Say 'Dalek' in England and everybody rushes around screaming 'ex-term-in-ate! ex-term-in-ate!'

So what the hell is a Dalek?
The mean, mechanical Daleks. They wanted to take over the world. Well, they didn’t quite make it. But they sneaked into a TV series for the kids. And pretty soon they had all the grown-ups enslaved.
They invaded Shepperton Studios and made a glorious film called “Dr. Who and the Daleks”. Even that wasn’t enough.
In short they escalated into a big business, like the Beatles, or the Swiss Family Robinson, or Davy Crockett.
Putting it another way, they conquered the kids. And kids are the same the world over.
So watch it, New York.

We will ex-term-in-ate you!

Lion International Films
The International Division of British Lion