Ad Mat #205



**A  
CRY  
FOR  
LIFE!**

MOTHER  
OR MISTRESS

DEDICATED  
TO LOVE

TOO DRUNK  
TO CARE!

Laughter  
and Tears  
From the  
Shadows  
of the  
Back  
Alleys!

# a CRY FROM THE STREETS!



starring **MAX BYGRAVES**  
and introducing **DANA WILSON**  
A TUDOR PICTURES Release • Directed by **LEWIS GILBERT**

2 col. x 120 lines — (240 lines)

Ad Mat #201

**SCREAMING  
OUT OF THE  
CITY SLUMS!**



slashes  
with  
stark  
realism!

**A CRY FROM  
THE  
STREETS!**

MAX BYGRAVES  
DANA WILSON



1 col. x 63 lines

Ad Mat #101

**MANHATTAN FILMS INTERNATIONAL, Inc.**

1920 SOUTH VERMONT AVENUE

LOS ANGELES 7, CALIF.

TELEPHONE: REPUBLIC 2-6111

Here, in one unforgettable drama,  
is the stark realism,  
the sensitive perception, the  
mature human characterization  
of the finest  
continental film classics;  
—and with it, the warmth  
and emotional appeal best  
exemplified in our memories  
of "Going My Way" and  
"The Bicycle Thief."

WINNER OF THE  
EDINBURGH FILM FESTIVAL AWARD

# A CRY FROM THE STREETS

starring England's unique personality  
**MAX BYGRAVES**  
in his first dramatic role  
and introducing **DANA WILSON**  
A TUDOR PICTURES RELEASE  
Directed by **LEWIS GILBERT**

T H E A T R E

3 col. x 70 lines — (210 lines)

also available as 5 col. x 125 lines — (625 lines)

Ad Mat #302

Ad Mat #501



slashes  
with  
stark  
realism!

**A CRY FROM  
THE  
STREETS!**

2 col. x 28 lines — (56 lines)

Ad Mat #202

**POSTERS and ACCESSORIES AVAILABLE**

**USE THIS FORM TO ORDER YOUR ACCESSORIES**

Order Well in Advance of Play Date from:

**BEN ADLER ADVERTISING SERVICE Inc.**

1501 BROADWAY, N. Y. 36, N. Y. • Telephone: LOngacre 4-2190

Please ship for our account the following accessories for

**A CRY FROM THE STREETS!**

Accessories	Quantity	Accessories	Quantity
1 SHEET _____		22 x 28 _____	
40 x 60 _____		AD MATS _____	
11x14's _____			
8 x 10 STILLS _____		Scene Mats _____	
Minimum Order \$1.00			
Theatre _____			
Street _____		City _____ State _____	
Requisition # _____		Ship Via _____ Playdate _____	
Date of Order _____		Signed _____	
Circuit _____			

ORDER YOUR **TRAILER** FROM National Screen Service

**A TUDOR PICTURES Release**