

WARNER BROS. THE NO. 1 COMPANY

DON'T TAKE 'EM  
SERIOUSLY,  
SHOWMEN...  
*They're*

"FRIENDS OF  
MR. SWEENEY"  
with CHARLIE  
Ruggles  
ANN DVORAK · DOROTHY TREE



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# production information

## Cast of Characters

Asaph	Charles Ruggles
Beulah	Ann Dvorak
Rixey	Eugene Pallette
Millie	Dorothy Burgess
Olga	Dorothy Tree
Alex	Robert Barrat
Brumbaugh	Berton Churchill
Mike	Harry Tyler
Claude	Harry Beresford
Prime	William Davidson

## The Story

"Friends of Mr. Sweeney" is a unique and uproarious comedy with situations so irresistibly ridiculous that it will set audiences howling with laughter and delight.

Charlie Ruggles and Ann Dvorak have the leading roles, Ruggles playing the part of Asaph, a timid, mousey sort of a man who is a brilliant writer, but who is so browbeaten by his boss that he is afraid to even think for himself. Miss Dvorak has the role of Beulah, his secretary, who suspects her employer has a soul behind his mild exterior and is secretly in love with him.

It is not until Rixey, an old pal of his college days, wires him that he is coming on to tear the town wide open as they used to in their youth, that the lion

Asaph is aroused. He takes Rixey, Beulah and Millie, a Greenwich Village girl, to a swanky gambling club and gains entrance on his bluff that he is a friend of a mythical Mr. Sweeney.

There he gets gloriously drunk, his courage rising with every drink, finally deciding to go to his office and write a story about Prime, a big shot political leader and intimate friend of his own boss, that will blow the town wide open.

Stealing Prime's hat and his car he sets off for the office with the now inebriated Rixey who is unable to get out of the car when they arrive, and his secretary Beulah. But when they get to the door they find the boss there accompanied by a fake Russian countess, whom Prime has hired to get hold of some incriminating material which he thinks is in the office. The two, however, are being guarded by a gunman while his pals are cracking the safe and looting the building as a side line. The crooks also have been sent by Prime to make doubly sure of getting the evidence.

Asaph promptly steals the crook's gun and keeps him covered while he dashes off the article against Prime. In the meantime Rixey has wakened up sufficiently to get out of the car, but still too drunk to be able to distinguish between a fire box and an elevator bell, turns in a fire alarm.

As fire wagons come racing to the place, the crooks flee, but their auto crashes with the hose cart and they are captured by the police.

When the police leave, Asaph puts the screws on the boss and forces him to appoint him to the editorship of the paper with a contract which says he can run it the way he pleases.

## Production Staff

Director	Edward Ludwig
Screen Play by	Warren Duff and Sidney Sutherland
Based on novel by	Elmer Davis
Added Dialogue by	F. Hugh Herbert and Erwin Gelsey
Photographer	Ira Morgan
Film Editor	Thomas Pratt
Art Director	Robert Haas
Gowns by	Orry-Kelly
Vitaphone Orchestra Conducted by	Leo F. Forbster

## Official Billing



### "FRIENDS OF MR. SWEENEY"

with

Charlie Ruggles

Ann Dvorak

Eugene Pallette

Directed by Edward Ludwig

A Warner Bros. and Vitaphone Production

100%
75%
75%
75%
60%
20%
40%

**CHARLIE RUGGLES** — "Mama Love Papa," "Goodbye Love," "Girl Without a Room," "Six of a Kind," "Melody In Spring," "Alice In Wonderland."

**ANN DVORAK** — "Side Streets," "Heat Lightning," "Massacre," "College Coach," "Three On a Match."

**EUGENE PALLETTE** — "I've Got Your Number," "The Kennel Murder Case," "From Headquarters," "Wild Girl," "Night Mayor."

**DOROTHY BURGESS** — "A Modern Hero," "Fashions of 1934," "From Headquarters," "Ladies They Talk About," "Play Girl."

**DOROTHY TREE** — "Side Streets," "Life Begins," "Husband's Holiday," "East of Fifth Avenue."

**ROBERT BARRAT** — "Return of the Terror," "Fog Over Frisco," "Wonder Bar," "Upperworld," "A Very Honorable Guy."

**BERTON CHURCHILL** — "Hi, Nellie!" "College Coach," "Hard To Handle," "Frisco Jenny," "A Fool's Advice," "The Little Giant."

**HARRY BERESFORD** — "The Merry Franks," "Fashions of 1934," "College Coach," "Ever In My Heart," "Mind Reader."

**WILLIAM DAVIDSON** — "Fog Over Frisco," "Convention City," "Lady Killer," "Guilty or Not Guilty," "Her Mad Night," "Guilty as Hell."

**EDWARD LUDWIG** — "Let's Be Ritz," "They Just Had To Get Married."

LENGTH

6,289 feet

RUNNING TIME

68 minutes

## Biographies

### Charlie Ruggles

Charlie Ruggles is one of the few Hollywood actors who is a native son, having been born in Los Angeles. He studied chemistry with the intention of becoming a pill maker, but was diverted to stage work before he completed his course.

His first theatrical experience was a small part in "The Admirable Critchton" in a San Francisco theatre. After playing in stock for some time in San Francisco and Los Angeles, he joined the Oliver Morosco forces and made his first appearance on Broadway in "Help Wanted." Other Broadway successes in which he appeared included "Rolling Stones," "The Wizard of Oz," "Canary Cottage" and "Rainbow."

He began his picture career as the drunken reporter in "Gentlemen of the Press." Among his notable productions are "Alice in Wonderland," "Love Me Tonight," "The Lady Lies." He is now appearing at the ..... Theatre, in the leading role of "Friends of Mr. Sweeney."

### Ann Dvorak



She can be seen at the Strand Theatre this week, where she is appearing with Charlie Ruggles and Eugene Pallette in Warner Bros.' "Friends of Mr. Sweeney."

Mat No. 2-10c

### Eugene Pallette

Eugene Pallette was born in Winfield, Kansas, July 8, 1889, of non-professional parents and educated at the Culver Military Academy.

He was on the stage for six years appearing in stock then turned to pictures during the early silent days. In all, he has appeared in more than 100 pictures.

His more recent successes include "I've Got Your Number," "From Headquarters," "The Kennel Murder Case," "Half-Naked Truth," "Wild Girl," "Night Mayor," "Strangers of the Evening," "Thunder Below" and "Shanghai Express."

Pallette is five feet nine inches tall, weighs 185 pounds and has brown hair and blue eyes. His favorite sports are hunting and fishing.

### Dorothy Burgess

Dorothy Burgess was born in Los Angeles, Calif., but went to New York when a child with her parents. She was educated at Miss Dow's School at Briarcliff Manor after attending public school in New York City. A niece of Fay Bainter, she was given a small part in Miss Bainter's play, "East is West," running on Broadway at the time. This was her first stage experience to be followed by a part in "Crooked Square."

Later she became a specialty dancer in the Music Box Revue. Her first big part was the ingenue role in "Dancing Mothers." Following this she played in "The Adorable Liar," "Synthetic Sin," and "Good News."

She went to Los Angeles to play in "The Squall" and it was while playing in this production that she was given a test for the role of Tonia in "In Old Arizona" and won the part. She has been in pictures most of the time since, her more recent ones including "Fashions of 1934," "A Modern Hero," "From Headquarters," "Ladies They Talk About," "Play Girl," "Lasca of the Rio" and "Beyond Victory."

Happy

### Robert Barrat

Robert Barrat was born in New York City and educated in the public schools there. His debut in theatrical circles was in stock in Springfield, Mass.

Later he appeared in many noteworthy productions with some of the leading stars of the stage. It was while playing the role of the strong man in the stage play, "Lilly Turner," that Warner Bros. engaged him for that identical role with Ruth Chatterton in the picture.

Since then he has played in "Fog Over Frisco," "Return of the Terror," "Upperworld," "Wonder Bar," "A Very Honorable Guy," "Gambling Lady," "Hi, Nellie!," "Massacre," "Dark Hazard," "From Headquarters," "I Loved A Woman" and "Wild Boys of the Road."



**There's Another of Those Swell Vitaphone Trailers Ready on This Show!**

He sure is feeling good, and so will you, when you see him in "Friends of Mr. Sweeney," the Warner comedy coming to the Strand Theatre.

Mat No. 3-10c

# daily publicity

## Lead-Off Story

### 'Friends of Sweeney' Has Well Balanced Cast of Film Stars

A distinctive and well balanced cast was selected by Warner Bros. for the leading roles in the rollicking comedy, "Friends of Mr. Sweeney," which comes to the . . . . . Theatre on . . . . .

Charlie Ruggles, the inimitable comedian and the screen counterpart of the "Timid Soul," who in this instance turns into a raging lion, has the leading role. Ruggles will be remembered especially for his characterizations in "Alice in Wonderland," "Gentlemen of the Press," "Mama Love Papa" and "Love Me Tonight."

The leading feminine part is handled by Ann Dvorak who recently appeared in "Side Streets," "Heat Lightning," "Massacre" and "College Coach."

Eugene Pallette, the famous Sergeant Heath of the S. S. Van Dine detective novels, the most recent of which to be made into a picture being "The Kennel Murder Case," has an important role as a breezy westerner and pal of Charlie Ruggles.

Dorothy Burgess and Dorothy Tree are also prominent members of the cast. Miss Burgess has recently appeared in "A Modern Hero," "Fashions of 1934," "From Headquarters," and "Play Girl," while Miss Tree's recent pictures include "Side Streets," "Life Begins," "East of Fifth Avenue" and "Husband's Holiday."

Others in important roles include Robert Barrat, Berton Churchill, Harry Tyler, Harry Beresford and William Davidson. Edward Ludwig directed the comedy from the screen play by Warren Duff and Sidney Sutherland, based on the hilarious novel by Elmer Davis.

## Watch The Birdie!



**Charlie Ruggles and Ann Dvorak seem to be having a good time of it, in this scene from "Friends of Mr. Sweeney," Warner Bros. new comedy, coming to the Strand on Friday. Others in the cast include Dorothy Burgess, Eugene Pallette, Dorothy Tree and Robert Barrat.**

Mat No. 1—20c

## Production Story

### Timid Soul Turns To Raging Lion In "Sweeney" Comedy

"Friends of Mr. Sweeney," the feature attraction scheduled to open at the . . . . . Theatre on . . . . ., is a rollicking Warner Bros. comedy based on the hilarious novel by Elmer Davis, who has taken as his principal character a "timid soul" sort of person who is inspired by love, liquor and an old time college pal to become a raging lion.

Charlie Ruggles, in the role, blossoms out in a night as a big time sport and the terror of a band of crooks in some of the most ridiculously funny situations imaginable. It is a picture filled with thrills that is said to wind up in a smashing climax, in which Ruggles not only catches the bad men, but forces his boss, to whom he had been always obsequious, to give him the run of his business.

Ann Dvorak supplies the love interest in the leading feminine role as Ruggles' secretary who eggs him on to be a real devil of a fellow.

Eugene Pallette, the famous Sergeant Heath of the S. S. Van Dine screen plays, adds his share of mirth as the breezy Westerner who comes to visit his old college pal.

Dorothy Burgess appears in the role of a Greenwich Village type who is trying to drink the town dry; while Dorothy Tree has the part of a bogus Russian countess, who acts as a seductive lure for a band of crooked politicians.

Robert Barrat is a Russian Red who rails at everything and everybody, the while he sponges on their hospitality.

Berton Churchill is the hypocritical editor of a high brow magazine for whom Charlie Ruggles slaves. The cast includes Harry Tyler, Harry Beresford and William Davidson.

The picture was directed by Edward Ludwig from the screen play by Warren Duff and Sidney Sutherland.

## On The Cast

### Pallette Has Had Roles With Nearly Every Screen Star

Twenty-three years is a long time in any profession, but it's practically a lifetime in the movies.

However, Eugene Pallette, rotund comedian now appearing at the . . . . . Theatre in the Warner Bros. picture, "Friends of Mr. Sweeney," had other acting experience before associating himself with the screen.

Six years' stage training, during which time he appeared with the famous Moroso stock company in Los Angeles and many other companies throughout the Middle West and South, preceded the actor's entrance into the movies. In 1911 he became interested in the then rising cinema, and decided to cast his lot with it permanently.

During his long career, Pallette has appeared with practically every star on the screen. He is one player whose career received no set-back when the talkies replaced the silent picture.

One of Pallette's most famous roles is that of Sergeant Heath, the comic detective in the S. S. Van Dine "Philo Vance" mystery series. He played this character in "The Kennel Murder Case," which starred William Powell as the erudite Philo.

"Friends of Mr. Sweeney" presents the comedian in one of his most amusing roles, as the pal of Charlie Ruggles. Ann Dvorak has the leading feminine role while others in the cast include Dorothy Burgess, Dorothy Tree, Robert Barrat and Berton Churchill.

The picture is based on the novel by Elmer Davis, which was dramatized for the screen by Warren Duff and Sidney Sutherland. Edward Ludwig directed.

## Production Story

## On The Cast

### Extras Dance To Imaginary Strains Of Tuneful Music

"Roll 'em!" yelled the assistant director. "Action!"

Seventy film extras began to dance. They talked to each other—laughed happily—without making a sound! The orchestra mem-

### Ann Dvorak Garbs Self in Gowns to Fit Picture Role

Women screen fans have often commented, and sometimes protested, about the way film actresses usually dress when they are cast as business girls with modest salaries.

Ann Dvorak plays a business girl in her new Warner Bros. picture, "Friends of Mr. Sweeney," which comes to the . . . . . Theatre on . . . . ., but she is quite certain that she'll get no such letters when the picture is shown.

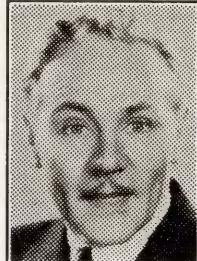
Ann deliberately set out to choose the type of clothes within the reach of all stenographers and secretaries. Together with Orry-Kelly, Warner Bros. designer, the actress assembled a wardrobe of smart, though inexpensive, dresses that struck her as being ideal for working girls.

She chose several dark tailored frocks that looked as if they were able to withstand the average eight-hour office day, and still retain their freshness.

Too many fripperies never do

**Charles Ruggles appearing in the Warner comedy "Friends of Mr. Sweeney," at the Strand.**

Mat No. 7  
—10c



bers raised their instruments and went through the motions of playing a jazzy rhythm, but not a toot from a saxophone, not a roll from a drum, was heard.

Charlie Ruggles and Ann Dvorak danced through the crowd into camera range. They were the stars in "Friends of Mr. Sweeney," the Warner Bros. comedy which comes to the . . . . . Theatre on . . . . . Her role was that of a secretary, and in the course of several scenes, Ann was required to be typing at a great rate of speed.

So down she sat, and typed, as rapidly as she could, with her fingers in exactly the position demonstrated in her manuals.

No one noticed that Ann was the perfect typist! She sizzled, just a bit. Then Edward Ludwig came over to her.

"Miss Dvorak," said he, "in this picture you're supposed to be a very good typist. Perhaps you'd better try faking it, and just use two fingers. Then it will sound as if you really knew how to type!"

The picture is based on the hilarious comedy by Elmer Davis. Charlie Ruggles plays the leading role opposite Miss Dvorak while others in the cast include Eugene Pallette, Dorothy Burgess, Dorothy Tree, Robert Barrat and Berton Churchill. Edward Ludwig directed from the screen play by Warren Duff and Sidney Sutherland.

"Friends of Mr. Sweeney" is based on the riotously funny novel by Elmer Davis and adapted to the screen by Warren Duff and Sidney Sutherland. In the supporting cast are Eugene Pallette, Dorothy Burgess, Dorothy Tree, Robert Barrat and Berton Churchill.

Charlie Ruggles has the leading role and in the supporting cast are Eugene Pallette, Dorothy Burgess, Dorothy Tree, Robert Barrat and Berton Churchill.

## On The Cast

### Miss Tree Thinks Fans Prefer Tried Faces to New Ones

Dorothy Tree, who begins her new contract with Warner Bros. in "Friends of Mr. Sweeney," now showing at the . . . . . Theatre, denies the old Hollywood axiom, "The public wants new faces."

"The screen public," she says, "is no different than the public that goes week after week to stock companies throughout the country to see the same players do the same sort of roles."

"People like familiar faces on both stage and screen. Otherwise, why should the movies have stars who have been box-office draws for a decade or more? Film executives wouldn't go on putting these familiar stars in roles if they believed that the public was tired of them."

"New faces are all right. Mine is a new face, and I hope that the screen public likes it well enough to make it a familiar one."

In "Friends of Mr. Sweeney," Miss Tree plays the role of a honey Russian countess with Charlie Ruggles and Ann Dvorak, Eugene Pallette and others. The picture is based on Elmer Davis' hilarious novel and dramatized for the screen by Warren Duff and Sidney Sutherland. Edward Ludwig directed.

Eugene Pallette, Dorothy Burgess, Dorothy Tree, Berton Churchill, Robert Barrat and Harry Beresford have other leading roles in the picture, which was directed by Edward Ludwig from the screen play by Warren Duff and Sidney Sutherland.

## Star Story

### Charlie Ruggles Is "The Timid Soul" Of Moving Pictures

W. T. Webster, the cartoonist, has made famous "The Timid Soul," a mousy little man easily intimidated.

Charlie Ruggles, the comedian who has the leading role in Warner Bros. picture, "Friends of Mr. Sweeney," which comes to the . . . . . Theatre on . . . . ., is the "Timid Soul" of talking pictures.

Ruggles is famed for his life-like portrayals of shy and retiring little men. His acting skill brings to life the type of chap everyone knows, perhaps the man next door or the clerk in the office who cringes whenever the boss approaches.

In "Friends of Mr. Sweeney," adapted from Elmer Davis' hilarious best-seller, Ruggles plays Asaph Holliday, who was once known as "Ace" on his college football team, but who long since had allowed his own personality to assume mouselike qualities. How he once again becomes "Ace," the terror of the campus and the delight of his secretary, lovely Ann Dvorak, forms the basis of a highly amusing story.

Eugene Pallette, Dorothy Burgess, Dorothy Tree, Berton Churchill, Robert Barrat and Harry Beresford have other leading roles in the picture, which was directed by Edward Ludwig from the screen play by Warren Duff and Sidney Sutherland.

# daily publicity

## Review

## Opening-Day

## Shorts

## FREAK FACTS... ABOUT FILM FAVORITES

### Gales of Laughter Greet New Comedy At Strand Premiere

Judging by the spontaneous chuckles that frequently burst into howls of laughter, "Friends of Mr. Sweeney," the new Warner Bros. comedy which opened at the ..... Theatre yesterday, was a howling success.

Warner Bros. have a knack of selecting for their comedy material not only screamingly funny themes, but plots with an unique twist. The novel by Elmer Davis upon which this picture is based, was unusual and laughable to start with, and Waren Duff and Sidney Sutherland have given it a touch-and-go character in their dramatization for the screen that makes it a riot of fun.

Everyone loves to see the down trodden little man get the best of it in real life, and this is the theme with which the plot is concerned.

The chief character is a timid soul sort of a man who is so domineered over by his boss that he cringes at his very nod. Inspired by love and liquor, he changes character completely, and in a single night suddenly develops into a bearcat with the ladies, at whom he previously had scarcely dared to look, tears the town wide open and tells his boss where to get off.

In one wild night the hero rages through a score or more of the most ridiculously laughable situations imaginable, winding up in a grand finish in which he captures a band of crooks, flouts the biggest political boss of the town, rescues his boss from the snare of a vamp, puts the bee on him for the editorship of his magazine and the right to run it as he wills, and is off on a happy romance with his secretary.

Charlie Ruggles has never been better than in this role of the sap who gets wise to himself, and he gives a masterly and comical interpretation of a mouse man gone on the loose.

Ruggles is ably supported by Eugene Pallette, who won his spurs as Sergeant Heath in the S. S. Van Dine mystery dramas. In "Friends of Mr. Sweeney," Pallette has the role of a breezy Westerner and former college pal of Ruggles.

Ann Dvorak has the leading feminine role and supplies the love interest as the secretary of Ruggles. Never has Miss Dvorak given a more convincing performance than in this picture.

The others in the cast all give excellent account of themselves and add their bit of fun to the riotous situations. These include Dorothy Burgess, Dorothy Tree, Robert Barrat, Berton Churchill, Harry Tyler, Harry Beresford and William Davidson.

Edward Ludwig, who directed the picture, has taken advantage of all the unique situations to make the most of the comedy scenes.

### Ann Dvorak Wants To Become a Reporter

Ann Dvorak, who has the leading feminine role opposite Charlie Ruggles in the Warner Bros. comedy, "Friends of Mr. Sweeney," now showing at the ..... Theatre, is vitally interested in writing.

She swears that if she weren't an actress, she would be working on a newspaper. Reportorial work seems to her to be the acme of something or other, and she is constantly writing short stories and verse.

### "Sweeney" Comedy Of Riotous Laughs At (Strand) Today

"Friends of Mr. Sweeney," the Warner Bros. picture which is based on the hilarious comedy by Elmer Davis, opens at the ..... Theatre today for a ..... run.

The picture is said to be one of the most riotously funny films to come to the screen in many a day. Certainly the situation of a meek mouse of a man turning in a night into a ferocious lion, a devil with the ladies, and the terror of the town, is unique enough to lead to any number of laughable sequences.

The mouse's miraculous change is inspired to a large extent by love, although liquor and the goadings of an old pal contribute their share. Thrills are supplied in a whirlwind climax in which the mouse, now become a lion, rounds up a band of crooks and compels his domineering and hypocritical boss to buckle to his will.

Charlie Ruggles has the leading role with Ann Dvorak furnishing the romantic part of the story. Others in the cast include Eugene Pallette, Dorothy Burgess, Dorothy Tree, Robert Barrat, Berton Churchill, Harry Tyler, Harry Beresford and William Davidson.

Edward Ludwig directed the picture which was dramatized for the screen by Warren Duff and Sidney Sutherland. Sparkling dialogue was added by F. Hugh Herbert and Erwin Gelsey.

### Broadway Players Meet In Film

It was old home week for Dorothy Tree and Harry Tyler, who have leading roles with Charlie Ruggles and Ann Dvorak in the Warner Bros. "Friends of Mr. Sweeney," now showing at the ..... Theatre, when they met at the studio. The two players hadn't seen each other since they were cast together three seasons ago in "Clear All Wires," a Broadway hit.

### Romancers



Funny man Charlie Ruggles turns his hand to love-making with Ann Dvorak in "Friends of Mr. Sweeney," the Warner Bros. comedy at the Strand Theatre—but don't worry, he's funny just the same!

Mat No. 5-10c

### Ruggles and Dvorak New Comedy Team

Charlie Ruggles and Ann Dvorak form screendom's newest comedy team. They were cast together for the first time in the Warner Bros. picture, "Friends of Mr. Sweeney," which comes to the ..... Theatre on .......

Ruggles has been a well known comedy character for years, but Ann has been known almost entirely for her dramatic parts. She is said to show rare ability as a light comedy actor in this picture, which is based on the hilarious novel by Elmer Davis.

### Famous Vamp Now In Comedy Role

Dorothy Burgess, the bold, bad vamp of many screen hits, appears in an entirely new type of role in the Warner Bros. picture, "Friends of Mr. Sweeney," which comes to the ..... Theatre on ......., with Charlie Ruggles and Ann Dvorak in the leading roles.

In this comedy Miss Burgess sheds her slinky ways to become a dizzy Greenwich Villager with a fondness for gin. Her work as a comedienne is said to be quite as effective as her vamping style.

### Miss Tree Goes Blonde For This Vamp Role

The tall dark haired, dark eyed Dorothy Tree has gone blonde for one picture, the Warner Bros. comedy, "Friends of Mr. Sweeney," now showing at the ..... Theatre, with Charlie Ruggles and Ann Dvorak in the leading roles.

In the picture, which is based on the hilarious novel by Elmer Davis, she has the role of a phonny Russian countess who is hired to vamp a millionaire. Evidently Dorothy believes that gentlemen prefer blondes when it comes to vamps, for she blondered her hair for the production.

### Rises To Fame From Ranks of Chorus

Ann Dvorak is one of the very few movie chorus girls who has risen to dramatic heights from the heel-and-toe ranks. Ann, who shares leading honors with Charlie Ruggles in the Warner Bros. picture, "Friends of Mr. Sweeney," now showing at the ..... Theatre, was a chorine in "Hollywood Revue" and several other early screen musicals.

### Ruggles Refuses To Play Hamlet

Charlie Ruggles is a phenomenon. Rare are the comedians who have no desire to play dramatic roles. Even the famed Charles Chaplin has always entertained an ambition to be cast in a tragic role. But with Ruggles it is different. He denies having the slightest desire to appear as Hamlet, or any other dramatic role, and says he is quite content to make the public laugh.

His latest mirth maker, in which he is co-teamed with Ann Dvorak, is the Warner Bros. picture, "Friends of Mr. Sweeney," which comes to the ..... Theatre on .......



This all-comedy cast is appearing in "Friends of Mr. Sweeney," the Warner Bros. film now at the Strand Theatre.

Mat No. 6-20c

## Miss Tree Wants to Play Both Drama and Comedy

### Actress Now In "Friends Of Mr. Sweeney" Seeks Variety In Character Roles

**D**OROTHY TREE, who has an important role in the Warner Bros. picture, "Friends of Mr. Sweeney," which comes to the ..... Theatre on ......., claims that her earliest ambitions weren't directed toward the theatre. She wanted to be a writer—and the desire still persists.

She was born in New York City, and dismisses her childhood as "normal". She attended New York public schools and entered Cornell at the age of 17, taking a literary and dramatic course. She wasn't a star at dramatics, either, but learned a lot of sound knowledge under the tutelage of Professor Alexander Drummond, noted authority on the modern drama.

Desiring a career, she decided upon the stage rather than a journalistic life because she thought it more suitable to her temperament. Played small parts for a time and then got a good role in "The Marquise," a Noel Coward comedy which starred Billie Burke.

#### Enjoyed Work in "Stock"

Later Miss Tree played for a year with Ina Claire in "Holiday," as the younger sister. This role made her known to Broadway as one of the really brilliant newcomers to the legitimate theatre. Then she played Jessica to the Shylock of Maurice Moscovitch in Shakespeare's "Merchant of Venice". Her last hit before coming to California was with Tom Mitchell in "Clear All Wires," a success of last season.

On the West Coast, Miss Tree attracted a good deal of attention by her portrayal of Flammchen in "Grand Hotel," the role played by Joan Crawford on the screen. Due to this performance she was signed for several screen roles and landed a long term Warner contract as a result of her work with Aline MacMahon in "Side Streets".

Miss Tree says that her happiest acting experience thus far came when she was guest star of the leading stock company in Rochester, N. Y. For twelve

weeks she played a starring role each and every week, in a variety of plays, including "Death Takes a Holiday," "Torch Song" and "Street Scene". She had a grand time—and a nervous breakdown!

#### Won't Discuss Marriage

She enjoys Hollywood, but would like to alternate between stage and screen. Dotes on intense work, and hopes that Warner will allow her to play every kind of role from comedy to drama.

Dorothy is married, but intends to fight to the last ditch to keep it from being publicized. Will talk on every subject but her marriage.

She keeps fit by tennis, swimming and riding, and never diets. She once learned to cook, but never practices it. Says she isn't at all domestic—because servants know how to run households far better than she ever could.

She never buys ready-to-wear clothes. Has her gowns made by her own dressmaker. She is not extravagant, and never plays cards. She never arranges flowers and drives a modest little roadster. She is extremely frank, but always knows to whom she's talking before unburdening herself. Doesn't think it pays to be too candid in Hollywood!

Her pictures are "East of 5th Avenue," "Life Begins," "Side Streets" and her current production, "Friends of Mr. Sweeney".

The latter is a delightful comedy with plenty of thrills and a glowing romance based on the novel by Elmer Davis. Charlie Ruggles and Ann Dvorak head the cast which also includes Eugene Pallette, Dorothy Burgess, Robert Barrat and Berton Churchill.

# feature stories

## Ann Dvorak Rises From Movie Chorus to Leads

Feminine Lead In "Friends Of Mr. Sweeney" Is One Of The Very Few Girls To Advance

**W**HAT'S the matter with the movie chorus girl? Why isn't she able to get ahead as successfully as her Broadway sisters?

Ann Dvorak, herself a chorus girl in "Hollywood Revue," and other early musical movies, raised this pertinent question not long ago while working on Warner Bros. picture, "Friends of Mr. Sweeney," which comes to the . . . . . Theatre on . . . . .

The chorus has been the stepping stone to great fame for innumerable screen stars. There are many famous actresses who won their first theatrical spurs in the front lines of the Ziegfeld Follies, George White's Scandals, and other big Broadway shows.

But what, repeats Ann Dvorak, about the movie chorus girl?

Ever since the screen became audible, there have been many beauteous damsels cavorting in front of the cameras. But with a few notable exceptions, these girls have remained in the chorus. Very few of them have risen from the ranks.

### Few Rise from Ranks

Miss Dvorak got her first chorus job in screen musicals without having had previous dancing or stage experience. But by sheer hard work, she finally got a spot in the front line of the Hollywood Revue. And like Marion Davies, Ruby Keeler, Barbara Stanwyck, Claire Dodd, Billie Dove and Mae Clarke, to cite but a few who rose from the chorus girl ranks in Broadway shows, Ann concentrated on becoming an actress instead of a hoofer. And like them, she's risen far.

But Ann is about the only one. Of course, there is little Mary Carlisle, who is being groomed for bigger and better things. And there is young Toby Wing, who plays small parts. And Dorothy Coonan, who played the lead in "Wild Boys of the Road" and later married Director William Wellman, also kicked her heels with Toby in those Warner musicals. But none of these girls can be rightfully called more than "promising".

Ann Dvorak is frankly puzzled about the whole thing. She can't decide whether it's the fault of the girls or their employers.

"Although I've never been a chorus girl in New York," she admits, "I rather imagine that the Broadway show girl is a bit more shrewd and aggressive than the Hollywood variety."

"Our Hollywood chorines are nice kids, all of them, and to my personal knowledge, many of them have ability beyond the average. But it's hard to believe that the talent in these youngsters would remain unnoticed by those who are constantly on the lookout for it. Our producers and directors must have their own reasons for not choosing these girls from the ranks. But what are they?"

### Good Training Ground

Miss Dvorak believes that the chorus is a good training ground for all aspiring young actresses, providing that they look upon it only as training.

"Chorus work gives a lot to a girl," says the actress. "Poise, balance and self-assurance. These things mean a lot in the professional life of any actress—no matter what her ambitions."

"Of course, too much chorus training is bad for an ambitious girl. That may possibly be the trouble with the Hollywood chorines. Many of them have pranced in front of the cameras for these many years!"

"One can't tell, though," she concludes. "In the future it may

### Actor Says Everyone Loves A Fat Man

Eugene Pallette disputes the saying, "No one loves a fat man." According to him, it should run, "Everybody loves a fat man"—and with good reason.

The comedian, who appears with Charlie Ruggles and Ann Dvorak in the Warner Bros. comedy, "Friends of Mr. Sweeney," which comes to the . . . . . Theatre on . . . . ., has been a leading player in Hollywood productions for over 23 years.

## Stars of Strand Comedy



Ann Dvorak and Eugene Pallette seem to be getting quite a kick out of Charlie Ruggles' actions, in this scene from "Friends of Mr. Sweeney," the Warner comedy now at the Strand. The film tells the story of a meek and kindly magazine editor who becomes the worm who turned, and turns out to be a raging, red-blooded he-man.

Mat No. 4—20c

## Even Studio "Grips" Laugh At Charlie Ruggles' Gags

Comedian Friend Of Mr. Sweeney Registers Hit With Workers On Warner Bros. Lot

**H**E'S swell," said the script girl.

It seems that Charlie Ruggles never slips on his lines . . . and he's terribly funny.

"Oh, he's grand, that trouper," said the property man.

It seems that Charlie Ruggles never forgets his props, never has to be pursued onto the set to be reminded . . .

"and besides he's funny as they make 'em."

"Charlie? He's an ace," said the assistant director.

It seems that Charlie Ruggles is one of the most tireless, cheerful and conscientious workers in all Hollywood . . . "and listen, he's a scream."

It all adds up to something. At the Warner Bros. Studios, while Ruggles was making "Friends of Mr. Sweeney," now showing at the . . . . . Theatre, everybody on the set gave the same

be just as much a badge of distinction to have worked as a chorus girl with Busby Berkeley as it is now to have been in the front line of the Ziegfeld Follies!"

In "Friends of Mr. Sweeney," Miss Dvorak has the role of a secretary to a mousy writer, who is inspired by her love to become a roaring lion. It is delightful comedy, spiced with romance and thrills, based on the novel by Elmer Davis.

Others in the cast include Charlie Ruggles, Eugene Pallette, Dorothy Burgess, Dorothy Tree, Robert Barrat and Burton Churchill. Edward Ludwig directed the picture from the screen play by Warren Duff and Sidney Sutherland.

## Charlie Ruggles Delights In "Timid Soul" Roles

Lead In "Friends Of Mr. Sweeney" Not Afraid Of Being Typed By Producers

**T**HE importance of being unimportant is aptly demonstrated by Charlie Ruggles, the comedian.

Ruggles has made himself famous on the screen by portraying one certain type of character. He is invariably the timid little man who apologetically giggles his way to success, as he does in his new Warner Bros. picture, "Friends of Mr. Sweeney," which comes to the . . . . . Theatre on . . . . .

The comedian says that his screen character has grown up naturally through the years through no apparent effort of his own.

"During my early days in the theatre," confessed Ruggles, when interviewed recently, "I played every kind of role imaginable. I was a juvenile one week and a character man the next when I was a member of the old Morosco stock company in Los Angeles.

"The movies have given me the opportunity to add color and life to this character—the timid soul, frightened of his own shadow and sometimes hen-pecked by an overbearing wife.

### Triumph of Meekness

"Audiences, I believe, love this type of characterization. They love to see the little, mild-mannered chap triumph over his enemies. They love to see him make good in spite of terrific obstacles."

Ruggles admits that many of his famous mannerisms have been picked up from real life characters.

"I've known, just as we've all known, many timid little men of the type I play on the screen," he says.

"People have often asked me if I wouldn't prefer to play another kind of role—if I wouldn't sometimes like to be a strong self-reliant man on the screen, for a change. I always answer 'no'—because I'm not at all concerned with becoming 'typed'.

"Those whom I am glad to call

my fans know what they're going to get when they see Charlie Ruggles in a film—and they must like it or they wouldn't come back for more!"

The comedian says frankly that he's not an easy person to work with. He usually bewilders his co-players when they first start working with him—because he never does the same thing twice! He plays his roles purely by instinct.

### Delighted With Role

The actor was delighted with his role in "Friends of Mr. Sweeney".

"I was offered the role some time ago," he says, "but I couldn't accept because of other work. Therefore, I was highly flattered when Warner Bros. told me that they would postpone production on the film until such time as I could do it.

"Elmer Davis' books have always handed me a laugh—he has such a keen sense of the ridiculous and knows how to transfer it to his novels."

Ruggles points out that there are other Davis books that should make good pictures, particularly "I'll Show You the Town".

In "Friends of Mr. Sweeney," he heads a large cast that includes lovely Ann Dvorak, Eugene Pallette, Dorothy Tree, Burton Churchill, Dorothy Burgess, Harry Tyler and Robert Barrat. Edward Ludwig directed the comedy romance from the screen play by Warren Duff and Sidney Sutherland.

## Ruggles Is One of Few Local Boys to Make Good

Comedy Lead In "Friends of Mr. Sweeney" Is A Native Son Of Hollywood

**L**OCALE boy makes good in the movies" might very well be a good title for this story—for it sums up the success of Charlie Ruggles as a screen star.

Ruggles, the whimsical comedian who appears with Ann Dvorak in "Friends of Mr. Sweeney," the Warner Bros. picture now showing at the . . . . . Theatre, is that rarity in the film industry—a native of Los Angeles.

He and his brother, Wesley Ruggles, the director, were born in the California city long before the movies "knuckled in" and made it their own.

Charlie's non-theatrical parents never dreamed that their son might become a theatrical figure, and he was trained for a druggist's career. However, he soon discovered that the stage interested him far more than prescriptions, and joined the Morosco stock company in Los Angeles.

Beginning with small roles, he was soon a leading player in the company that also brought to the screen such famous stars as Edmund Lowe and Lewis Stone.

New York beckoned, and Ruggles went East, primed for bigger and better achievements. His delightful comedy eventually made him one of Broadway's most popular light comedians.

He had leading roles in many big hits for a number of years. His last stage role before beginning a screen career in 1929 was "Spring Is Here."

"Gentlemen of the Press" marked Ruggles' introduction to talking pictures. In the cast with him were Walter Huston and Kay Francis, also making film debuts.

"Friends of Mr. Sweeney," his new picture, is one of the few that the comedian has made for companies other than his home studio. Ruggles has a splendid role in this adaptation of the hilarious Elmer Davis best-seller, as a timid, soft-spoken little editor of a highbrow magazine who suddenly becomes a roaring lion.

Ann Dvorak shares leading honors with Ruggles, while Eugene Pallette, Dorothy Burgess, Dorothy Tree, Robert Barrat and Burton Churchill have other important roles. The picture was directed by Edward Ludwig from the screen play by Warren Duff and Sidney Sutherland.

# advertising

**...TIMID SOUL TURNS  
WILDCAT OVERNIGHT!**

How would YOU like to tell your boss what you really think of him? Talk back to traffic cops? Bite Tiger Women in the ear? ...This man did it—and you can get by with it too! Just tell the world you're a friend of Mr. Sweeney! (...But who the heck is Sweeney?) See—

**CHARLIE Ruggles**  
*The Screen's New Jungle Man, in Warner Bros.'*  
**"FRIENDS OF MR. SWEENEY"**  
ANN with EUGENE PALLETTE DOROTHY TREE

**THEATRE**

333 Lines

Mat No. 10—30c

**THE STORY OF A WORM WHO TURNED WILDCAT**

**Charlie Ruggles**  
in Warner Bros.  
**"FRIENDS OF MR. SWEENEY"**  
with ANN DVORAK DOROTHY TREE

**THEATRE**

56 Lines

Mat No. 21—20c

**THEATRE**

**SEE THE SCREEN'S NEW JUNGLE MAN STALKING HIS MATE!**

When Asaph took his hair down, women fled...right into his arms! When he kissed 'em . . . they stayed kissed! When he starts gunning for his Tiger Woman, you'll roar as you never have before at

**CHARLIE Ruggles**  
in Warner Bros.  
**"FRIENDS OF MR. SWEENEY"**  
ANN with DOROTHY TREE

**LIST VITAPHONE SHORTS HERE**

**CHARLIE Ruggles**  
in Warner Bros.  
**"FRIENDS OF MR. SWEENEY"**  
ANN with DOROTHY TREE

256 Lines

Mat No. 13—20c

**THEATRE**

**CHARLIE Ruggles**  
in Warner Bros.  
**"FRIENDS OF MR. SWEENEY"**  
with ANN DVORAK - DOROTHY TREE - EUGENE PALLETTE

56 Lines

Mat No. 22—20c

HIS BARK WAS WORSE THAN HIS BITE...  
 'TIL HE SNAPPED AT A TIGER WOMAN...  
 AND BIT OFF MORE THAN HE COULD CHEW!



198 Lines Mat No. 16—20c

HE MAKES KITTENS  
 OUT OF TIGER WOMEN  
 ... AND MONKEYS  
 OUT OF GORILLAS!

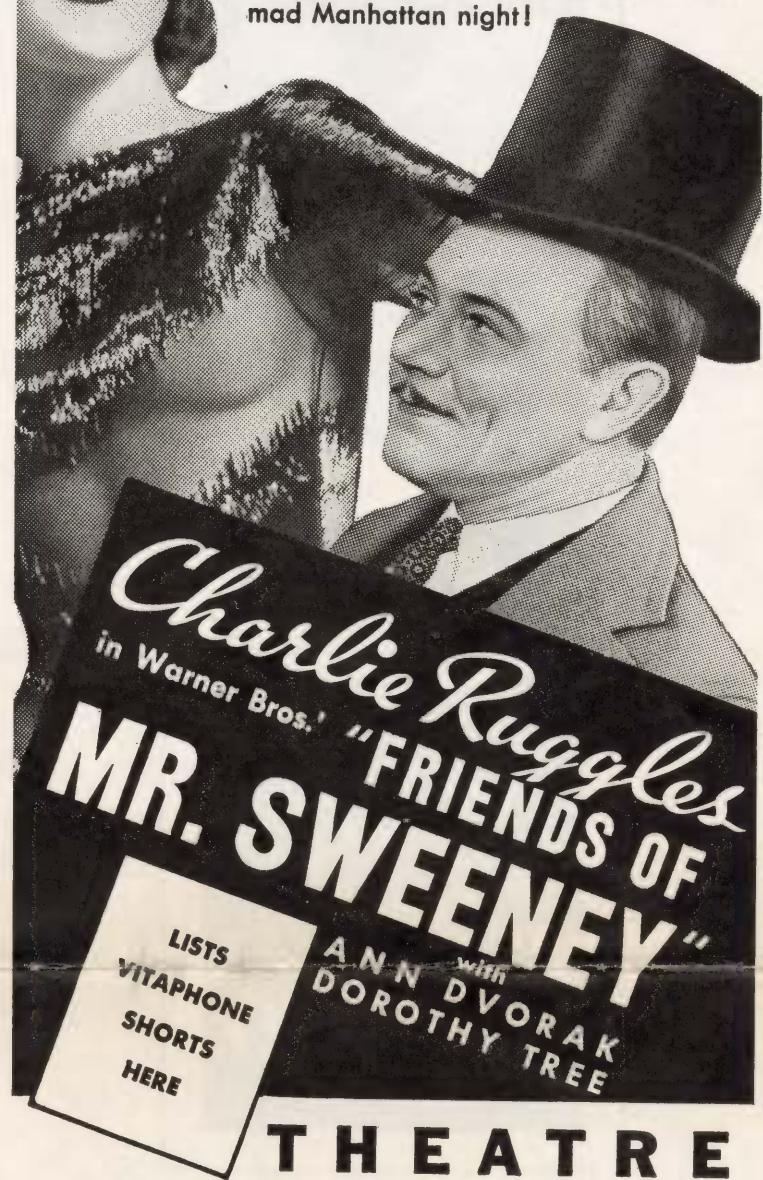
What a riot when this "timid soul" uncorks his savage sock! He didn't know his own strength 'til he learned about Life from a Greenwich Village belle.



178 Lines Mat No. 14—20c

WHAT ARE RUGGLES? AND  
 WHO IS SWEENEY?

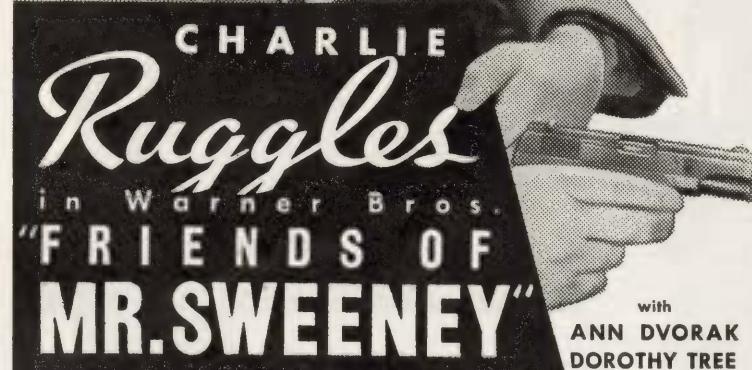
You'll know — and how! — after this cockeyed cocktail of a Timid Soul and a Tiger Woman on the loose on one mad Manhattan night!



210 Lines Mat No. 11—20c

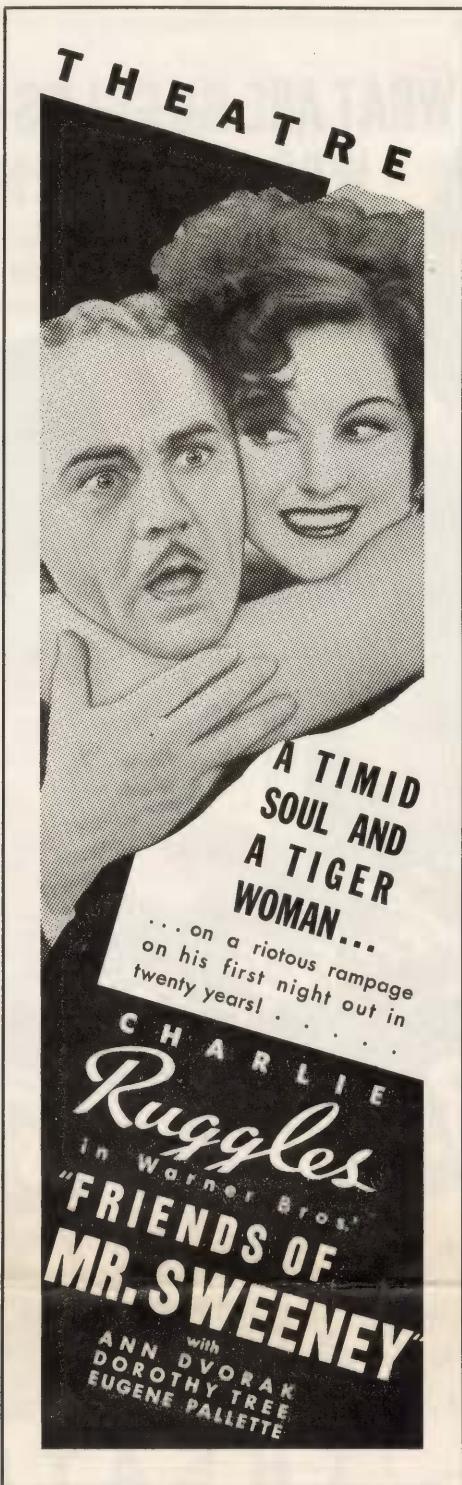
THEATRE  
 THE STORY OF A  
 WORM WHO TURNED  
 WILDCAT

—and tamed a  
 Tiger Woman on  
 his first night  
 out in 20 years!



134 Lines Mat No. 12—20c

# advertising



104 Lines Mat No. 20—10c

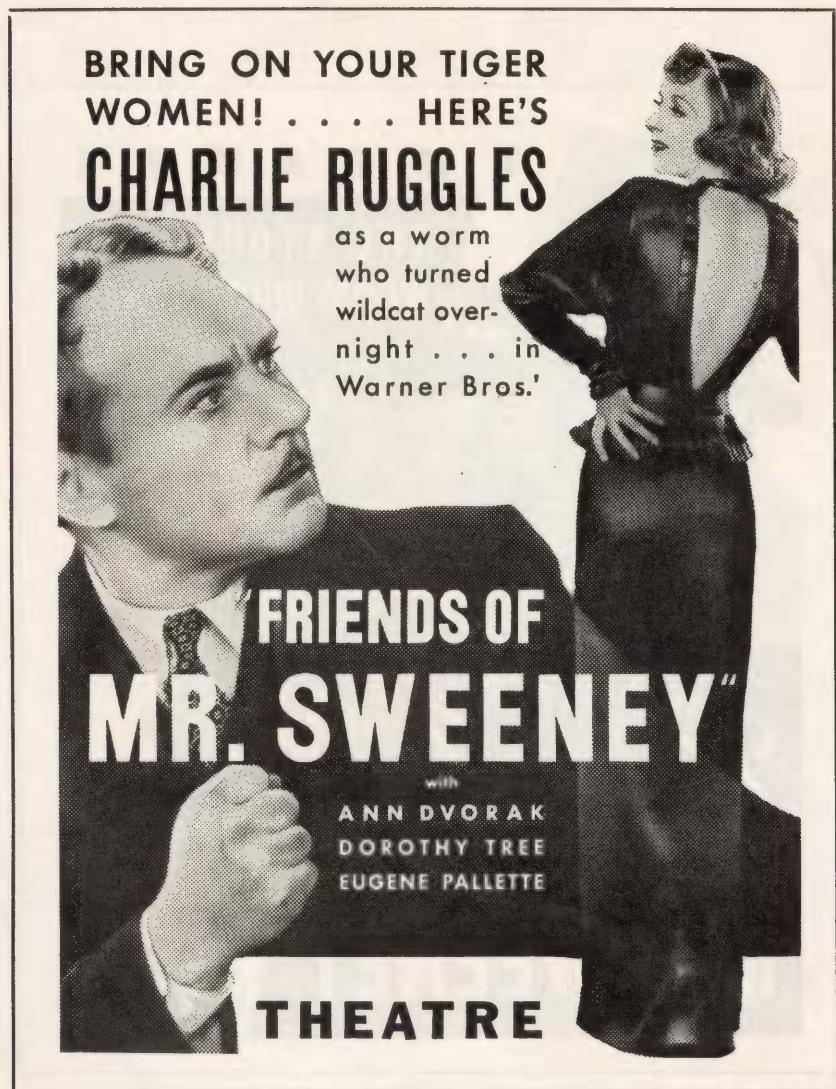
MAKE WAY FOR RIP-ROarin' ASAPH-TAMER OF TIGER WOMEN—TERROR OF THE HOT SPOTS!

He's a snarling panther! He's a snapping puma! He's a yelling wildcat! He's a friend of Mr. Sweeney! What? You don't know Sweeney? Then drop everything! Run — don't walk—to see CHARLIE Ruggles in Warner Bros. "FRIENDS OF MR. SWEENEY" with ANN DVORAK DOROTHY TREE

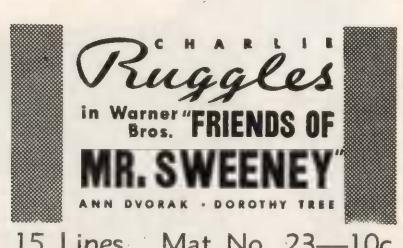
**LIST VITAPHONE SHORTS HERE**

THEATRE

286 Lines Mat No. 9—20c



150 Lines Mat No. 17—20c



15 Lines Mat No. 23—10c



17 Lines Mat No. 24—10c

## CATCHLINES

Just tell the world you're a friend of Mr. Sweeney!

\* \* \*

See the screen's new jungle man stalking his mate!

\* \* \*

He makes kittens out of tiger women . . . and monkeys out of gorillas!

\* \* \*

The story of a worm who turned wildeat!

Village belle!

\* \* \*

He didn't know his own strength 'til he learned about Life from a Greenwich

\* \* \*

A timid soul and a tiger woman . . . on a riotous rampage on his first night out in twenty years!

\* \* \*

## "WARNER'S TRAILER SOLD THE PICTURE FOR ME"

—BOB OUELLETTE, Dixie Theatre, Florida.

### Here's copy that will sell for you:

Has anybody here seen Sweeney?  
You've never seen  
A more glorious group of laugh-  
getters  
Than the  
"FRIENDS OF MR. SWEENEY".

(But who the heck is Sweeney?)  
Things start popping when the  
"FRIENDS OF MR. SWEENEY"  
Get together!

Nothing can stop him now!  
He's just one of the many funny  
"FRIENDS OF MR. SWEENEY"  
(But who the heck is Sweeney?)

Charlie Ruggles  
As the timid soul who turns  
caveman  
Ann Dvorak  
As the Lamb in his stew  
Eugene Pallette  
As the man with the knockout  
punch!

Be sure to see  
"FRIENDS OF MR. SWEENEY"  
A Warner Bros. and Vitaphone  
fun-fest.

## A TIMID SOUL AND A TIGER WOMAN

...on a riotous rampage  
on his first night out in  
twenty years! . . .



121 Lines

Mat No. 15—20c

## T H E A T R E

See what happened  
one night to this Timid  
Soul and a Tiger Wo-  
man on his first night  
out in twenty years!

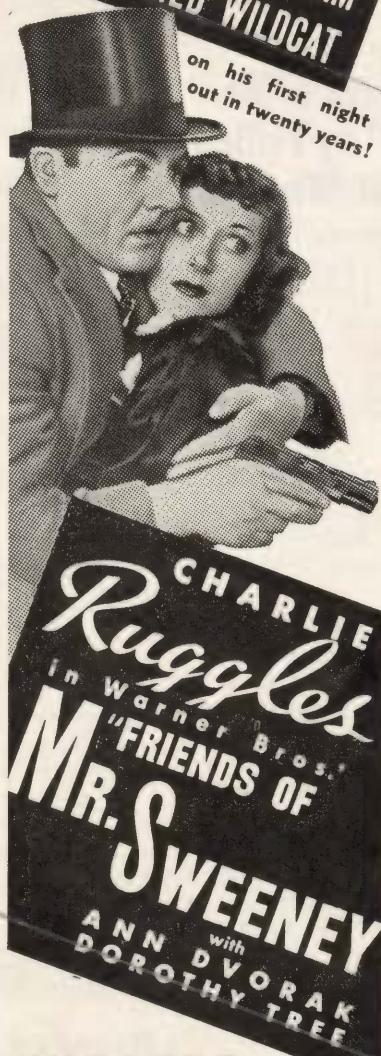


216 Lines

Mat No. 18—30c

*Delton*  
THE STORY OF A WORM  
WHO TURNED WILDCAT

*on his first night  
out in twenty years!*



92 Lines Mat No. 19—10c

# exploitation

## POOR SWEENEY, EVERYBODY'S

### STICK 'EM UP!



Window or windshield sticker has been prepared, which looks like official emblem and makes it seem as though car using it has some official okay. It carries NO playdate or theatre mention—purpose being strictly teaser.

Stickers, gum backed, printed in color and five inches in diameter, may also be plastered on packages, billboards, store windows and street poles.

1M \$2.50  
3M 225  
5M and over 2.00

Order direct from ECONOMY NOVELTY CO., 239 West 39th Street, New York City.

### TALL TALE TELLERS

You all know the type of story to which the answer is, "Go tell it to Sweeney!" This offers a chance for the tall-story-tellers to get into print. No story should be more than one hundred words in length, the ten adjudged best to receive tickets to the show.

(Publicity Story)

### See "Friends of Mr. Sweeney" by Telling Your Best Whopper

Go tell it to Sweeney!

Manager . . . . . of the Strand Theatre, and The News, are offering guest tickets to see "Friends of Mr. Sweeney," the Warner Bros. picture which comes to town . . . . . next, to the ten persons who send in the biggest "story," the sort of yarn which makes people gasp "Aw, go tell that to Sweeney!"

Stories are not to be longer than one hundred words, and are to be mailed to the Strand Theatre not later than . . . . . next. The ten lucky contributions will be printed in "The News". Get busy and see what sort of rival to Ananias you can be.

"Friends of Mr. Sweeney," which is one of the funniest comedies of the year, features Charles Ruggles and Ann Dvorak.

### ON THE AUTHOR

The picture was adapted from the novel by Elmer Davis. You know what to do about that! Bookmarks for public and circulating libraries—window displays in bookshops . . . and anything else YOU can think of.

### Use the Sign Shop to Make 'Em Smile!

All it takes to follow the "Reserved" ideas illustrated on these pages, is a little extra effort in the sign shop. It doesn't add a cent to your budget, and, though we don't like to brag, we think it'll give you one of the most effective tease 'em campaigns you've seen in a long, long while. Think it over for a minute. Additional ideas, each involving the *Reserved for Friends of Mr. Sweeney* signs, follow:

- 1 If you can promote a couple of broken-down cabs or horse-and-buggies, send them through streets with the signs.
- 2 Department stores can promote good teaser interest with window sign reading: *Reserved for Friends of Mr. Sweeney* in conjunction with merchandise display. Idea most feasible is with furniture, clothes and bar merchandise.
- 3 Beer taverns should mark off part of their bars or (for laughs) a portion of the bar rail with the sign.
- 4 Bathing resorts might be included with sign on diving boards, beach or floats.
- 5 Banners or signs placed at town's entrances. Copy to read: *Akron Welcomes the Friends of Mr. Sweeney*.
- 6 Should an excavation be taking place in busy section, get permission to put up sign reading: *New Headquarters for Friends of Mr. Sweeney*.
- 7 If tie-up can be arranged with candy vendor, distribute samples carrying: *Compliments of the Friends of Mr. Sweeney*.
- 8 Space in parking lots in hub of town should be covered with "Reserved" sign.
- 9 Toy store tie-up should garner a few chuckles. Have them display kiddie cars, scooters, roller skates, etc., with "Reserved" card in the window and on the streets.

This gives you the slant—other tie-ups using this idea depend upon local contacts.

### LAPEL BUTTONS

A reminder—kids always go for lapel buttons! If you give 'em a trinket reading "I'm a friend of Mr. Sweeney," they'll wear them all over town. You can put 'em up inexpensively by having your local printer make 'em on board with an ordinary pin stuck through for mounting.

### POLITICAL REVIEW

Offer guest tickets to the first ten to send in complete reviews on the local political situation, contributions not to exceed two hundred words.

The winning papers should be printed in local paper.

### Reserve 2nd Base!



Section of baseball stadium roped off for your gag. Fight arenas, too, can be used.

### Newspaper, Dealer Tie-In

The "friends" angle of the title makes it a contest for the man who has the most friends. A voting coupon printed in cooperating newspaper will handle the dirty work. Votes are deposited in ballot box in lobby of theatre.

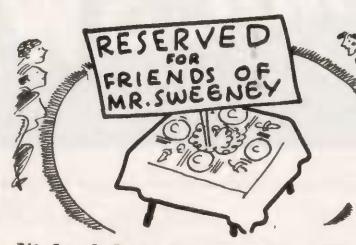
Coupons may also be made available by cooperating merchants who contribute prizes and pay for printing of ballots in return for mention in publicity and contest trailer.

Local police, firemen, letter carriers and other public servants can help you in distributing ballots and providing candidates.

### WHAT'S A FRIEND?

The "friend" part of the title prompts the question to readers, "What is a friend?" Let them try to define friendship in 20 words—no more, no less. Best answers get ducats.

### Table for —?



Night club to decorate 'reserved' table in prominent spot.

### 'These Are Taken'



Seats in lobby. Last row in orchestra might also be roped off.

### EDITORIAL CRITICISM

In this contest, readers send in 100-word letters, explaining which they think was the most constructive editorial in local paper during the preceding six months.

(Publicity Story)

### Local Critics Earn Tickets to "Friends of Sweeney" Here

"Friends of Mr. Sweeney," the Warner Bros. comedy which comes to the . . . . . Theatre . . . . . next, featuring Charles Ruggles and Ann Dvorak, concerns, in part, an editorial which will blast the future of a crooked politician, if published.

With this in mind, Manager . . . . . of the Strand and the editor of this paper, are offering guest tickets to the ten persons who send in one-hundred-word letters, telling which editorial, appearing in this paper for the last six months, seems to them the most constructive, and why. Files of the paper may be seen at the editorial office or in the public library.

Prize-winning letters will be published. Here is a chance to see your words in print. So get busy.

### STUDIO STYLES TIE-UP

[Style No. 960  
Still DV. 439]

In this picture Ann Dvorak wears the original Orry-Kelly gown created for reproduction by Studio Styles. The Studio Styles store in your city has advertising and window display material to be tied in with your showing of the picture.

Complete Dealer List in "Gambling Lady" Merchandising Plan.

# exploitation

## LAUGHING AT HIM . . . HERE'S WHY:

### Inexpensive Cut-Out



Shows how to use the litho art on the 24-sheet. Circular piece measures about 9 feet in diameter. Title is lettered on compo-board to fit length of marquee.

### Why Do They 'Tell It To Sweeney'?-Cute Contest Idea

"Tell It To Sweeney." Everybody has his own conception of how this and other popular phrases originated. Lead newspaper story to plant the idea as a contest covers every angle. Here it is:

(Publicity Story)

### Why "Tell It To Sweeney?" If You Know, You Win Prize

#### Valuable Awards Await Explanation of Origin of Popular Catch Phrases

Who is Mr. Sweeney?

People have been "telling it to Sweeney" since Hector was a pup, but no one seems to know who this recipient of the nation's unwanted confidences may be.

No one has ever found out "how old is Ann"; they don't know the answer to the famous question "Where's Elmer?" They haven't discovered anyone who has actually seen Kelly, and they are still wondering why "Here Comes Charlie," causes a smile.

Perhaps YOU know?

If you do, the ..... (newspaper) has a treat for you.

Just tell this newspaper, in not more than 50 words, where the statement "Tell It To Sweeney" originated, and why, and if your explanation is at all logical, you'll be invited to be the guest of this paper at the ..... Theatre, where you will meet the "FRIENDS OF MR. SWEENEY," headed by Charlie Ruggles and Ann Dvorak on .....

If Sweeney presents too deep a mystery, there are still other chances. Newspaper readers all over the country want to know the origin of the phrases "Where's Elmer?" "Here Comes Charlie," "How Old Is Ann?" "Has Anybody Here Seen Kelly?" and Twenty-three, Skidoo".

"Here Comes Charlie" is said to have been incorporated in an 18th century song entitled

#### WANT TIE-UPS?

Good chance of promoting windows and ad space on this picture. Idea is for stores to dedicate merchandise to "Friends of Mr. Sweeney". Stores in their copy can rave about product mentioning that "It's even good enough for the 'Friends of Mr. Sweeney'" or that "It is with pride that we dedicate our Aicky-Wacky suits to the 'Friends of Mr. Sweeney'."



Street corner lamp-post sign good for laughs. Also park benches. Bally man helps both.

### For Dealer Tie-Ups

These stills will come in handy to get that very valuable dealer newspaper and window advertising. Everyone is a live lead. Here they are:

*Dictaphone (FS 1 & 13).*

*Remington Typewriter or Business College (FS 25).*

*General Electric Fans (FS 29).*

*Alarm Clocks (FS 70).*

*Cosmetics (FS Pub. A).*

*Stills—10c Each. Order from Editor, Warner Bros. Merchandising Plan.*

### BEAUTY TIE-UP

Get beauty parlor to take ad space announcing that they feature a hairdress similar to that worn by Ann Dvorak. Shop, of course, mentions theatre's playdate. Supply store with batch of stills for window display.

### FUNNY PASSWORDS

Here's one you can pull without newspaper cooperation. Special printed announcement and a short trailer on your screen call for the longest and funniest list of pass-words or phrases used in crashing places. Example: "I'm a friend of Mr. Sweeney." Lists can be submitted on back of herald announcing the stunt. Funny novelties can be awarded as "booby" prizes. Close the contest on the opening night of your run and bill it as an "extra attraction". Get it?

### CLASSIFIED CONTEST

Idea is to find the "Friends of Mr. Sweeney" who are hidden among the classified ads. Paper inserts the names of the cast among the classified ads, including the minor players. (See Production Information.) Passes to Sweeney awarded to those finding the greatest number of hidden names. If desired, can be done with names from directory.

### "MY BOSS" CONTEST

Statisticians have proven that half of a stenographer's conversation consists of talking about her "boss". In this contest, stenographers are given the opportunity to get a lot off their minds about their "bosses," be it admiration, contempt or adoration. Award prizes for best letters sent to cooperating paper. Writer's name omitted when letters are published. Same idea can be applied to radio station with winning letters read over the air.

### 2-Way Bluffer Contest

Idea explained in the accompanying publicity story may be used in either of two days: as a straight NEWSPAPER CONTEST, following the lines outlined in the story, or as a RADIO CONTEST, in which listeners are invited to submit entries, the winner to be picked by radio vote, after best entries are read over the air.

(Publicity Story)

### Seek City's Best Bluffer as Honor Guest at Theatre

Did you ever see a "bluff" succeed?

Perhaps you've even bluffed and won, not at a card table, but in the game of life.

There's a pair of free tickets to the ..... Theatre waiting for the best story of a successful bluff submitted to the Contest Editor of the ..... (newspaper) before .....

In "Friends of Mr. Sweeney," the hilarious comedy of a meek man gone berserk, which Warner Bros. will present at the ..... Theatre on ....., Charlie Ruggles and his party crashed the exclusive "Purple Pup" night club, by claiming they were "Friends of Mr. Sweeney". No one knew who Mr. Sweeney was—but the bluff worked. They got

in, got the best table on the floor, gambled on tick and Charlie regained his courage, got a better job and the girl of his heart, all through a successful little bluff.

Many a man's bluffed his way to fortune—many girls have bluffed themselves into wedlock; many a man has won the lady of his choice because he knew how to tell it and make his story stick.

What's your best story of a bluff?

It need not necessarily have happened to you. You may have heard it. But if it's a good bluff, send it in. If it's good enough to be published, it will win you a pair of tickets to "Friends of Mr. Sweeney".

Keep the story short—the shorter the better. Literary merit won't count. The only thing considered will be the merit of the bluff itself.

Only don't try to bluff the contest editor. Fact stories are wanted, and not fiction.

### CROWD TEASER

#### They're Here!



Truck carrying merry quartet. Band or phonograph adds excitement. Banner explains gag.

If there's a convention or big event in progress, send a telegram or flowers to the organization, with a message signed, From The Friends of Mr. Sweeney. Same idea can be worked at weddings and dances. And try calling the important hotels in town, asking to have the Friends of Mr. Sweeney paged.

### Special Frames Available For Vitaphone 11x14 Displays



With your set of 11 x 14's on the accompanying Vitaphone shorts in this frame you've a sales-talk that can't be topped! Frames can be included as part of your permanent lobby set-up and new stills inserted for all Vitaphone shorts.

Made in black and gold with durable board backing. Size 29 x 30½. Available at your nearest branch at cost price—\$1.25 each, plus postage. Vitaphone strip is removable so that frames can display other material to equal advantage. See for yourself!

# outdoor billing

**DIRECTED BY EDWARD LUDWIG  
A WARNER BROS.  
AND VITAPHONE PRODUCTION**

**Friends of  
Mr. Sweeney**

**with**  
**CHARLIE RUGGLES  
ANN DVORAK  
EUGENE PALLETTE**

24 SHEET

**DESCRIPTION:** Illustration in full colors. Title is magenta with yellow outline. Background is white. Cast and credits are turquoise blue. (Note cut-out possibilities of illustration.)



THREE-SHEET

<b>Sliding Scale of Prices for Accessories</b>			
1-SHEETS		WINDOW CARDS	
1 to 50	15c each	1 to 50	7c each
51 to 100	13c each	51 to 100	6c each
Over 100	11c each	Over 100	5½c each
3-SHEETS		INSERT CARDS	
1 to 25	40c each	1 to 25	25c each
Over 25	36c each	26 to 50	22c each
6-SHEETS		51 to 100	20c each
1 to 10	75c each	Over 100	19c each
11 to 20	70c each		
Over 20	65c each		
24-SHEETS		HERALDS.	
Up to 25	\$2.00 each	1M to 5M	\$3.00 per M
Over 25	1.75 each	Over 5M	\$2.75 per M
		LOBBY DISPLAYS	
		11x14 Photos	75c a set (8 in set—colored)
		22x28 Photos	80c a set (2 in set—colored)
		Slides	15c each
		Stills	10c each
		Midget Window Cards	4c each
		Merchandising Plans	Gratis

*These prices apply to U. S. only.*



SLIDE

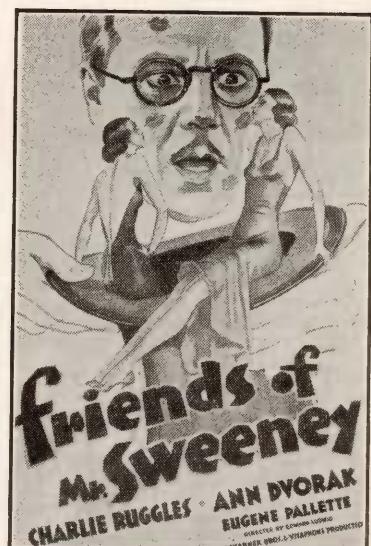
**THE HERALD . . .**  
combines the comedy of the picture with the salesmanship of the ads. It's just as attractive as its predecessors—which should mean plenty to you! Ask for a sample at your exchange.



SIX-SHEET



INSERT CARD



ONE-SHEET, WINDOW and  
MIDGET WINDOW CARD

**Scanned from the United Artists collection at the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



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



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