



Captain Bruce Bairnsfather

the author and director of this picture, has had a career in the entertainment world of a most varied and unique nature, extending over the last ten years.

He went to the war in 1914 and served with the First Battalion of the Royal Warwickshire Regiment until wounded in the first gas attack at Ypres in 1915. It was in that year that his "*Fragments from France*" brought him world-wide fame and laid the foundation for his subsequent creations on stage and screen, and his travels in many parts of the world. The creation of "*Old Bill*" and of his play "*The Better 'ole*" caused him to be described as being worth an Army Corps to the Allies, and he has the unforgettable distinction of having been called "The man who made the Empire laugh in its darkest hours." The success of his work, both on stage and screen, throughout the world has been enormous, but he will tell you himself that he feels, that in "*Carry on, Sergeant!*" the public will see his deepest, sincerest and most artistic endeavour.

Hey! Bairnsfather!
Take that coat off
and make it snappy!
Looks like ye'r launchin'
the new Life Boat.....
Remember! OLD BILL is directin'
and he's goin' to get a bit of
his own back

