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They take
PARK AVENUE LAFF by **LAFF**...
and give you the **LOWDOWN** on **HIGH SOCIETY!**

Leo
GORCEY
Huntz
HALL
and **THE**
BOWERY
BOYS

HIGH SOCIETY

AN
ALLIED ARTISTS
PICTURE

with
Amanda
BLAKE
Bernard
GORCEY

PRODUCED
BY

BEN SCHWALB

DIRECTED
BY

WILLIAM BEAUDINE

SCREENPLAY
BY

BERT LAWRENCE AND **JEROME S. GOTTLE**

What A BALL!

Those half-baked lowbrows crash the upper crust!

What A BRAWL!

Leo GORCEY

Huntz HALL

and THE BOWERY BOYS

in

HIGH SOCIETY

with **AMANDA BLAKE**
Bernard GORCEY

AN ALLIED ARTISTS PICTURE

PRODUCED BY BEN SCHWALB DIRECTED BY WILLIAM BEAUDINE SCREENPLAY BY BERT LAWRENCE AND JEROME S. GOTTLEB

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What a BALL! What a BRAWL!

Leo GORCEY
Huntz HALL
and THE BOWERY BOYS

HIGH SOCIETY

with **AMANDA BLAKE** **BERNARD GORCEY**

AN ALLIED ARTISTS PICTURE

It's their swankiest, prankiest laff spree!

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Leo GORCEY · Huntz HALL

and THE BOWERY BOYS

in

HIGH SOCIETY

with **AMANDA BLAKE**
BERNARD GORCEY

AN ALLIED ARTISTS PICTURE

PRODUCED BY BEN SCHWALB DIRECTED BY WILLIAM BEAUDINE SCREENPLAY BY BERT LAWRENCE AND JEROME S. GOTTLEB

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Huntz HALL
and THE BOWERY BOYS

in

HIGH SOCIETY

with **AMANDA BLAKE** **Bernard GORCEY**

AN ALLIED ARTISTS PICTURE

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LEO GORCEY · HUNTZ HALL
and THE BOWERY BOYS

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203

AD NO. 203

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(110 Lines)



HIGH SOCIETY

No. 22

Up To Their
HIGH HATS in
HILARITY!



PRODUCED BY BEN SCHWALB DIRECTED BY WILLIAM BEAUDINE
SCREENPLAY BY BERT LAWRENCE AND JEROME S. GOTTLE

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HIGH SOCIETY

No. 4



104

AD NO. 104

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103

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(28 Lines)



205

AD NO. 205

2 Cols. x 2 1/4"

(63 Lines)



PUBLICITY



BOWERY BOYS ENTER RANKS OF BLUE BLOODED SOCIETY

From the Bowery to high society Long Island is a far jump, but Leo Gorcey, Huntz Hall and the rest of the Bowery Boys achieve it in "High Society," their latest Allied Artists comedy, currently screening at the theatre.

The fun saga begins when Stuyvesant Van Twilliger has the misfortune to leave his automobile in the Bowery Garage for repairs. Proprietor Slip Mahoney, portrayed by Leo Gorcey, turns the repair job over to, of all people, Horace Debussy Jones, better known as Sach, portrayed by Hall, and the trouble develops immediately. Not only is the car wrecked, but the garage is wrecked as well, and the holocaust spreads throughout the neighborhood.

Because of his unusual name, Jones, Sach becomes the foil in an attempt to usurp the fortune tied up in an estate left to young Terwilliger Jones, a precocious young man who proves to be more than a match for those who are plotting against him.

Heading the supporting cast are Bernard Gorcey as Louie, David Condon as Chuck, Bennie Bartlett as Butch, Ronald Keith as the youngster and Amanda Blake as a conniving sister of Stuyvesant, played by Dayton Lummis.

The comedy hit was produced by Ben Schwalb and was directed by William Beaudine.

HIGH SOCIETY



HIGH SOCIETY No. 4

Leo Gorcey (right) introduces Huntz Hall to the blue-blooded elite in "High Society," their new Bowery Boys comedy for Allied Artists, now at the theatre.

Bowery Boys Due In New Comedy

The latest Bowery Boys comedy, "High Society," starring Leo Gorcey as Slip Mahoney and Huntz Hall as Horace DeBussy Jones, better known as Sach, will open at the theatre.

In this new laugh hit from Allied Artists the Bowery Boys get involved with a bunch of social crooks, plotting to steal a fortune from a young heir. The Boys expose the plot and help the lad hold on to his fortune.

In their familiar roles are Bernard Gorcey as Louie, David Condon as Chuck and Bennie Bartlett as Butch. Others in the cast are Amanda Blake, Dayton Lummis, Ronald Keith, Gavin Gordon and Addison Richards.

The picture was produced by Ben Schwalb and directed by William Beaudine.

HIGH HAT

Leo Gorcey and Huntz Hall go high hat in their latest Bowery Boys comedy for Allied Artists, "High Society," currently at the theatre with Amanda Blake in a featured role. The picture was produced by Ben Schwalb and was directed by William Beaudine. In supporting roles are Bernard Gorcey, Bennie Bartlett and David Condon.

THE STORY

(Not for Publication)

When high society crook Stuyvesant Jones (Dayton Lummis) meets Sach (Huntz Hall) and learns that Sach's last name is Jones, a plot develops. Stuyvesant sees a way to use Sach as a foil to grab an inheritance that, unless something is done, eventually will go to precocious young Terwilliger Jones (Ronald Keith), called Twig. Leaving Butch (Bennie Bartlett) and Chuck (David Condon) to operate the Bowery Garage, Slip (Leo Gorcey), Sach and Louie (Bernard Gorcey) go to live with the conspiring Jones family in The Elms. There they meet Clarissa (Amanda Blake), Stuyvesant's conniving sister, and Cosgrove (Addison Richards), a crooked lawyer. As time passes, Sach, Slip and Louie realize the enormity of the plot against young Twig, and break it up in a chase finish.

High Hat Crowd Sustains Shock

High hats topple when Leo Gorcey and Huntz Hall crash the upper circles in "High Society," their latest comedy hit for Allied Artists, currently screening at the theatre.

They become involved in a plot to take the inheritance away from young Terwilliger Jones, but join his side when they learn that the lad's uncle, Stuyvesant Stuyvesant, and his aunt Clarissa, mean no good to the boy.

At the beginning of the picture Gorcey, as Slip Mahoney, is the proprietor of the Bowery Garage, and Hall, as Sach, is the chief mechanic. They promptly go out of business when Sach, repairing a car drives it through a brick wall.

Prominent in supporting roles are Bernard Gorcey, David Condon, Bennie Bartlett, Addison Richards, Amanda Blake and Dayton Lummis.

The picture was produced by Ben Schwalb and directed by William Beaudine.

Bowery Boys In Social Turmoil

Leo Gorcey and Huntz Hall, that enduring comedy team, lead their Bowery Boys, together with long-suffering Louie, into the upper regions of the social set in "High Society," their latest fun hit for Allied Artists, currently screening at the theatre.

In this one Slip and Sach become involved in a plot to wrest the fortune from a young heir, but, learning the situation, turn about and help the youngster regain his own.

Bernard Gorcey has his familiar role as Louie, with David Condon as Chuck and Bennie Bartlett as Butch. Amanda Blake appears as the conniving sister of Dayton Lummis, the head of the plot to gain the fortune. Others in the cast are Ronald Keith, Gavin Gordon, Addison Richards, Kem Dibbs and David Barry.

The picture was produced by Ben Schwalb and was directed by William Beaudine.

OUCH!



HIGH SOCIETY No. 2

Huntz Hall gets on the target with Leo Gorcey in "High Society," their new Bowery Boys comedy for Allied Artists, now at the theatre.

BOYS BACK

Leo Gorcey and Huntz Hall, with the rest of the Bowery Boys and Bernard Gorcey appear in their latest comedy for Allied Artists at the theatre. The picture is "High Society," with Amanda Blake in the feminine lead. Ben Schwalb was the producer and the direction is by William Beaudine.

FLYING SAUCER?



HIGH SOCIETY

No. 21

Leo Gorcey (left), Amanda Blake and Huntz Hall see what may be a flying saucer or just another sea gull in Allied Artists' "High Society," the latest Bowery Boys comedy, currently at the theatre.

LAUGHS ABOUND IN LATEST BOWERY BOYS SCREEN TREAT

(Review)

Leo Gorcey, Huntz Hall, with the rest of the Bowery Boys, move into the ranks of the social upper crust in "High Society," their latest in the long-continuing and ever-popular Allied Artists comedy series, which began its run yesterday at the theatre.

As is refreshingly customary, the picture is played exclusively for laughs, and they are there in abundance. The action starts away from the familiar Bowery Sweet Shop, a landmark of the series, and opens this time in the Bowery Garage, with Slip Mahoney as proprietor and Huntz Hall (Sach) as chief mechanic. The possibilities will be immediately recognized.

Dayton Lummis, as Stuyvesant, a member of society's highest circles, brings his car in for repairs, and during the resultant carnage he learns that Sach's real name is Horace DeBussy Jones.

It just happens that Stuyvesant, the old plotter, is plotting with his sister Clarissa, Amanda Blake, to divert the inherited fortune from young Terwilliger Jones, and Sach is brought forward as the new heir. There the complexities begin.

Appearing in their customary roles and giving their usual expert performances are Bernard Gorcey as Louie, David Condon as Chuck, and Bennie Bartlett as Butch. Miss Blake is sexily attractive as the conniving sister, who has no trouble diverting Sach's attentions when she wishes to do so.

The picture, produced by Ben Schwalb, was handily directed by William Beaudine, a veteran of the Bowery Boys' series, and was smartly photographed by Harry Neumann.

Electric Train Bashes Sach

Huntz Hall, Sach of the Bowery Boys comedy group, got hit in the eye by an electric train during filming of his latest starring romp with Leo Gorcey in "High Society," Allied Artists' current fun hit at the theatre. Huntz got the slight but painful injury when he was stretched out on the floor with his face close to the miniature track and a prop man, off scene, threw the switch to start the little train rolling.

"High Society" was produced by Ben Schwalb.

Running Time 61 Min.
Net Footage 5510 Ft.

Slip and Sach Aid Young Heir

Leo Gorcey and Huntz Hall as Slip and Sach of the Bowery Boys get involved with a bunch of crooks trying to grab a fortune from a youthful heir in "High Society," their new comedy hit from Allied Artists, now playing at the theatre.

At first they are a part of the plot, but when they learn the true situation, they join with the youngster, rout the conspirators, and save the heritage.

In their customary roles are Bernard Gorcey as Louie, David Condon as Chuck, and Bennie Bartlett as Butch. Others in the cast are Ronald Keith as the lad, Dayton Lummis as the social crook, Amanda Blake as his conniving sister and Addison Richards as a crooked lawyer.

The picture was produced by Ben Schwalb and directed by William Beaudine.

TOP HAT



HIGH SOCIETY No. 1

Leo Gorcey dons top hat and tails in Allied Artists' "High Society," new Bowery Boys comedy co-starring Huntz Hall, now at the theatre.



PUBLICITY



LEO GORCEY-HUNTZ HALL IN RANKS OF HIGHEST SOCIETY

Leo Gorcey, Huntz Hall and the rest of the Bowery Boys storm the ranks of the blue-bloods on Long Island in their latest Allied Artists comedy, "High Society," now on the screen at the theatre.

They crash the silk hat and sable ranks when a group of the haute monde cook up a plot to steal the inheritance from a precocious young lad named Terwilliger Van Terwilliger. It proves that young Terp is far smarter than his elders, and when Slip and Sach, stars of the Bowery group, eventually go over to Terp's side, the plot is exploded and the connivers get their proper dues.

Featured in their customary roles are Bernard Gorcey as Louie, Bennie Bartlett as Butch and David Condon as Chuck.

Others in the supporting cast are Dayton Lummis as the leader of the plot against young Terwilliger, Amanda Blake as a conniving sister and Addison Richards as a crooked lawyer.

The picture was produced by Ben Schwalb and was directed by William Beaudine.

CLIMBERS

Leo Gorcey, Huntz Hall, Louie and the rest of the Bowery Boys crash the blue blood set in "High Society," their latest comedy hit from Allied Artists, now at the theatre. The picture was produced by Ben Schwalb.

BOWERY GAL



HIGH SOCIETY No. 3

Amanda Blake has the feminine lead in Allied Artists' "High Society," a Bowery Boys comedy with Leo Gorcey and Huntz Hall, at the theatre.

Bowery Boys In Blue Blood Set

Leo Gorcey and Huntz Hall crash on the social Alps in "High Society," their latest hit comedy for Allied Artists, now screening at the theatre.

They become involved when a wealthy car owner brings his Rolls Royce to the Bowery Garage for repairs. Owners Slip Mahoney, who is Gorcey, and chief mechanic Sach, who is Hall, quickly put the car in shape, a repair partly achieved by driving it through a brick wall.

They join the blue blood elite when they become involved in a plot to deprive a teenager of his inheritance. Learning what is being attempted, they join with the lad and save the day.

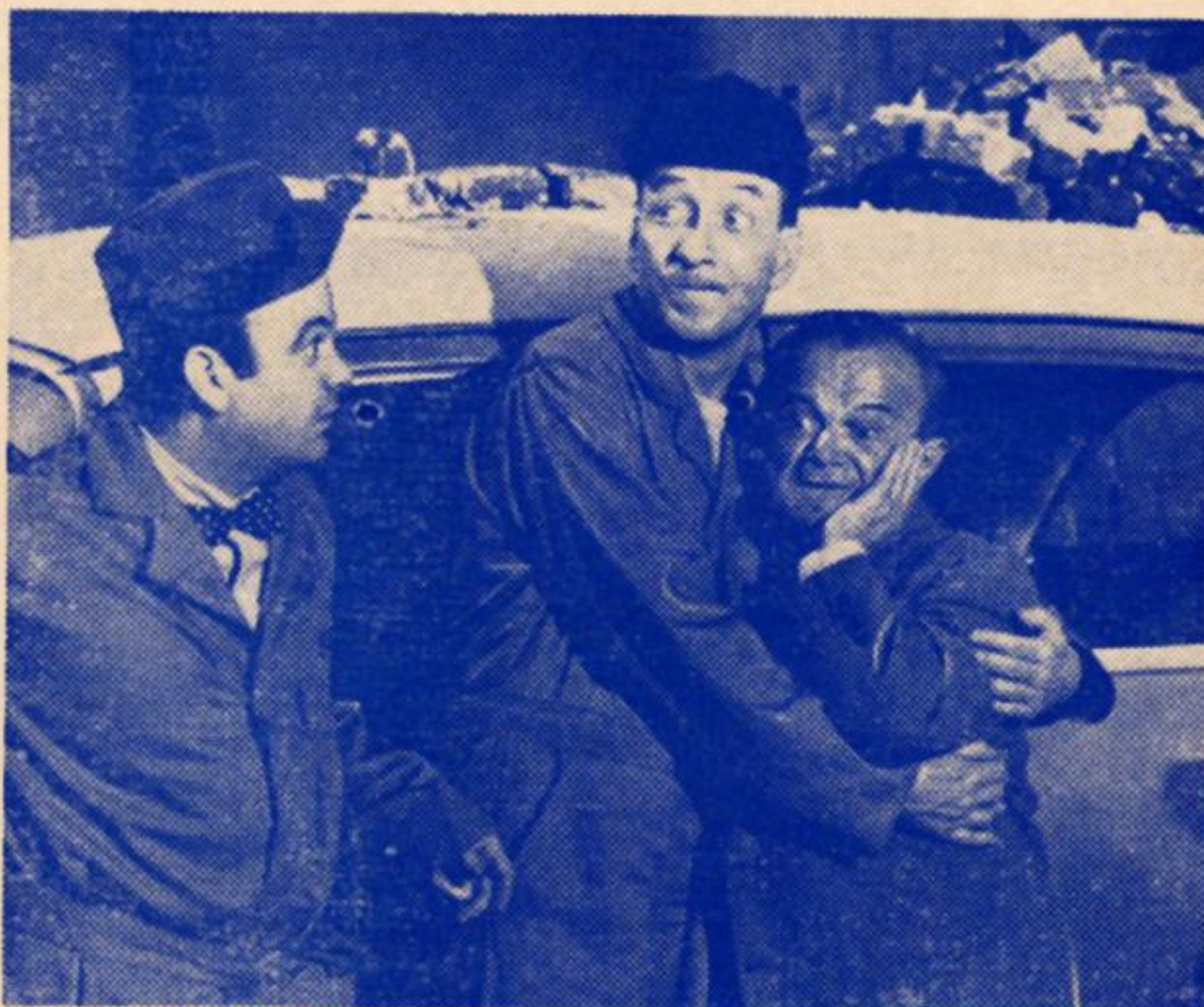
In top supporting roles are Bernard Gorcey, Bennie Bartlett, David Condon, Dayton Lummis, Amanda Blake, Ronald Keith and Addison Richards.

The picture was produced by Ben Schwalb and was directed by William Beaudine.

NIP PLOT

Leo Gorcey, Huntz Hall and the Bowery Boys break up a plot to steal a youngster's inheritance in "High Society," their latest comedy hit from Allied Artists, now at the theatre. The picture was produced by Ben Schwalb.

MECHANICAL WIZARD?



HIGH SOCIETY

No. 22

Except that he now and then backs cars through brick walls, Huntz Hall (center) is a fine machanic in Allied Artists' "High Society," a new Bowery Boys comedy with Hall, Leo Gorcey (left) and Bernard Gorcey, now at the theatre.

HIGH SOCIETY

Leo Gorcey, Huntz Hall and the Bowery Boys rip open the ranks of the high hat set in "High Society," their latest comedy hit from Allied Artists, currently screening at the theatre. The picture was produced by Ben Schwalb and directed by William Beaudine.

CAR WRECKERS

Huntz Hall, as a garage repairman, starts things off by driving a sedan through a brick wall in "High Society," his new Bowery Boys comedy hit with Leo Gorcey, now at the theatre. The Allied Artists picture was produced by Ben Schwalb.



EXPLOITATION



INVITE JONESES VIA CLASSIFIED PAGE

Create advance interest in "High Society" by spotting a personal ad on the classified page of your newspaper. The stunt is to tie in the popular American name of Jones which is an important part of the story. Have the ad read like the following:

IS YOUR NAME JONES? If it is, please phone Main 1234 and ask for Mr. Horace De Bussy Jones. The first 25 persons calling will receive pairs of tickets free to see Leo Gorcey, Huntz Hall and the Bowery Boys in "High Society" at the Blank Theatre. Tickets will be mailed after name and address have been verified.

FAMOUS FOLKS NAMED JONES

The name of Jones is the key to a possible fortune in "High Society," and this suggests a radio or newspaper quiz contest. The idea is to have the contestants supply the first names of famous personalities with surnames of Jones. Here's a partial list:

1. A former golf great (Bobby)
2. Famous U. S. Naval Hero (John Paul)
3. Feminine screen star (Jennifer)
4. Former head of F.C.C. (Jesse)
5. Former Western star (Buck)
6. Has key to deep sea locker (Davy)
7. Huntz Hall screen name (Horace DeBussy)

"HIGH SOCIETY" ETIQUETTE RULES

"HIGH SOCIETY" ETIQUETTE

By Slip and Satch

1. At a formal dinner it is quite proper to start eating before your host if you are fast enough to grab his chair.
2. If you must eat peas with a knife, mix them with the mashed potatoes. In this manner the peas cannot fall off.
3. If the precocious youngster of your host kicks you in the shins, by all means clobber him with a baseball bat.
4. Do not sop up the gravy on your dinner plate without first folding your bread in half.
5. It is proper to leave the spoon in your cup while sipping tea. But play safe by wearing a monocle to protect your eye.
6. If your tea is too hot, pour it in a saucer and blow on it, but gently.
7. Turtle-neck sweaters may be worn if they do not bear any advertising on the back.
8. Before slapping any young lady on the back, be sure she is wearing her off-the-shoulder evening gown the right way.

The season's big laugh hit . . . Leo Gorcey-Huntz Hall & The Bowery Boys in "High Society"—Strand Theatre.

Use Them For Contest!

Emily Post's rules of etiquette are famous, but here are some that will pay off at your box office—especially when you let the public get in on the act by adding gag etiquette rules of their own. Note how the sample setup shown here provides a simple but hilarious contest for newspaper or throw-away. Space is left at the bottom for the reader's clever contribution to the rules of "crazy etiquette." Add copy instructing reader to mail or bring entries to the theatre. Award ticket prizes for the funniest rules submitted.

Lobby Display

An eye-catching lobby display piece can be yours at very little cost. Obtain the colorful 3-sheet pictured on the back page of this pressbook. You will note that the poster is designed in such a manner as to make it a simple chore to cut out the heads of the stars, adapting them to an effective lobby standee.

NOVEL STREET BALLY

For a novel street bally sure to startle passersby, dress up a man in fancy formal attire—tails, top hat, white tie, walking stick, etc. Underneath his shirt or dickey place a stenciled showcard, with cutout letters reading: SEE LEO GORCEY AND HUNTZ HALL IN "HIGH SOCIETY" AT THE GEM THEATRE. Behind that card affix an ordinary flashlight, connected to a starting button in the walking man's pocket. When he presses the button, the light pours through the stenciled letters, and your ad stares the unsuspecting onlooker in the face.

TIE UP STILLS

Merchandising stills, available in the regular set from National Screen Service, include: No. 8 for archery sets and No. 53 for boxing gloves. These two are particularly adaptable for sports goods tieups. No. 26 is just the thing for a jewelry store, and No. 12, showing Huntz Hall playing with electric trains, is good for a toy or department store tieup.

WINDOW DISPLAYS

Contact clothing stores and renters of men's formal evening clothes for window displays of this type of wearing apparel. Still No. 61 pictures Leo Gorcey wearing a Homburg. Huntz Hall in top hat is shown in still No. 62 while still No. 58 shows both Gorcey and Hall in formal evening attire.

POSTERS and LOBBY DISPLAYS



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ONE SHEET

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