

Hello Again, Mr. Manager:

I'm now on my fourth sizzling front-page scoop and another one-gal feud with the Police Lieutenant -- my little Stevie-Weevie (Barton MacLane to you). We're both in "Blondes At Work" but this blonde does all the head-work even if I don't look busy. I've got all the angles figured out for very, very exciting adventure. There are plenty of angles for you too, so take my exploitips and hit the trail on the following pages.

*Torchy Blane*



# TORCHY BLANE "BLONDES AT WORK"

GLENDIA FARRELL • BARTON MacLANE

Tom Kennedy • Rosella Towne • Donald Briggs

Directed by FRANK McDONALD • A WARNER BROS. Picture

A TORCHY BLANE ADVENTURE



**“One of the best of the four produced in the series (Torchy Blane) featuring Glenda Farrell as a quick-tongued, fast-witted sob-sister.”**

***Variety Daily***

***The Cast*** . . . . .

Torchy Blane.....	GLEENDA FARRELL
Lt. Steve McBride.....	BARTON MacLANE
Gahagan.....	TOM KENNEDY
Louisa Revelle.....	ROSELLA TOWNE
Maitland Greer.....	DONALD BRIGGS
Regan.....	JOHN RIDGELY
Blanche Revelle.....	BETTY COMPSON
Parker.....	THOMAS E. JACKSON
Capt. McTavish.....	FRANK SHANNON
Salesgirl.....	JEAN BENEDICT
Carol.....	CAROLE LANDIS
Olive.....	SUZANNE KAAREN
District Attorney.....	THEODOR VON ELTZ
Judge Wilson.....	CHARLES RICHMAN
Boylan.....	ROBERT MIDDLEMAS
Marvin Spencer.....	KENNETH HARLAN
Desk Sergeant.....	GEORGE GUHL
Maxie.....	JOE CUNNINGHAM
Healy.....	RALPH SANFORD
Fashion Director.....	MILTON OWEN

***The Production Staff*** . . . . .

Director.....	FRANK McDONALD
Screen Play by.....	ALBERT DeMOND
Photography by.....	WARREN LYNCH, A.S.C.
Film Editor.....	EVERETT DODD
Dialogue Director.....	HARRY SEYMOUR
Art Director.....	CHARLES NOVI
Sound by.....	DOLPH THOMAS
Gowns by.....	HOWARD SHOUP

***The Story***

*(Not for Publication)*

This is the fourth picture dealing with the adventures of Torchy Blane, the girl reporter, and her boy friend, Police Lieutenant Steve McBride. As in the previous films, Torchy is played by Glenda Farrell and the thick-headed but likable cop by Barton MacLane.

It's a murder mystery and Torchy, by adroit questioning of Steve, gets the inside dope on the case and is able to score a big newspaper scoop over her masculine competitor.

When the jury goes out to deliberate on a verdict in the murder trial, Torchy finds a spot in the courthouse where she can overhear their voting. She knows that the verdict is "Not guilty" but she tells the representative of the chief rival newspaper that the decision has been "Guilty." Her paper comes out with the truth and its competitor is made to look silly.

As in all the Torchy series, Glenda is about to start with Bart for the city hall to take out a marriage license when another big yarn comes up and she has to leave to do her stuff.

Country of origin U. S. A. Copyright 1938 Vitagraph, Inc. All rights reserved. Copyright is waived to magazines and newspapers.

***The Vitaphone Trailer Sells All About "Blondes"***



(Lead Story)

## GLENDA FARRELL IN 'BLONDES AT WORK'—COMING

With that sterling comedy team of Glenda Farrell and Barton MacLane as co-stars, a Warner Bros. comedy called "Blondes at Work," will be the feature attraction at the Strand Theatre next week.

Glenda once more plays that flip-pant but winsome girl reporter named "Torchy Blane" and the husky Barton steps again into the role of Police Lieutenant Steve McBride, her boy friend.

Fourth in the series of "Torchy" shows, this is said by the previewers to be the most exciting and funniest of all. Once again the skirted journalist outwits the slightly dumb copper and solves a puzzling murder mystery, at the same time scoring sensational scoops over the male reporters at city hall.

In the capable cast are such familiar players as Tom Kennedy, Rosella Towne, Thomas E. Jackson, Kenneth Harlan, Jean Benedict and the one-time idol of the silent films, Betty Compson. Betty is making a splendid comeback at the Warner studio and may again be at the top or near it.

Frank McDonald, who directed all of the previous "Torchy" photoplays, again guided the making of this one which comes from an original screen play by Albert De Mond.

## AGAIN GLENDA GETS AND LOSES HER MAN

Pity the plight of Glenda Farrell. She's blonde, she's beautiful, she's got a wardrobe of lovely frocks and she knows how to wear them. But she never gets her man—not while she's playing the role of Torchy Blane, ace newspaper gal. Right now, she's playing it for the fourth time in "Blondes at Work," coming to the Strand Theatre next Friday.

It all began last year with a snappy little picture called "Smart Blonde," in which Glenda played Torchy and Barton MacLane played Steve McBride, her not-so-smart detective boy friend. Before the picture was finished the powers-that-be saw that Torchy and Steve were slated to become a pretty popular twosome. So they decided to make that the first of a series of stories about the two of them. Since it wouldn't do to marry them off in the very beginning of their screen romance, "Smart Blonde" ended without a wedding. "Flyaway Baby" came next, and still no matrimony for the pair. "Adventurous Blonde" followed without (need we add?) a single wedding bell. And now "Blondes at Work" comes along and according to advance reports, Torchy gets practically to the altar, when a new murder breaks and the wedding has to wait.

So maybe the life of a beautiful movie star isn't the most desirable thing in the world, particularly if your object is matrimony!

## Starlet Serious Worker

Rosella Towne is a young actress for whom Warner Bros. are planning big things. A determined artist, she refuses to go out on dates and spends every evening reading Shakespeare out loud to her mother, who corrects and criticizes her delivery. Her latest film is "Blondes at Work," which will open next week at the Strand Theatre, with Glenda Farrell and Barton MacLane.



Mat 201—30c

TORCHY'S BACK AGAIN — Glenda Farrell is starred again in the fourth of the "Torchy Blane" series of newspaper comedies with Barton MacLane, "Blondes at Work" which comes to the Strand Theatre next Friday.

(Review)

## 'Blondes At Work' Starring Glenda Farrell At Strand

"Blondes at Work," another of those exciting and amusing film stories about "Torchy Blane," the girl reporter, had its first local showing yesterday at the Strand Theatre.

This is the fourth in the series of

the clever plot—and a good deal of fun, besides. There's romance aplenty, too, although "Torchy" gets left at the altar, as usual.

Other well-known players in the cast include Tom Kennedy, Rosella

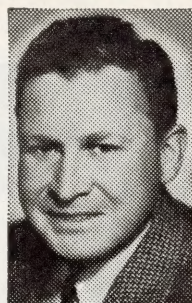


GLEND  
FARRELL

Mat 102—15c

the adventures of the fast-talking, wise-cracking and somewhat hard-boiled female journalist—played inimitably by Glenda Farrell.

And, as in the previous "Torchy" yarns, her boy friend, Police Lieutenant Steve McBride, is portrayed by big, burly Barton MacLane. Together, thanks largely to the girl's cleverness, she and Steve solve a difficult murder mystery and she scores a succession of scoops over her masculine competitors. There's suspense, plenty of novel angles to



BARTON  
MacLANE

Mat 101—15c

Towne, Donald Briggs, Thomas E. Jackson, Kenneth Harlan, Jean Benedict and that splendid old-time favorite of silent pictures, Betty Compson, who seems to be making a successful comeback under the Warner banner.

The picture was directed with plenty of speed and action by the capable young Frank McDonald, from a screenplay by Albert De Mond. It is a picture suitable for the whole family and it is certain to please every member.

## BRIEFS for FILLERS

Barton MacLane, top-notch "hard guy" of the screen, insists that "Little Women" is his favorite book and is hurt because no one will believe him.

Glenda Farrell is one of the few women side-saddle horseback riders left in the country. Strollers along Beverly Hills bridle paths look with amazement whenever the golden-tressed star rides by.

Barton MacLane was an amateur champion weight-lifter before entering pictures. He can still lift 300 pounds with one hand.

Schoolmate of Rosella Towne at the Neely Dickson dramatic school in Hollywood was a young man named Robert Taylor. Her teachers predict for her the same measure of success in the feminine field of acting.

Glenda Farrell is one of the most sought after stars in Hollywood, by Broadway play producers. So, following completion of her current film commitments, she may accept the offer of one producer who wants her to do one play a season for him.

Slot machines are a feature of the play room at Glenda Farrell's house, but none of the guests ever take home any winnings. All the proceeds go to charity—a different one each month.

(Lead Story)

## MacLANE AND FARRELL PERFECT CO-STAR TEAM

When a quarterback goes streaking eighty yards through a golden autumn sunset for a touchdown, few of the spectators recognize the perfect teamwork that made the play possible. In fact, teamwork is rarely appreciated in most sports and professions.

Teamwork has played an important part in the theatrical profession, but unlike football, the audiences recognize the team, because both members play an important part in the entertainment.

Starting with the early days of vaudeville, many teams achieved international reputations. A few of these, like Burns and Allen, Jack Benny and Mary Livingstone and Fred Allen and Portland Hoffa went on to team in radio. The theatre has its Alfred Lunt and Lynne Fontanne and Noel Coward and Gertrude Lawrence.

The motion pictures realized the importance of teaming players as far back as Beverly Bayne-Francis X. Bushman duo. Since then, many combinations of players have proved as successful as individual stars.

Glenda Farrell realizes the importance of a good starring combination. She has achieved her greatest success as a member of a team. Joan Blondell was her side-kick originally, and the two blondes wisecracked their way to fame and fortune. Her present team-mate is Barton MacLane, with whom she appears in "Blondes at Work," a comedy dealing with the girl reporter, "Torchy Blane." The combination of Farrell and MacLane is rapidly becoming as popular as the Farrell-Blondell team was. This is the fourth of the Torchy series.

MacLane is a perfect foil for Glenda as Steve McBride, slow-witted detective, who is always one step behind his girl friend in solving a crime.

They will be seen in "Blondes at Work" at the Strand Friday.

## 'BLONDES AT WORK' HAS FASHION SHOW

Although there are thousands of beautiful women in Hollywood, very few of them can wear clothes properly, according to Frank McDonald, director of "Blondes at Work," and Howard Shoup, Warner Bros. designer who prepared the original creations for a fashion show sequence in the film. This is the picture now showing at the Strand Theatre.

Ten models were required. Six were picked from a Hollywood model agency, one came from Chicago and another was recruited from New York.

Before the two remaining were chosen, three hundred "modelovlies" (as Winchell would say) paraded up and down before Director McDonald. Some were disqualified because of looks—but on the whole, the greater percentage of the girls didn't make the grade because he felt that they didn't know how to wear clothes and display them properly.

## She's Penny-Pincher

Everyone has determined at one time or another to save pennies, but leave it to Glenda Farrell to save them in a big way. For the past three years, the star of "Blondes at Work" has been putting every odd penny she ever got into a small packing case. The case is almost full now but she refuses to count them until she can't get another cent in the case.



(Opening Day)

## 'BLONDES AT WORK' NEW TORCHY BLANE OPENING AT STRAND

"Torchy Blane," famous girl reporter character who has been made famous to the film fans by clever Glenda Farrell, will be seen again today on the screen of the Strand Theatre.

"Blondes at Work" is the title of this fourth adventure in the proposed series of six. Burly Barton MacLane again has the part of Torchy's boy friend, Police Lieutenant Steve McBride.

There's a murder mystery and of course, Torchy is on the spot to scoop all the newspapers in town with the jury's verdict. She manages to make her masculine competitors look pretty silly in the process, too. There's a lot of fun and fast action, as well as Torchy's famous brand of fast-talking, wise-cracking dialogue.

Maybe in the last of the series, Glenda and Barton may enter the state of matrimony but they don't do it this time. As in the previous pictures, just as they are starting out to get the license, another big newspaper story pops up and she has to go and cover it and leave the detective flat.

With the stars in this picture are a capable company including Tom Kennedy, Rosella Towne, Donald Briggs, Thomas E. Jackson, Kenneth Harlan and Betty Compson, one-time queen of the silent pictures. She is progressing nicely with her comeback in the talkies and is being given better and better parts.

"Blondes at Work" was directed by Frank McDonald who also guided the making of the previous three "Torchys." The screen play this time was an original by Albert De Mond.

## BACHELOR BRIGGS HAS DIFFICULTIES

Donald Briggs of the films doesn't want to get married, he hasn't anyone he'd care to marry, yet he feels he'll have to take the fatal step or else pass out from exhaustion.

The young Warner Bros. player, appearing in "Blondes at Work," with Glenda Farrell and Barton MacLane, at the Strand Theatre, is tall, dark and handsome—and an eligible bachelor. In addition, he's intelligent, has a great personality and can wear clothes.

Since, as in most towns, eligible bachelors are at a premium, in Hollywood Mr. Briggs is naturally swamped with invitations for everything from teas to tennis. And since the invitations come from good friends who just can't be disappointed, Mr. Briggs is kind of run ragged, to coin a phrase.

He plays a good game of bridge, and not being attached to anyone, he's a natural as a fourth whenever any group gets stuck. He's included in every horseback riding party, tennis party, ping-pong party and cocktail party. He's been bored through so many dinner parties, he feels like a professional after-dinner speaker.

Briggs is in a bit of a quandary. It looks like he'll have to get married, or else spend the rest of his days filling in at parties.

### Is Modern 'Little Eva'

Glenda Farrell, the actress, is working on plans for a new home in the San Fernando valley, near Hollywood. She has instructed her architect to design a modern version of Uncle Tom's Cabin because she likes rusticity and more sentimentally, because her very first acting role (at the age of ten) was little Eva in "Uncle Tom's Cabin."



Mat 203—30c

SHE ALWAYS GETS HER MAN — Glenda Farrell, as snappy, snoopy Torchy Blane and Barton MacLane as her detective boy friend, are back in their fourth adventure, "Blondes at Work," now showing at the Strand Theatre.

(Current)

## Famous Hollywood Designer Forecasts Fashions Of 1938

By HELEN WALTER

Howard Shoup, who designed the many dashing sports costumes Glenda Farrell wears in the Warner Bros. comedy "Blondes at Work," maintains that the motion picture stylist must have a strain of the psychic in his make-up. Screen costumers must frequently design fashions six months in advance of a picture's release.

In the case of "Blondes at Work," which opens Friday at the Strand

Glenda Farrell's skirts in the picture are exactly fourteen inches from the floor. Slim skirts and off-the-face hats were only nosing into the fashion picture at the time Shoup did Glenda's wardrobe, so he knew they would be at their peak six months hence. The same was true of collarless, buttonless coats, so he included two of these in Glenda's collection of clothes.

Since Glenda plays the role of "Torchy" Blane, newspaper reporter extraordinary, in "Blondes at Work," her wardrobe is alternately sporty and tailored.

One loosely knitted navy blue suit has extended shoulders (a line so flattering that Mr. Shoup declares it will never go out) and clever life-saver buttons wound in matching yarn. With it she wears a navy velvet scarf and tricky matching hat.

A smartly tailored dress is heavy black crepe with tiny self-covered buttons down the back. Black krimmer is used to border two front pockets just below the waistline and to outline the square shoulders and straight long sleeves. With this she wears a coat of black spongy wool which buttons down the front.

A rough wool suit Miss Farrell wears in the picture has pouch pockets for novelty and a triangular paisley challis scarf for contrast. An unusual coat is a hip-length boxy reefer of heavy navy blue angora, so thick and soft it looks almost like a dyed fur.

Mr. Shoup says that in doing clothes for a picture so many months in advance costume designers have found themselves close to one hundred percent right in predicting which way the mode will swing.

There's another element entering this business of style forecasting, too. More and more, the movie modes are influencing fashions both here and abroad, and very often the predictions of the eminent studio designers, such as Orry Kelly and Mr. Shoup really decree what is going to be worn by style-conscious women the world over. So widespread a medium as the motion pictures is bound to have an enormous influence on such questions as the length of skirts and the height of hats.

"Blondes at Work" is the fourth in the series of "Torchy Blane" adventures. Besides Miss Farrell, the cast includes Barton MacLane, Rosella Towne, Donald Briggs, Betty Compson and many others. Frank McDonald directed.



Mat 105—15c

GLEND A FARRELL — Ace portrayal of sob sisters has her breeziest comedy role in the Strand Theatre's new comedy feature, "Blondes at Work."

Theatre, Shoup had sketches completed three weeks before the picture went into production because he wanted the wardrobe department to have plenty of time on detail.

Foretelling fashions six months in advance entails almost an uncanny sense of what is going to happen next. The successful motion picture designer has that sense and couples it with good sound reasoning.

Mr. Shoup knew that skirts in their upward movement had not yet quite hit the knee, and they would not grow an inch shorter. All of

(Current)

## RAT-A-TAT TALK OF GLENDA FARRELL SETS MOVIE PACE

One of the essentials of a good movie is pace. Call it pace, call it speed, or action or movement—but whatever it is, directors inject it into every film to keep the audience awake and consistently interested in what's happening on the screen.

And that's why Glenda Farrell is a director's delight.

She can deliver lines in a rat-a-tat-tat style that keeps the scenes alive, get dramatic inflections into the lines and be understood, all at the same time. Frank McDonald, director of the fourth in the series of popular Torchy Blane pictures, "Blondes at Work," which features Miss Farrell, feels that she is responsible for a good measure of the success of the series. "Blondes at Work" is now showing at the Strand Theatre.

"In the direction of these newspaper films," says McDonald, "I've tried to keep them moving along at a rapid pace. I've tried to inject that newspaper-going-to-press feeling into them. And Glenda Farrell has helped a lot. Another actress in the role might slow up the action. But not Farrell. If anything, she speeded it up with her mile-a-minute gabbing."

It is most surprising that there are so few fast talkers among the femmes of Hollywood, since speed of delivery is so important in many roles. Miss Farrell stands head and shoulders above any of the other leading ladies in the machine gun style of delivery that has been popularized on the screen by such males as Lee Tracy, Pat O'Brien and Jimmie Dunn.

Joan Blondell can hold her own as a speedy speaker, Patsy Kelly can spout a series of adjectives in one breath and Connie Bennett can let loose with a long sentence in two seconds flat.

But when it comes to telling the world via the silver screen and a director hasn't much time to tell in—he'll probably pick Glenda Farrell.

## GLEND A FARRELL IS NO. 1 BASEBALL FAN

Traveling 6,000 miles in a day and a half just to see a world series baseball game probably makes Glenda Farrell, the film star, the No. 1 fan of all times.

Ever since she left the New York stage, Glenda has tried to get back to see a world series game. But each year she found herself right in the middle of a picture during the series. This year she was making "Blondes At Work" at Warner Bros., the comedy now showing at the Strand Theatre.

At a party one Saturday night, she was bemoaning her fate to Jimmy Harris, New York socialite.

"Hey, wanna get to New York in time for the game tomorrow?" asked Harris. "I'm flying my plane back right after the party. Come along."

In less time than it takes to say "swell," she rushed home, packed an overnight bag, met Harris at the airport, and zoomed off for New York.

She arrived in ample time to see the Yankees win the series, had dinner with friends, then hopped the sleeper plane back to Hollywood.

### He's A Quick Sprouter

Donald Briggs, appearing in Warner Bros.' "Blondes at Work," can raise a full grown moustache in a week, which is quite an asset to an actor when he's called upon to portray a variety of roles. Briggs is now playing in "Blondes at Work" at the Strand Theatre.



(Current)

## FOUR HOURS SLEEP ENOUGH FOR GLENDA

Like Napoleon, Glenda Farrell sleeps only four hours each night.

"It's all because I spent most of my life in the theatre," explains the star of "Blondes at Work," the fourth in the series of popular Torchy Blane stories produced at Warner Bros. This is the comedy now showing at the Strand Theatre.

"When I was on the stage," she says, "my day began after the play was over. Then we'd have to go out to dinner. Any fun we'd have would have to happen after that. I didn't even have time to see friends, except after theatre.

"As a result, I couldn't get to bed until 3 or 4. Of course, I'd sleep most of the day. But when I got to Hollywood, I had to awaken at 6 or 7 in the morning in order to get to the studio on time. That seemed like the middle of the night to me at first. I tried to get to sleep at a reasonable hour, but never could, so I gave it up and continued retiring at 3 a. m. as usual. That gives me an average of four hours a night.

"I worried that it might be physically harmful, but my physician told me that some people were so constituted that they could get by beautifully on a few hours of rest. Which makes it dandy for me when I'm out dancing or at parties, because I'm the only one who never worries about that old debbil alarm clock the next morning."

### She Travels By Book

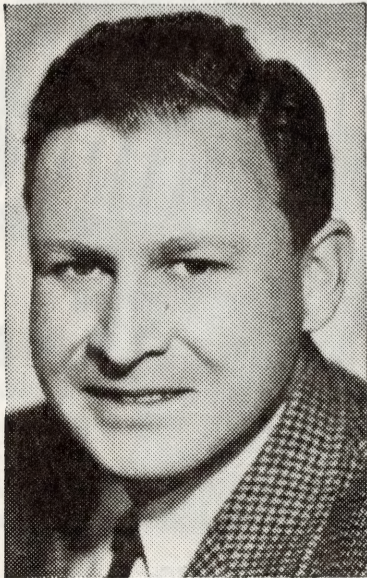
Rosella Towne, appearing in Warner Bros.' "Blondes at Work," which is now showing at the Strand Theatre, is making an imaginary trip around the world by reading a travel book on each foreign country. She's determined to make an actual trip as soon as she becomes a star.

### Glenda No Mystery Fan

Although Glenda Farrell is regularly cast in crime stories, she has never read a mystery novel. They make her too nervous and keep her from sleeping at night. In her latest picture, "Blondes at Work" which is now showing at the Strand she's involved in — and solves — not one, but two murder mysteries. That's the irony of the movies!

### From Boxing Ring To Films

Tom Kennedy, the film actor, was a contender for the world's heavy-weight title at one time. His latest picture is Warner Bros.' "Blondes at Work," now showing at the Strand Theatre.



Mat 103—15c

**BARTON MacLANE** — The big, bad man of the movies turns to law and order for his detective role in "Blondes at Work" in which he is featured with Glenda Farrell at the Strand Theatre.



Mat 202—30c

**IT'S A CRIME** — (left to right) Glenda Farrell, Frank Shannon, Ralph Sanford, Tommy Jackson and Barton MacLane seem to suspect pretty Rosella Towne of dirty work, in a scene from the current Strand movie "Blondes at Work."

## SEEING HOLLYWOOD with TORCHY BLANE

Claude Rains receiving double congratulations from his friends—one for his grand work in "Gold Is Where You Find It," another for his brand-new baby daughter . . . Olivia DeHavilland, Bette Davis, Ann Sheridan and Anita Louise are among the Hollywood pretties whom Bradshaw Crandall hopes to secure as cover subjects for Cosmopolitan magazine. . . .

Donald Briggs, featured in "Blondes at Work" may take off to Yuma with Barbara Reed any day now. . . . Carole Lombard tells us that her first dramatic role was that of a villain with a drooping moustache in a high school playlet. . . .

Betty Compson currently playing in "Blondes at Work" trudging happily through the rain with a violin case under her arm. For a pastime she is teaching the young daughter of a friend how to play the fiddle. . . . Bette Davis and husband, Harmon O. Nelson, still laughing about that rift rumor. . . . Alfred G. Vanderbilt, young millionaire sportsman visiting Errol Flynn and Director Michael Curtiz on "The Adventures of Robin Hood" location set.



### Private Lives of the Movie Stars

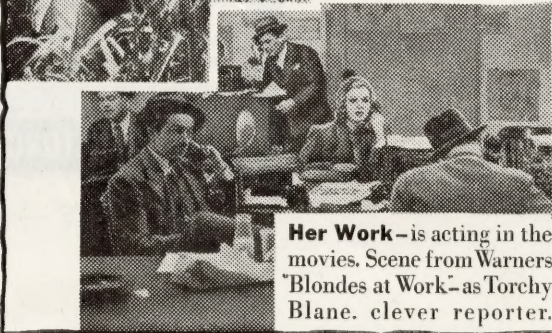
## GLENDA FARRELL

**Her Home**—none more hospitable in Hollywood!



**Her Sport**—is gunning and she's a sure shot!

**Her Hobby**—is tennis playing. Can she play!



**Her Work**—is acting in the movies. Scene from Warners' "Blondes at Work"—as Torchy Blane, clever reporter.

Mat 210—30c

(Current)

## BARTON MacLANE A 'NEVER-NEVER' MAN

A year ago, Bob Ripley, the Believe It Or Not artist, discovered a Never-Never man in Denver, Colorado. This man had never seen a movie or attended a party. He had never even kissed a girl—so he said.

Hollywood has a never-never man in the person of Barton MacLane, Warner Bros. strapping "heavy" man, now appearing with Glenda Farrell in "Blondes at Work," at the Strand Theatre.

He has never had a cold in his life.

He never had a tooth pulled or even a toothache.

He never had an operation.

He never broke a leg or arm. He never even sprained one, although he played football for eight years and was a star running back at Wesleyan.

All in all, Barton MacLane can claim as many never-nevers as Ripley's man, and he has had a lot of fun out of life besides.

### Bridal Frock Modelled

What the well-dressed bride will wear in June, 1938, is to be seen in the Warner Bros. comedy "Blondes at Work," which is now showing at the Strand Theatre.

Designed by Howard Shoup at a huge cost, the gown is modeled by the beautiful Carol Landis in the elaborate fashion show in the film. The dress is fashioned from a fine pink satin with a veil and train of rare lace, imported from Brussels. Twenty other original creations designed by Howard Shoup, are also shown in the film, which is one of the series about the adventures of Torchy Blane, a newspaper girl.

### Old Favorite Is Back

Betty Compson, former screen star, who is making a nice comeback at the Warner Bros. studio is one of Hollywood's foremost violinists — and has been giving lessons for the past few years. Her latest film is "Blondes at Work," which is now showing at the Strand Theatre, co-starring Glenda Farrell and Barton MacLane. Frank McDonald directed.

### Makes A Perfect Picture

Rosella Towne has the most perfect photographic features in Hollywood, according to Warren Lynch, who was cameraman on her latest Warner Bros. picture "Blondes at Work." She is featured at the Strand Theatre.



Mat 104—15c

**SLEUTHING TEAM** — Glenda Farrell, as a sob sister and Barton MacLane as her detective boy friend solve all the mysteries in sight in "Blondes at Work," the current Strand Theatre movie.

TORCHY ALWAYS GETS HER MAN...IN TROUBLE!



She flirts with trouble, smiles at danger, laughs at murder... and stops at nothing! The gal is terrific!

**DANGER!**  
**"BLONDES AT WORK"**

with **GLEND**  
**FARRELL**  
**BARTON**  
**MacLANE**

Tom Kennedy • Rosella Towne • Donald Briggs  
 Directed by FRANK McDONALD  
 A WARNER BROS. Picture

A TORCHY BLANE ADVENTURE

Mat 301 — 255 lines — 45c



"How about a nice, fresh murder?"

SCOOP FOR BREAKFAST!  
 ... SCOOP FOR DINNER!  
 See this headline-hunting gal out-snoop the snoopers, out-scoop the scoopers!

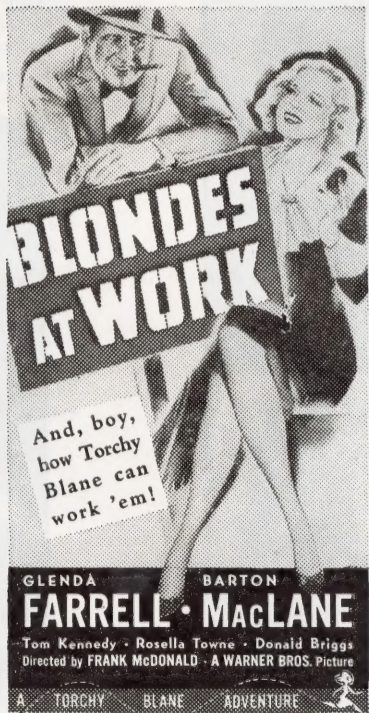
**"BLONDES AT WORK"**

with **GLEND**  
**FARRELL**  
**BARTON MacLANE**  
 Tom Kennedy  
 Rosella Towne  
 Donald Briggs

"How about a nice, sweet marriage?"

A TORCHY BLANE ADVENTURE  
 Directed by FRANK McDONALD • A WARNER BROS. Picture

Mat 110 — 75 lines — 15c.



Mat 106 — 52 lines — 15c

**BEWARE!**  
**SNAPPY**  
**SNOOPY**  
**BLONDE**  
**AT**  
**WORK!**



Torchy Blane always gets her man... in trouble!

**DANGER!**  
**"BLONDES AT WORK"**

with **GLEND**  
**FARRELL • MacLANE**  
**BARTON**  
 TOM KENNEDY • ROSELLA TOWNE • DONALD BRIGGS  
 Directed by FRANK McDONALD • A WARNER BROS. Picture

A TORCHY BLANE ADVENTURE

Mat 205 — 154 lines — 30c

**TORCHY ALWAYS GETS HER MAN... IN TROUBLE!**




**"BLONDES AT WORK"**  
with **BARTON MACLANE**  
**GLEND A FARRELL**

A TORCHY BLANE ADVENTURE

Tom Kennedy • Rosella Towne • Donald Briggs  
Directed by FRANK McDONALD • A WARNER BROS. Picture

Mat 111 — 45 lines — 15c

**NO NEWS IS BAD NEWS... For This Headline-Hunting Blonde!**  
It's scoop for breakfast, scoop for dinner as Torchy murders a murder story and swipes a cop's heart!



**DANGER!**  
**"BLONDES AT WORK"**

**GLEND A FARRELL**  
Tom Kennedy • Rosella Towne • Donald Briggs

**BARTON MACLANE**  
A WARNER BROS. Picture  
Directed by FRANK McDONALD

A TORCHY BLANE ADVENTURE

Mat 207 — 172 lines — 30c

**SHE GOT AWAY WITH MURDER... 'TIL SHE GOT AWAY WITH THE MURDERER!**



**"BLONDES AT WORK"**


See Torchy Blane almost cop a killer ...almost 'kill' a copper!

with **GLEND A FARRELL**  
**BARTON MACLANE**  
Tom Kennedy • Rosella Towne • Donald Briggs  
Directed by **FRANK McDONALD**  
A WARNER BROS. Picture

A TORCHY BLANE ADVENTURE


Mat 206 — 128 lines — 30c

**BOY, HOW THIS BLONDE LOVES**



to out-scoop her rival news-hawks, to out-snoop her detective boy-friend!

**"BLONDES AT WORK"**  
with **GLEND A FARRELL**  
**BARTON MACLANE**



**TOM KENNEDY**  
**ROSELLA TOWNE**  
**DONALD BRIGGS**  
Directed by **FRANK McDONALD**  
A WARNER BROS. Picture

A TORCHY BLANE ADVENTURE

Mat 109 — 67 lines — 15c

TORCHY ALWAYS GETS HER MAN...IN TROUBLE!



She flirts with trouble, smiles at danger, laughs at murder... and stops at nothing! The gal is terrific!

**"BLONDES AT WORK"**

She Got Away with Murder... 'Til She Got Away with the Murderer!  
**GLEND A FARRELL • BARTON MacLANE**  
 Tom Kennedy • Rosella Towne • Donald Briggs  
 Directed by FRANK McDONALD • A WARNER BROS. Picture  
 A TORCHY BLANE ADVENTURE

Mat 108 — 28 lines — 15c

**"Blondes at Work"**

**GLEND A FARRELL • BARTON MacLANE**  
 A TORCHY BLANE ADVENTURE  
 Tom Kennedy • Rosella Towne • Donald Briggs  
 Directed by FRANK McDONALD • A WARNER BROS. Picture

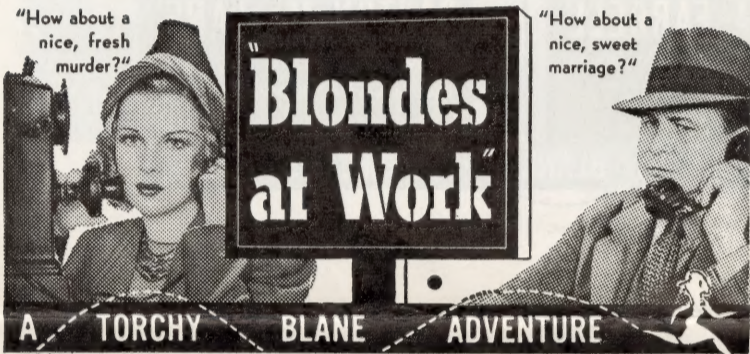
Mat 107 — 18 lines — 15c

**"DANGER! BLONDES AT WORK"**

with **GLEND A FARRELL • BARTON MacLANE**  
 Tom Kennedy • Rosella Towne • Donald Briggs  
 Directed by FRANK McDONALD  
 A WARNER BROS. Picture

A TORCHY BLANE ADVENTURE

Mat 204 — 110 lines — 30c



**"Blondes at Work"**

A TORCHY BLANE ADVENTURE  
 with **GLEND A FARRELL • BARTON MacLANE**  
 Tom Kennedy • Rosella Towne • Donald Briggs  
 Directed by FRANK McDONALD • A WARNER BROS. Picture

Mat 208 — 62 lines — 30c



**"BLONDES AT WORK"**

with **GLEND A FARRELL • BARTON MacLANE**

Tom Kennedy • Rosella Towne • Donald Briggs  
 Directed by FRANK McDONALD • A WARNER BROS. Picture

Mat 209 — 60 lines — 30c

**Vitaphone Shorts Round Out Your Program**

"PORKY AT THE CROCADERO" (Looney Tune). Porky as band leader at the Crocadero Cafe takes off on the famous orchestra leaders, lampoons Hollywood stars, and everybody has a swell time.  
 (7 minutes—No. 3606)

"WHAT THE WORLD MAKES" (Color-tour Adventure). Pineapple growing in Hawaii; the ancient arts and crafts of Ceylon; basket-making industry of Meknes, North Africa; unique tasks performed by the elephants of Ceylon.  
 (10 minutes—No. 3502)

"THE CANDID KID" (Broadway Brevities). Musical comedy featuring Josephine Huston, Phil Silvers, Nadine Gae, Anthony Morelli Sextette, the Gae Foster Girls, John Preston, Jack Squires, Victor Adams and John Sampsel.  
 (20 minutes—No. 3015)

"HIT AND RUN" (Floyd Gibbons — Your True Adventure). Thrill-packed adventure told by the "Headline Hunter." Cast includes: Giles Kellog, Peggy O'Donnell, Robert Elliot, Robert Lynn.  
 (13 minutes—No. 3710)

"LEON NAVARA & ORCHESTRA" (Melody Master). The season's hit tunes plus vocal and dance specialties by Ruth Brent, Detmar Poppen, and Honey and Weldon.  
 (10 minutes—No. 3709)

"SNEEZING WEASEL" (Merrie Melodies). Hilarious gag situations highlight this novel cartoon. New Technicolor.  
 (7 minutes—No. 3409)

"TWO BOOBS IN A BALLOON" (Vitaphone Novelty). Edgar Bergen and Charlie McCarthy, current sensation of radio, present their inimitable comedy.  
 (11 minutes—No. 3205)

**Official Billing**

Warner Bros.	40%
Pictures, Inc. Present	5%
<b>"BLONDES AT WORK"</b>	100%
with	
<b>GLEND A FARRELL • BARTON MacLANE</b>	40%
Tom Kennedy • Rosella Towne	10%
Donald Briggs	10%
Directed by	2%
<b>Frank McDonald</b>	20%
Original Screen Play by Albert DeMond	5%
A Warner Bros. Picture	5%



# Exploitation tips from Torchy Blane

## TICKETS FOR "STORY" TIPS:

There are undoubtedly plenty "stories" in town which are suitable for feature material but which for some reason or other have not been covered. A contest could be worked up whereby anyone handing in a usable tip for a story gets a "Torchy Blane Prize" of a couple of guest tickets. Something beneficial to the paper like this should bring ready aid.

## CONTACTING WRITER GROUPS:

Anyone working on a newspaper might be interested in a film describing his existence. Police reporters in particular would want to see the picture, especially if there happens to be a "Torchy Blane" sort of reporter around the office. Contact above groups, might result in newspaper breaks.

## PHOTOGRAPH SNAPS BLONDES:

Title of picture lends itself to stunt with Roving Photographer who goes about snapping pics of Blondes at Work in your town. Shots may be used for lobby display, with announcements of same in advertising. The same pictures may possibly interest local editor doing a feature, much like daily spread conducted by New York Evening Post.

## LIPSTICK GAG:

Have some napkins imprinted with a lipstick impression, supposedly Glenda Farrell's, and then spot them in drug stores and soda fountains around town. Copy explains that gals using the napkins make their own impression and then bring napkin to theatre, the mark most closely resembling Farrell's winning passes.

## BLONDE INQUIRING REPORTER:

Inquiring reporter in the form of a pretty blonde can get around town interviewing a representative group of men. Question can be the favorite, "Do Gentlemen Prefer Blondes?" Photographer tags along for pictures, later to be displayed in lobby, or planted in paper.

## MAN-IN-THE-STREET WITH BLONDES:

Hook up your P.A. system and run a man-in-the-street broadcast. Question can be the always popular "Do Gentlemen Prefer, etc.", or else, "Are Blondes better office workers, etc." Be sure to have a bevy of beautiful blondes around to liven up the affair.

## GALS' UNUSUAL JOBS:

Time is apropos of an article in newspaper on unusual or man-sized jobs in town being held down by girls. Perhaps editor might oblige by assigning a reporter to story when your showing occurs. You might get the story for him yourself.

## WORKING DEBS:

Society editor of newspaper might want to do column on "local hardworking debs," preferably blondes, what they're doing, charity work, etc. Might be timely if a local charity drive is being held.

## BRUNETTES PICKET THEATRE:

Get a couple of brunettes equipped with real picket signs to parade up and down in front of theatre at busiest hours. Copy on signs read: "Unfair to brunettes. Ever since 'Blondes at Work' came to town, we brunettes have been without dates. Unfair!"

More Exploitation Suggestions On Following Page...

# Exploits tips from Torchy Blane

## FOR YOUR LOBBY:

### TORCHY TYPEWRITER TIEUP:

Typewriter shop tieup for your lobby. Girls, preferably blondes, are timed for speed on the keys and with dictation pad. Prizes are promoted articles.

### STORE WINDOW PEEPHOLE:

Curious passersby will go for peephole in store window. Empty window is of course all covered and made opaque by powder or soap substance, except for tiny peephole. Copy on window asks if they want to see 'Blondes at Work,' absolutely free. Inside window are pair of blondes busily typing, writing, etc.

### DANGER — BLONDES AT WORK:

Any of the state highway departments or construction companies would have some "Danger — Men at Work" signs. See if you can't borrow a convenient number and then with whitewash (easily removable later), draw a line through 'men' and print in the word, "Blondes." The signs may be spotted around town before your showing for a teaser, and during run in lobby.

### LOBBY DISPLAY OF "CLUES":

Get up a complete lobby "clue" display. It could include a coat with a gaping hole where the stab wound was; a paper knife; a diary in childish scrawl to indicate Detective Gahagan's writing; a stick of lipstick; laundry tag, etc. Copy reads: "These are the clues with which Torchy solved the big mystery."

### FARRELL TIEUP STILLs:

Glenda Farrell has been posed in a number of stills easily adaptable to local tieups with merchants. Order complete set of six from Campaign Plan Editor for special price of fifty cents; individually at ten cents. Jewelry-GF 536; Slacks-GF 596; Fur Cape-GF 603; Coiffure-GF 672; Spring coat-GF 706; Sports suit-GF 710.

### STEAM SHOVEL BANNER:

Everybody loves to stop and watch a steam shovel in operation. If there are any construction jobs going on in town, get to the ready-made audiences with a simple herald — "Danger — Blondes at Work" with your playdate, etc. Best coup of all would be to plant huge banner with same copy on the side of the steam shovel.

## DON'T FORGET THESE FAVORITES:

They're tried and true, but we're reminding you, of these 20 run-of-the-mill "blonde" stunts:

1. Snipes with copy reading "Torchy Blane's Back Again"; use blow-up of a head still of Glenda Farrell.
2. Invite to picture and get statement from town's newspaper gals.
3. Find town's most popular blonde, or prettiest girl who's blonde.
4. Announce first ten blondes at theatre admitted free.
5. Trio of blonde crooners, with placard, "Blondes at Work" sing on stage or town's niteries.
6. Merchants' or lobby exhibit of wardrobe specially for blondes.
7. Head of Glenda Farrell crashing through newspaper front page for lobby display, with attendant copy.
8. Award few passes to certain car registration numbers, "Torchy Blane got your number, here's your ticket — to Strand."
9. Revive 'blondes smarter than brunettes' question. 50-word answers get prizes, inquiring reporter questions, etc.
10. Essay on 'Five Famous Blondes of History.'
11. Best story on 'woikin' gals.'
12. Story on the weaker sex in the police department, in newspaper business, etc.
13. Poll on "Do Gentlemen Prefer Blondes?"
14. Lobby fashion show, using only blondes.
15. Contact Torchy Blane Fan Club, or start one.
16. Another in the series — "They're At It Again" business, stills of Glenda Farrell and Barton MacLane for lobby display.
17. Find prettiest blonde in high school, for merchant fashion tieup.
18. Cosmetic store features certain shades, etc., on opening day for blondes.
19. Usherettes wear flashy blonde wigs, with sash around waist carrying picture title.
20. Gent dressed up in topper, tails, monocle, cane, etc. goes around town with copy on back, "This gentleman prefers blondes at work."

# NON-RENTAL ITEMS

6" x 9" HERALD

WARNER BROS. Pictures, Inc. Present

**SHE ALWAYS GETS HER MAN...IN TROUBLE!**

She flirts with trouble, smiles at danger, laughs at murder... and stops at nothing! She's terrific!

**BLONDES AT WORK**

GLENDA FARRELL  
BARTON MACLANE

TOM KENNEDY • ROSELLA TOWNE • DONALD BRIGGS

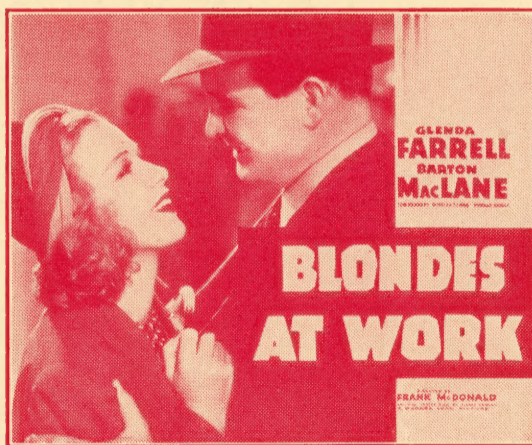
DIRECTED BY FRANK McDONALD

ORIGINAL SCREEN PLAY BY ALBERT BRONING  
A WARNER BROS. PICTURE

PRICES: \$1.75 per M 5M and over ♦ \$2.00 per M Less than 5M



At left: Midget Window Card, 4c each; At Right: Regular window card, 1 to 49, 7c each; 50 to 99, 6c each; 100 and over, 5 1/2c each. Below: Slide, 15c each.



Also available for "Blondes at Work" are 11" x 14" Color-Glos Autographed Star Portraits of Glenda Farrell and Barton MacLane. Prices: 1 to 9, 35c each; 10 to 24, 30c each; 25 and over, 20c each.



## LOBBY DISPLAY

Take advantage of our wide range of display accessories.

Drop us a postcard today. Let us tell you how your theatre can have these displays at a reasonable weekly rental fee.

Write directly to:



24" x 60"  
(also available in size 24" x 82")

AMERICAN DISPLAY COMPANY, Inc.  
525 WEST 43rd STREET  
NEW YORK CITY

# RENT THESE ACCESSORIES

## SPECIAL QUANTITY PRICES

(For Posting or Sniping)

### ONE-SHEETS

50 to 99..... 11c each  
 100 & over..... 9c each

### THREE-SHEETS

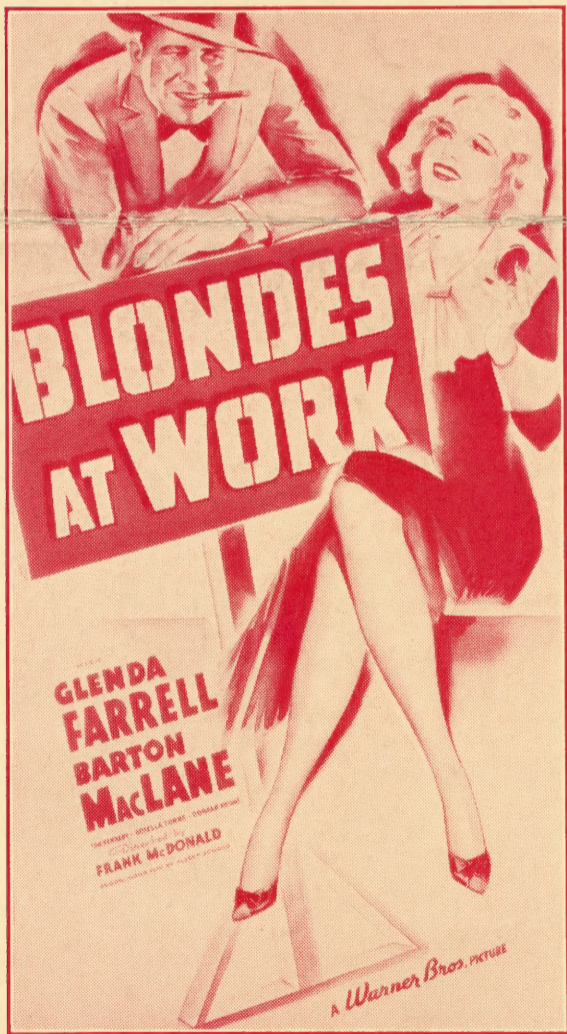
50 to 99..... 32c each  
 100 & over..... 28c each

### SIX-SHEETS

25 to 49..... 80c each  
 50 to 99..... 70c each  
 100 & over..... 60c each

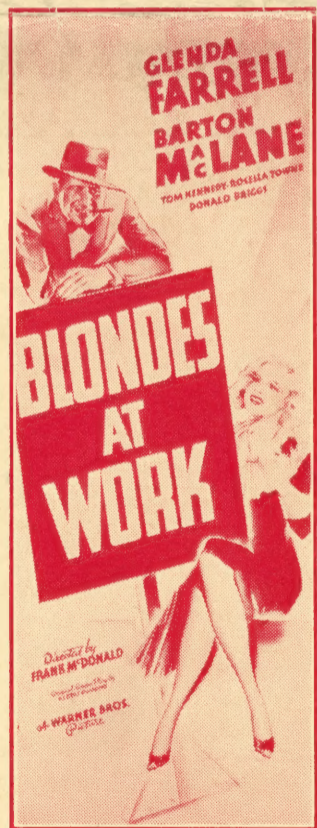


THREE-SHEET..... Rental 24c each



SIX-SHEET..... Rental 48c each

INSERT CARD  
 Rental..... 12c each



ONE-SHEET..... Rental 8c each



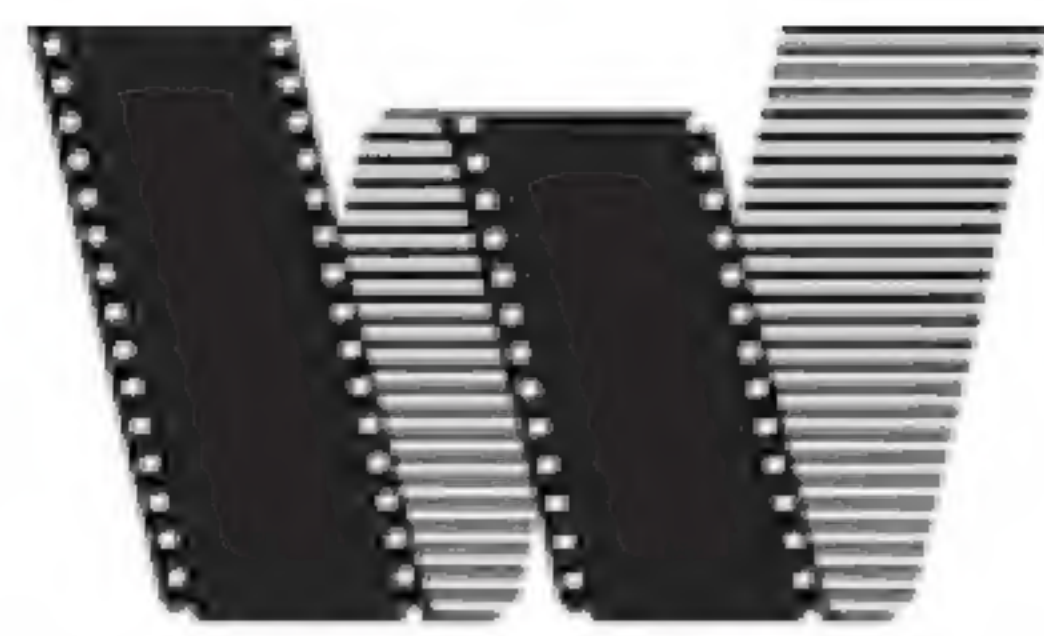
COLORED 22 x 28's  
 Rental: 20c each



COLORED 11 x 14's  
 SET OF 8  
 Rental: 35c



**Scanned from the United Artists collection at the  
Wisconsin Center for Film and Theater Research,  
with support from Richard Koszarski.**



**WISCONSIN CENTER**  
FOR FILM & THEATER RESEARCH

<http://wcftr.commarts.wisc.edu>

**MEDIA  
HISTORY**

DIGITAL LIBRARY



[www.mediahistoryproject.org](http://www.mediahistoryproject.org)