

HAROLD BAIM  
presents

**FRANKIE  
HOWARD**

**TOMMY  
COOPER**

**DENNIS  
PRICE**

**JACQUELINE  
JONES**

**MIKE & BERNIE  
WINTERS**

**LIONEL  
BLAIR** AND HIS DANCERS

**KEVIN  
SCOTT** and

**STUBBY  
KAYE**



**The  
Zaniest**



**The  
Whackiest**



**The  
Craziest**

*Musical Ever Filmed!*

**The  
Maddest**

# THE COOL MIKADO



Adapted from the Gilbert & Sullivan opera "The Mikado" by MAURICE BROWNING

Written and directed by MICHAEL WINNER Produced by HAROLD BAIM

**EASTMAN COLOUR**



**EXHIBITORS' CAMPAIGN BOOK**

# • *Exploitation* •

## LOBBY and THEATRE FRONT



Frankie Howerd ● Jacqueline Jones — Lionel Blair — Stubby Kaye  
CM P8 CM 6

Make an advance display in your vestibule well before playdate using the attractive Quad pictorial posters and sets of stills available. The stills illustrated above should be enlarged and set on easels in centre of lobby with suitable captions. The catchlines detailed below are for reproducing on banners and streamers around your theatre in advance. Transfer to front of theatre during showing.

Order Stills by Number from Accessories Dept. Price 1/2 each

### CATCHLINES WITH A PUNCH

THE CRAZIEST MUSICAL EVER FILMED!  
POPULAR STARS IN MAD MUSICAL!  
WHACKIEST, ZANIEST COMEDY EVER!  
YOUR LONGEST LAUGH IN YEARS!

## RESTAURANTS and CAFES

Arrange for some paper serviettes to be overprinted using one of the advertisement blocks, include theatre and playdate. Supply to restaurants, cafes, hotel dining rooms, etc., also the dining and tea rooms of department stores.

## CARDS and HANDBILLS FOR ALL DISTRIBUTION OVER TOWN



The block illustrated above is for printing locally, cards for distribution far and wide over your area. Have them prepared well in advance of opening, send them to your mailing list, to factories, works, etc. Have a quantity at the box-office, leave them in waiting rooms, on shop counters, hotel reception desks, in taxi-cabs, hairdressing saloons, etc. Arrange to put them on all seats in the stands at local sporting events. Have theatre playdate, catchlines, etc., printed on back.

## LOUD SPEAKER VAN

One of the quickest ways to make the film known all over town is to hire a "Loud Speaker Van" and dress the sides and back with pictorial posters and streamers. Arrange to have it traverse the main streets of your town during the busy periods, visit works and factories during the dinner hour and when the workpeople finish in the evening. Send out messages telling the public that you have this great comedy at your theatre, not forgetting the star value. Obtain permission for this from Local Authorities.

Have the Record played whilst travelling.

## MOVING ADVERTISEMENTS

Another angle for informing the public of this terrific attraction is to arrange for the exhibition of "Quad Pictorial Posters" on the delivery vans of "British Railways". These vans cover the whole of your town and outside districts; the attractive posters will command attention.

## RECORD TIE-UP



Make the recordings from the film an important part of your exploitation campaign. Contact your local record dealers including the record section of department stores and arrange for window and counter displays linking up with the film. Have large exhibitions made of the Record supported by the attractive stills from the film superimposed on credit cards. Arrange for the record to be played at the theatre during intervals in advance of opening and relayed to vestibule during showing in order to attract passers by. Contact Dance Halls and Ballrooms and arrange for the record to be played with suitable announcements.

The particulars of Record are as follows:

LP.PMC. 1194

## ADVANCE SHOWMANSHIP

Make sure that the whole population of your town knows that you have "THE COOL MIKADO" coming to your theatre. Underline all your usual advertisements in the Press making a feature of the star value at least two weeks in advance of playdate. Make a big display of the striking Pictorial Quad on all the hoardings, not forgetting the outlying districts. Run your trailer twice the normal period. Use illustrated blocks in your usual newspaper advertising, they will attract much more attention than typeset advertisements. Send an editorial block to your local newspapers, together with your advance write-up copy.

## STREET STUNT

Endeavour to obtain a "Rickshaw" and arrange for a man dressed as a "COOLIE" to pull same around town with a lady sitting in it made up as a "Geisha Girl" complete with costume. Have cards on sides and back advertising film and star value.

Harold Baim

presents

Frankie Howerd - Tommy Cooper - Dennis Price

Jacqueline Jones - Mike & Bernie Winters

Lionel Blair and his Dancers - Kevin Scott

and

Stubby Kaye

in

# "THE COOL MIKADO"

Adapted from the Gilbert & Sullivan opera "The Mikado" by Maurice Browning

Written and directed by Michael Winner

Eastman Colour

Produced by Harold Baim

Released through United Artists

## THE CAST

Ko-Ko .....	Frankie Howerd	Elmer .....	Dermot Walsh
Judge Mikado & Charlie .....	Stubby Kaye	Katie Shaw .....	Jacqueline Jones
Detective .....	Tommy Cooper	Yum-Yum .....	Jill Mai Meredith
Mike .....	Mike Winters	Ronald Fortescue .....	Dennis Price
Bernie .....	Bernie Winters	Peep-Bo .....	Yvonne Shima
Nanki .....	Lionel Blair	Pitti Sing .....	Tsai Chin
Hank Mikado .....	Kevin Scott	Art School Instructor .....	Bert Kwouk
Harry .....	Glenn Mason	Fanshawe .....	Peter Barkworth
Man in Katie Shaw's boudoir .....	Pete Murray		The John Barry Seven

## CREDITS

Produced by .....	Harold Baim	"Tit Willow Twist" .....	The John Barry Seven
Written & directed by .....	Michael Winner	Director of Photography .....	Martin Curtis
Additional dialogue by .....	Lew Schwartz	Production Manager .....	Ronnie Bear
Adapted from the Gilbert & Sullivan opera "The Mikado", by .....	Maurice Browning	Supervising Editor .....	Fred Burnley
Music by .....	Martin Slavin	Camera Operator .....	Ron Maasz
Continuity .....		Art Director .....	Derek Barrington
			Eileen Head

## SYNOPSIS

In an aircraft leaving Tokyo, Charlie (Stubby Kaye), relates his experiences in Japan to Hank (Kevin Scott) and his companion Yum-Yum (Jill Mai Meredith). Air hostess Katie Shaw (Jacqueline Jones) cannot avoid overhearing. Also aboard are Mike and Bernie (Mike and Bernie Winters), and Hank recalls their experiences together in the American Army. It all began as follows:—

Hank's father, Judge Herbert Mikado (Stubby Kaye), wants him to marry Katie Shaw. In order to escape her, he enlists for service in Japan, where he meets and falls in love with Yum-Yum (Jill Mai Meredith), a student at a Tokyo Art School where Mike and Bernie are enrolled.

One day, in the guise of a wandering minstrel, Hank serenades her outside her flat, and is confronted by two tough looking men, Ko-Ko (Frankie Howerd) and Elmer (Dermot Walsh) his henchman. Yum-Yum saves the situation, by passing Hank off as her brother, as Ko-Ko is jealous and her regular boyfriend.

In order to learn more about Ko-Ko, Hank seeks the help of Nanki (Lionel Blair), who reveals that Ko-Ko is a famous gangster. Yum-Yum later confides to Hank that she does not want to marry Ko-Ko but does not have much choice in the matter. She suggests detective Tom Ee Co (Tommy Cooper) may solve their problem. In league with Ko-Ko, Tom Ee Co advises Hank to take Yum-Yum to "The Dying Sun", a nightclub. Nanki, who entertains there, warns them of Ko-Ko's presence but it is too late;

Ko-Ko threatens to kill Hank if he goes on seeing Yum-Yum or attempts to marry her.

Meanwhile, back in America, Katie Shaw sees a photograph of Yum-Yum and Hank in a newspaper, so she takes the next plane to Tokyo. When she has spied on the lovers, she telephones Hank's father, Judge Mikado who is in court, but at her urgent request he leaves immediately for Tokyo.

Waiting for him at the airport, Hank is kidnapped by Elmer. Met by Katie, Judge Mikado is informed of his son's abduction by a policeman and they hasten to Ko-Ko's hideout where Hank is being held. When the gangster introduces himself to the Judge as Ko-Ko Flintridge, the Mikado reminds him that he once came before him for theft. Ko-Ko's thugs are about to shoot Hank and his father, when Katie, exploiting all the sex-appeal she possesses, slinks into the cave. Katie's effect on Ko-Ko is so dynamic, that he tells the Judge he can go free and that Hank can marry Yum-Yum. All he now wants is Katie.

After Ko-Ko and Katie have been wed by the Judge, he is given a big official welcome at the airport by Ronald Fortescue (Dennis Price) of the British Consulate and his aide Fanshawe (Peter Barkworth). The Guard of Honour consists entirely of Mike and Bernie marching to a Pipe Band.

This leads to the end of the story and a tumultuous send-off for the Mikado and his party.



# Gilbert and Sullivan get the modern touch in “The Cool Mikado”

An entertainment revolution. That's the title claimed by a new style British musical, “The Cool Mikado” — first-ever modernised film version of Gilbert and Sullivan's famed masterpiece, “The Mikado!”

Gangsters, sexy girls, art students and twist sessions transform the staid G. and S. traditional presentation into a sparkling, fast-moving modern saga set in America and Tokyo's gangland. Man responsible for this remarkable musical is enterprising producer Harold Baim who plans still more modernised G. and S. films following the freeing of the Gilbert and Sullivan copyright last year.

“The Cool Mikado,” says Baim, “is a unique development in the 91-year-old saga of Gilbert and Sullivan comic opera. We've taken the original 75-year-old “Mikado” and given it a totally new and modern story—while keeping and completely modernising the beautiful Sullivan melodies and leaving virtually unchanged Gilbert's witty, really sharp lyrics.

“I've seen every Gilbert and Sullivan opera in the traditional style,” continues Baim, “and I've thrilled to every one. However, I

wouldn't call them classic a la Bach, Beethoven or Mozart. They are, after all, comic operas. So just as the tunes of the 1920's are being brought back with the sort of modern arrangements that people now desire, I could see no reason why this shouldn't be done with Gilbert and Sullivan.”

Director Michael Winner, satirical 26-year-old Cambridge University honours graduate, authored the screenplay for a top cast headed by American comedian Stubby Kaye with Frankie Howerd, Kevin Scott, Jacqueline Jones, Lionel Blair and Dennis Price.

Leading art director Derek Barrington designed 21 imaginative sets to go with the Sullivan music strikingly arranged by composer-conductor Martin Slavin. During the 80-minute film—aptly described by Barrington as “a cross between ‘West Side Story’ and The Marx Brothers”—there are 14 eye-catching production numbers.

“I consider,” says producer Baim, “that we have done something good for Gilbert and Sullivan that nobody else has thought necessary to do. And I'll venture a guess that when you see ‘The Cool Mikado’ you will agree with me.”



Lionel Blair and his team of dancers perform “The Mikado Twist,” one of the modernised Gilbert and Sullivan numbers in United Artists musical, “The Cool Mikado,” produced by Harold Baim and directed by Michael Winner which opens at the . . . . . theatre on . . . . .

MIK 14

65 Screen

Price 10/-

## THE MIKADO TWIST!

Shock news for Gilbert and Sullivan fans. The masters of comic opera have joined the Twist craze!

But that's only one of the irreverent goings on in a new British musical, “The Cool Mikado,” first non-traditional film version of Gilbert and Sullivan's “Mikado.” Live-wire producer Harold Baim has taken the 75-year-old opera, shined up the old G. and S. melodies and transported the whole thing to Tokyo's gangland.

Hit tune of the film, believes Baim, will be “The Mikado Twist,” an ear-catching but recognizable version of the original “Tit Willow” number. It was worked up specially for “The Cool Mikado” by hit tunesmith John Barry who plays it in the film with his group, the John Barry Seven, recently responsible for the hit “James Bond Theme” from another United Artists release, “Dr. No.”

The tune is also performed in “The Cool Mikado” by dancer-choreographer Lionel Blair, who portrays Nanki, maestro of a Tokyo night club, and his dance team. “It's a warmish number,” he explains. “So, appropriately enough, the girls and I flourish Japanese fans while we twist.”



Kevin Scott portrays the hero Hank Mikado and lovely Jill Mai Meredith his girl friend Yum Yum in “The Cool Mikado,” United Artists musical opening on . . . . . at the . . . . . theatre. Comedian Frankie Howerd is the villain Koko, a notorious Tokyo gang boss.

MIK 15

65 Screen

Price 10/-

## GOOD LOOKING GORGON

Gilbert and Sullivan, in their masterpiece, “The Mikado,” saw the character of Katisha as an ugly old gorgon.

When he came to make his modernised film version of the 75-year-old opera—now called, “The Cool Mikado”—producer Harold Baim visualised something entirely different—a 38-24-37 blonde named Katie Shaw!

“Katisha, now Katie Shaw,” explains lovely Jacqueline Jones who plays the part, “has been transformed into a gold-digging American gal intent on holding onto her man, dear Hank Mikado—that's Kevin Scott—until the next millionaire comes along.

“I handled the part quite naturally,” she says. “I've played a lot of sexy numbers in the last few years so I didn't have any difficulty.”

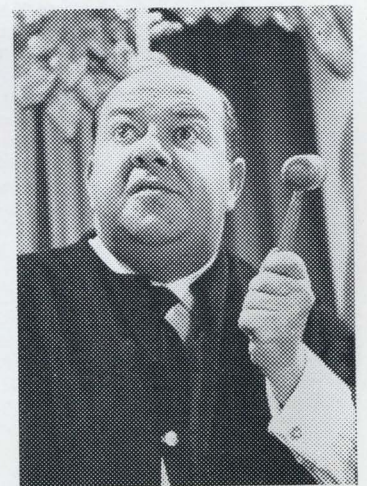


Beautiful Jacqueline Jones portrays the man-eating Katie Shaw in “The Cool Mikado,” United Artists release opening on . . . . . at the . . . . . theatre.

MIK 16

65 Screen

Price 9/-



Hanging Judge Mikado as portrayed by American comedian Stubby Kaye in “The Cool Mikado,” United Artists release opening at the . . . . . theatre on . . . . .

MIK 17

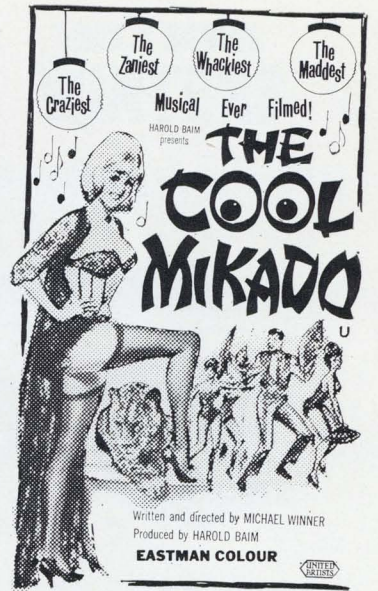
65 Screen

Price 9/-

# Advert Blocks



MIK. 5 1" S.C. Ad. Price 8/6



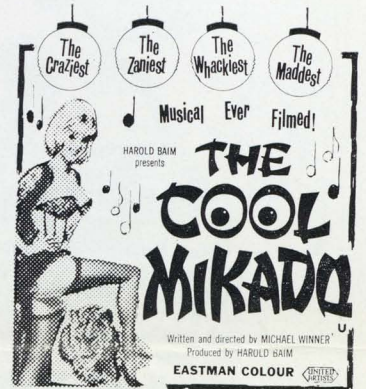
MIK. 6 3" S.C. Ad. Price 9/3



MIK. 1 1" D.C. Ad. Price 8/6



MIK. 7 4" S.C. Ad. Price 9/6



MIK. 8 2" S.C. Ad. Price 8/6



MIK. 2 2" D.C. Ad. Price 9/3



MIK. 4 3" D.C. Ad. Price 10/6



MIK. 12 4" D.C. Ad. Price 12/-

# The Cool Mikado

## Accessories

### QUAD CROWN POSTERS

30" x 40", as illustrated ..... Price 3/- net

### STILLS

10" x 8" Coloured ... .. Set of Eight 7/-

### BLOCKS

As illustrated, numbered and priced  
in this campaign book

(Prices do not apply in EIRE)



QUAD CROWN

30" x 40"

Copyright Publicity Licence Fee

### IMPORTANT NOTICE

The Charge for publicity matter is a LICENCE FEE for the DISPLAY ONLY by you of COPYRIGHT PUBLICITY MATTER in connection with the exhibition of the film at the theatre as per contract with us and for no other purpose. The publicity matter is our property and must not be sold sub-licensed or otherwise dealt with but at expiration of film hire period delivered to us on demand or satisfactory evidence of destruction furnished.

### Registration Details

REGISTERED No. .... Br./E.28308  
PLAYING TIME .... 81 mins.  
CERTIFICATE .... "U"

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**UNITED ARTISTS CORPORATION LTD., Film House, Wardour Street, London, W.1**

Telegrams: "Unartisco, Rath, London." Telephone: GERRARD 9090

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