ONLY 6 in 10 GIRLS EVER MARRY!

—see what these 4 smart girls do about it

Andrew Stone presents

GAIL RUSSELL • CLAIRE TREvor • ANN Dvorak • ADOLPHE MENJOU

BACHELOr GIRLS

with JANE WYATT • BILLIE BURKE

Produced and Directed by ANDREW STONE

EXHIBITORS' CAMPAIGN BOOK

UNITED ARTISTS
ADOPT THIS PROVOCATIVE THEME!

Although the film "BACHELOR GIRLS" abounds in comedy, you may consider it more beneficial to handle your exploitation from another angle—the underlying tragedy of the unwanted woman.

Nearly every woman aspires to marriage, but many fail to realize their dreams owing to a disparity in numbers of the sexes, and the problem of the surplus women has baffled sociologists through the ages.

The four smart girls in the picture, leaving nothing to chance, lay plans to ensure their luck, and while they are at it—"good luck," holding it just as easy to fall in love with a rich man as a poor one.

The fact that some girls are unsuccessful in the marriage market, offers you a strong peg on which to hang your exploitation and advertising campaigns, based on an appeal to the age-old natural instinct of the normal woman to land a husband.

The suggested teaser top right has been designed to fit this purpose:

TRY THIS ONE—IT’S TOPICAL

Action of the picture takes place in a huge mansion which the four girls of the story share with their "mother," Billie Burke, and their "father," Adolphe Menjou. This doubling-up is a condition which prevails everywhere to-day. It gives you a grand opportunity for an outstanding exploitation gag.

Basing your approach on the above facts, contact your local editor and suggest an interview series (complete with pictures) on the subject "WHAT I AM DOING TO SOLVE THE HOUSING SHORTAGE."

Idea is to contact ex-service men and others doubling up due to the housing shortage and getting their angle. There is a load of human interest in a stunt like this and plenty of picture material.

"Bachelor Girls" enter the picture as inspiration for the whole stunt. As an added starter you can offer guest tickets and dinner to the family that has best solved the housing problem. Whatever you do, DON'T offer an apartment as a prize!

THEY’LL ANSWER THIS QUESTION

With prices rising steadily, the question, "Can money alone bring happiness?" is both timely and provocative. Contact your local paper and sell them on the idea of this question used as a contest for their readers and co-operate with them on a prize for the best answer and guest tickets for selected letters. Credit, of course, should go to "Bachelor Girls" for inspiring the question.

The four heroines in "Bachelor Girls" are working girls who decide to set their caps for rich husbands which leads to the question: "Can money, alone, bring happiness?"

ANOTHER FOR LOCAL NEWSPAPERS

Here's a newspaper contest that's sure to cause amusement and is likely to start a controversy in your town, anyway, it will get plenty of attention for "Bachelor Girls."

Contact your local editor and suggest the newspaper solicit letters from the unmarried/jwomen in your locality on this theme "WHY I AM A BACHELOR GIRL—AND INTEND TO REMAIN ONE."
FOUR-STAR LOBBY DISPLAY

We're the "BACHELOR GIRLS"

I'm CYNTHIA... I'm EILEEN...

I'm MARTA... I'm TERRY...

FOUR BEAUTIFUL GIRLS on a MAN HUNT!

— AT THIS THEATRE SOON

Capitulate on the “four beautiful girls” with an arresting display, suitable for theatre lobby and on front of house. Order stills Nos. AS-156 (Claire Trevor). AS-3 (Gail Russell). AS-90 (Jane Wyatt) and AS-71 (Ann Dvorak); price 1/- each, and caption them as follows:

I'm CYNTHIA ... a girl who knows her own mind—and my mind is on men!

I'm EILEEN ... and I believe the best things in life are not free—especially mink coats!

I'm MARTA ... I'll tag along with Cynthia, Eileen and Terry just for the laughs.

I'm TERRY ... I believe just as easy to love a millionaire as a poor man and I intend to prove it!

TIE-IN THEATRE WITH LOCAL STORE

Here’s a switch on a lobby display that gives you the opening for some outstanding class tie-ups while plugging the picture solidly.

Theme of the picture is based on the drive by the “Bachelor Girls” to land themselves men with plenty of money and the things money buys. You can convert the theme into a popular seller.

Contact some of the leading department stores in your town. Arrange to get displays of jewellery; fur coats; some beautiful gowns, etc., for your lobby. In each case the store contributing the merchandise for the display gets credit.

Then place photographs of the four girls from the picture above the display along with this copy:

LADIES? DO YOU WANT THINGS LIKE THESE?
SEE THE "BACHELOR GIRLS" . . . .
AND FIND OUT HOW TO GET THEM!

For a switch on this angle run a copy line like this:

LADIES: DO YOU BELIEVE BEAUTIFUL THINGS ALONE WILL BRING HAPPINESS???

Then poll the ladies as they enter the theatre and get their reactions to the statement. If you can get a newspaper man to attend it should be good for a human interest feature that has a lot of laughs.

The stunt can be worked in a department store with the same handling. Be sure “Bachelor Girls” get plenty of credit.

GET WINDOW TIE-UPS ON MUSIC ANGLE

• POPULAR Ann Dvorak sings two songs especially written for “Bachelor Girls.” They are “Where’s My Heart?” and “Twilight Song.”

Contact music shops in your town and arrange for window displays of the music together with stills. Mounted, they should make an attractive window or counter display.

Bombard the dance bands in town with requests that they play the new music from “Bachelor Girls.”

• CLASSICAL The featured role played by Eugene List, one of the foremost concert pianists of our day, who won international acclaim for his playing at the Potsdam Conference, opens the way to numerous tie-ups through the medium of the classical selections.

Those played by the pianist, include “Revolutionary Etude,” “Fantastic Impromptu,” “Minute Waltz,” all by Chopin, and “Moonlight Sonata” by Beethoven; also Brahms’ “Waltz in A-Flat Major,” open the way to attractive tie-ups with local music dealers. Perhaps a display can be arranged featuring albums of music by these great composers along with stills of Mr. List at the piano.

THE STORY IN PICTURES • PLANT IT WITH YOUR EDITOR

Terry (Ann Dvorak), Eileen (Gail Russell), Marta (June Wyatt) and Cynthia (Claire Trevor; persuade Adolphe Menjou to act as their bachelor father — purpose! — snaring rich husbands.

They rent a mansion and before long Eileen picks a prize, wealthy Bruce Farrington (John Whitney). Marta, Cynthia and Terry also find fortune smiling on them.

Complications set in when Eileen “borrows” a mink coat to impress Bruce, and Cynthia, who also makes a play for the matrimonially inclined Bruce, exposes Eileen’s action.

"Bachelor” Moody straightens out the affairs of his “daughters,” gets two of them married and finds romance for himself with Molly (Billie Burke), who has been playing “mother” of this ready-made family.

ORDER BLOCKS Nos. BAC-26 to 29, Price 5/- Each Net—Or COMPLETE SET of FOUR, Price 17/- Net; Also SUITABLE as EDITORIAL BLOCKS

Page: Three
ALL BLOCKS ARE NET PRICE—NO CREDIT ALLOWED ON RETURN

Only 6 out of 10 girls ever marry!

BAC-8—Two Column Advert
Price 8/-

BAC-9—Two Column Advert
Price 5/-

BAC-10—Two Column Advert
Price 7/-
"BACHELOR GIRLS"

ACCESSORIES PRICE LIST

(PRICES DO NOT APPLY IN EIRE)

STILLS
10in. x 8in. BLACK AND WHITE (SET OF EIGHT) ... ... ... Price Net 5/-
(No Credit Allowed on Return)

BLOCKS
ADVERTISING AND EDITORIAL. PRICES AS QUOTED UNDER ILLUSTRATIONS.
(Net. No Credit Allowed on Return)

POSTERS and ADVANCE LOBBY CARDS

(ILLUSTRATED BACK COVER)

QUAD CROWN PICTORIAL A SIZE 20ins. WIDE x 60ins. DEEP ... ... Price 2/-
QUAD CROWN PICTORIAL B SIZE 40ins. WIDE x 30ins. DEEP ... ... Price 2/-
ADVANCE LOBBY POSTER SIZE 22in. DEEP x 28ins. WIDE ... Price Net 3/6
(No Credit Allowed on Return)

NATIONAL SCREEN SERVICE TRAILER

"Bachelor Girls" has the one thing which has made more film successes than any other—charm. As these six people in the film who pretended to be the members of one family grew to know and to love each other, becoming in effect a united family, so will your audiences feel they are becoming a part of that family with them, joining in their laughter and tears. And they will remember it as one of the most delightful entertainments of the year.

Let your N.S.S. Trailer tell them.

:: Order early direct from:

NATIONAL SCREEN SERVICE LTD., Wallace House, Wardour Street, London, W.1

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 PARTICULARS

REGISTERED No. ... ... F.10095
LENGTH ... ... ... 8051 feet
CERTIFICATE ... ... ... "A"

UNITED ARTISTS CORPORATION LTD., : FILM HOUSE, WARDOUR STREET, : LONDON, W.1
TELEGRAMS: "UNARTISCO, RATH, LONDON." TELEPHONE: GERRARD 5084/90
PUBLICITY

ANDREW STONE presents
GAIL RUSSELL
ANN DVORAK
CLAIRE TREVOR
ADOLPHE MENJOU

in
“BACHELOR GIRLS”

JANE WYATT
DAMIAN O’FLYNN
BILLIE BURKE
JOHN WHITNEY

and presenting
EUGENE LIST
(The pianist who played at the Potsdam Conference)

PRODUCED and DIRECTED by ANDREW STONE
Released through UNITED ARTISTS

LENGTH: 8051 ft.

CERTIFICATE: “A”
REGISTERED No.: F.10095

CAST and CREDITS

CAST

Eileen ..... GAIL RUSSELL
Cynthia ..... CLAIRE TREVOR
Terry ..... ANN DVORAK
Mr. Moody ..... ADOLPHE MENJOU
Molly ..... BILLIE BURKE
Marta ..... JANE WYATT
Schuyler ..... EUGENE LIST
Miller ..... DAMIAN O’FLYNN
Bruce ..... JOHN WHITNEY
Dillon ..... RUSSELL HICKS
Dr. Johnson ..... EARLE HODGINS
Mrs. Johnson ..... MADGE CRANE
Mr. Stapp ..... BILL KENNEDY
Mr. Johnson ..... RICHARD HAGEMAN
Dancer ..... IGOR DIEGA

* CREDITS

Original Screenplay ..... ANDREW STONE
Assistant Director[1] ..... AARON ROSENBERG
Additional Dialogue ..... FREDERICK JACKSON
Assistant to the Producer ..... DON MC EWAIN
Associate Producer ..... EDWARD F. FINNEY
Director of Photography ..... THEODORE SPARKuhl
Film Editor ..... DUNCAN MANSEFIELD
Art[1]Director ..... RUDI FELD
Sound Technician ..... MAX HUTCHINSON
Production Manager ..... BERNARD McEVEETY
Costume Supervisor ..... MARIA O. DONOVAN
Musical Director ..... HEINZ ROEMHELD
Musical Supervision ..... DAVID CHUDNOW
Songs “Where’s My Heart?” Music by FRED SPIELMAN
Lyrics by KERMIT GOELL
“Twilight Song” Music and Lyrics by JACK LAWRENCE
and IRVING DRUTMAN

THE STORY
(Not for Publication)

Three saleagirls of the Royal Department Store—Eileen (Gail Russell), Cynthia (Claire Trevor) and Merta (Jane Wyatt) have tea with Molly (Billie Burke), forgotten star of the silent film days who has been pensioned off by the store where she has worked. The respect of spending their old age in loneliness and poverty like Molly, does not appeal to them. They want the things that come with money, and will share their intention of marrying rich men in order to have the luxury they crave. But how to meet millionaires is the problem.

Terry (Ann Dvorak), another saleagirl at the Royal, who wants to be a singer, and Alexander Moody (Adolphe Menjou), a tight-fisted floorwalker whom everybody hates but Molly, arrive during the girls’ discussion. Terry has an idea. She has been tracking down theatrical producer Dillon (Russell HICKS) to his Long Island home for an audition which she didn’t get. The house next door to Dillon can be rented for 360 dollars a month. If they all pool their interests, they can rent the house, and move in, posing as one “family”. As Dillon’s neighbor, she would meet him, get her audition, and the other girls would have the opportunity of meeting prospective rich husbands. The girls persuade Molly to act as their “Mother” and the tight-fisted Moody to pose as “Father”. Everything is set up for a chance of saving 3 dollars a month and the promise of doing his laundry and pressing his clothes. Things move fast for the “Moody family” in their swank Long Island mansion, known as Oak Knoll. Eileen meets the rich and good-looking Bruce Farrington (John Whitney), and romance begins.

Terry, despite Moody’s pretending to object to his “daughter’s” singing on the stage, succeeds in auditioning for Dillon and is given a contract to appear in his current musical. Merta marries Schuyler Johnson (Eugene List), a shipping clerk at the Royal who turns out to be the son of the store’s owner (Richard Hageman). Schuyler, ambitious to be a concert pianist, forewears his father’s millions and moves in with the “Moody’s.” Cynthia doesn’t do so well. She meets Rex Miller (DAMIAN O’FLYNN), wealthy playboy who offers her a cruise aboard his yacht, but refuses to put that ring on her finger.

The “Moody’s” continue holding their jobs at the Royal and manage to avoid detection by their Long Island friends. But Eileen needs clothes to keep up her appearance with Bruce, and borrows a miniskirt and several dresses from the Royal, changing them to the account of a customer, Mrs. Quinn, who is in the habit of returning merchandise days later. When Eileen tries to return the clothes, she finds the store has changed its policy about accepting merchandise returned after the five-day limit, and so is stuck with them. Cynthia, who is jealous of Eileen, discovers Eileen’s ruse and assumes that Mrs. Quinn’s husband gave them to her for questionable reasons. She intimates as much to Bruce, and Bruce breaks off with Eileen in disillusionment. Desperate at the prospect of losing her man, Eileen attempts to kill herself, but is saved by Mr. Moody and the now married Cynthia. In stoic manner, Cynthia in stoic manner, Cynthia in stoic manner, Cynthia in stoic manner, Cynthia in stoic manner, Cynthia in stoic manner...

Eileen attempts to pay her debt of 8,000 dollars obtained from Miller in exchange for her promise to go to Bermuda with him. In this crisis, the hitherto miserly Mr. Moody rises to heroic heights. He has already bought the clothes at cost, explained the true story to Bruce, reconciled the lovers, and re-sold the miniskirt to his prospective “son-in-law” at a nice profit. Cynthia, tempted by 8,000 dollars in the hand, decides to go to Bermuda with Miller even if she doesn’t have a noble excuse for doing so.

Terry makes her debut on Broadway. Schuyler, too, scores a triumph when he makes his debut in the show with a concert, and is reconciled with his father. The astounding Mr. Moody creates another sensation by announcing that he has made a down-payment on the house and married Molly. The “Moody family” have a joyful reunion when Cynthia comes back, having decided not to go with Miller after all.
POSTERS

FOR PRICES SEE PAGE SIX

QUAD CROWN (B)
Size 40 ins. x 30 ins.

QUAD CROWN (A)
20 ins. x 60 ins.

LOBBY CARD
Size 28 ins. x 22 ins.

NOTE: These Posters Will Make Attractive Little CUT-OUTS To Assist Your Lobby Display!

United Artists Corporation Ltd., Film House, Wardour Street, London, W.1

BRANCHES:
BIRMINGHAM—Phone Midland 3733 ... 11, Holloway Head
CARDIFF—Phone Cardiff 5555 ... 46, Charles Street
GLASGOW—Phone Douglas 5822 ... 7, Scott Street (off Sauchiehall St.)
LEEDS—Phone Leeds 30148 ... 17, Wellington Street
BELFAST—Phone 22536 ... 17, Garfield Chambers, Royal Avenue

LIVERPOOL—Phone North 0022 ... 12, Norton Street
MANCHESTER—Phone Blackfriars 8885 ... 3, The Parsonage, Deansgate
NEWCASTLE-ON-TYNE—Phone Newcastle 23882 ... 208, Westgate Road
DUBLIN—Phone Dublin 74820 ... 71, Middle Abbey Street

Printed in England by Rawlings & Walsh, Ltd., Chertsey, Surrey.