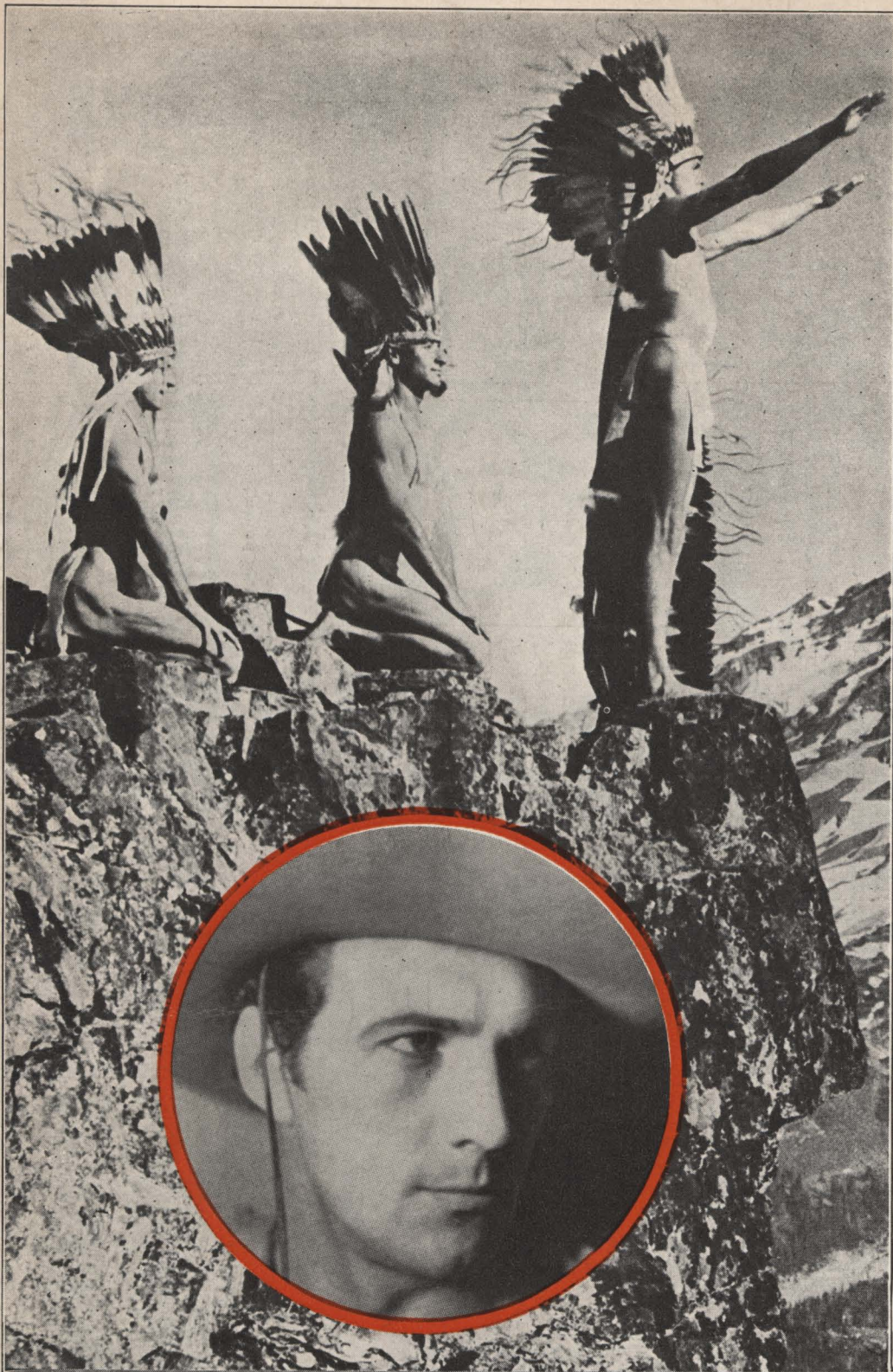




FREULER FILM
ASSOCIATES, Inc.

present

TOM TYLER

in

"THE FORTY-NINERS"

with

BETTY MACK

FERN EMMETT

Directed by

JOHN P. McCARTHY

Supervised by

BURTON KING

A Monarch Epic
of The West



LOBBIES and POSTERS that are a



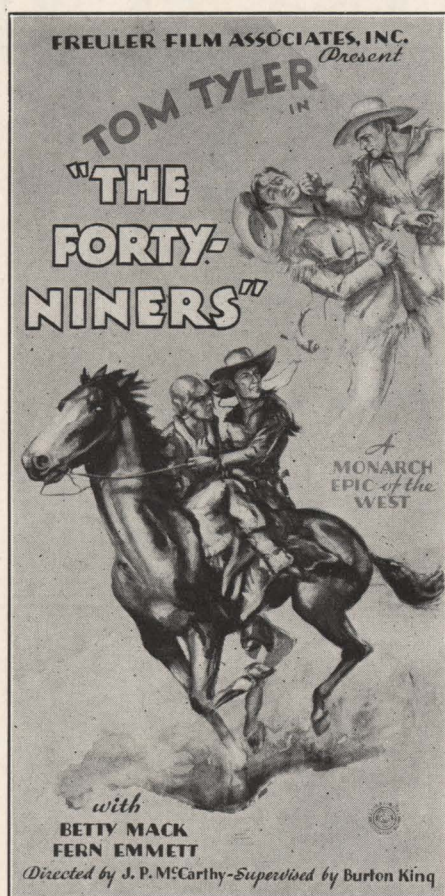
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22 x 28 and SLIDE A



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2—1 Colum

2—Slides

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Win

Talking and

SIX

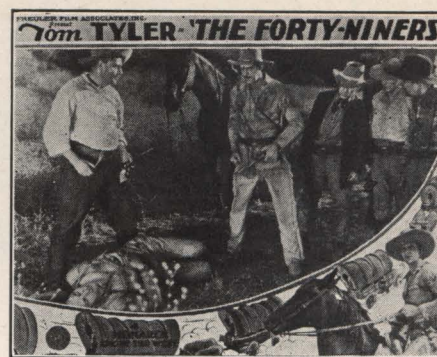
as GOOD AS MONEY in the BANK



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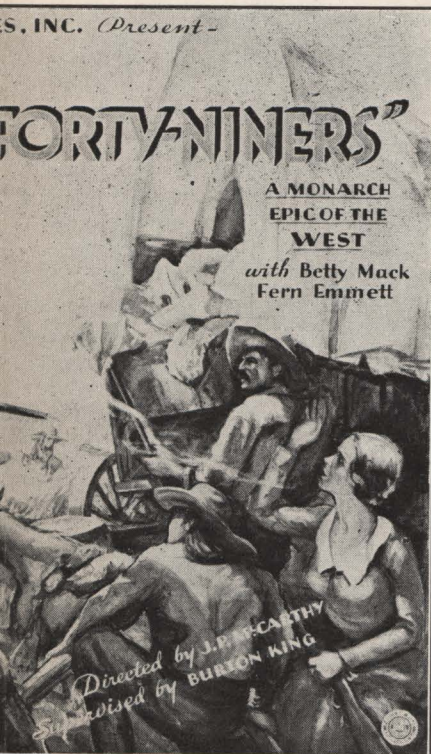
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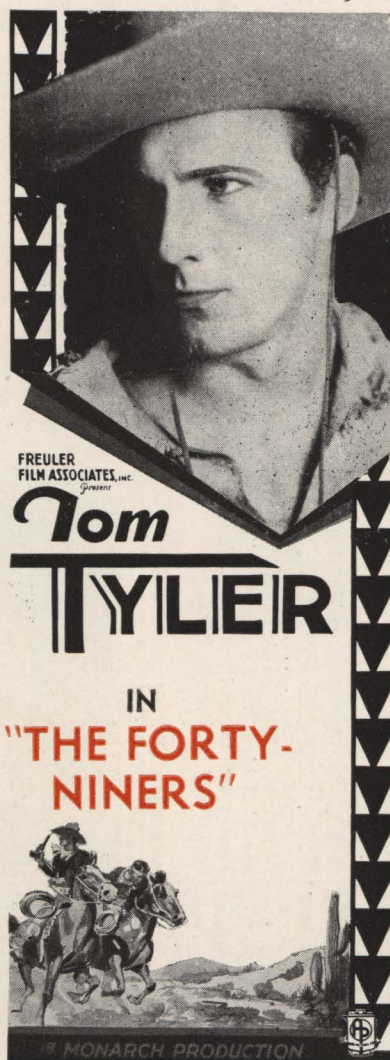
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ACCESSORIES

Six-Sheet
 One-Sheet
 Sets of
 Lobby Photos
 Lobby Photos
 Stills
 8" x 10" Ad Mats
 8" x 10" Ad Mats
 8" x 10" Ad Slugs
 8" x 10" Star Mats
 8" x 10" Scene Mat
 6" x 9" Insert Card
 6" x 9" Miniature
 Window Card
 and Silent Trailers



6 X SHEET



14 x 36 INSERT CARD



ONE SHEET

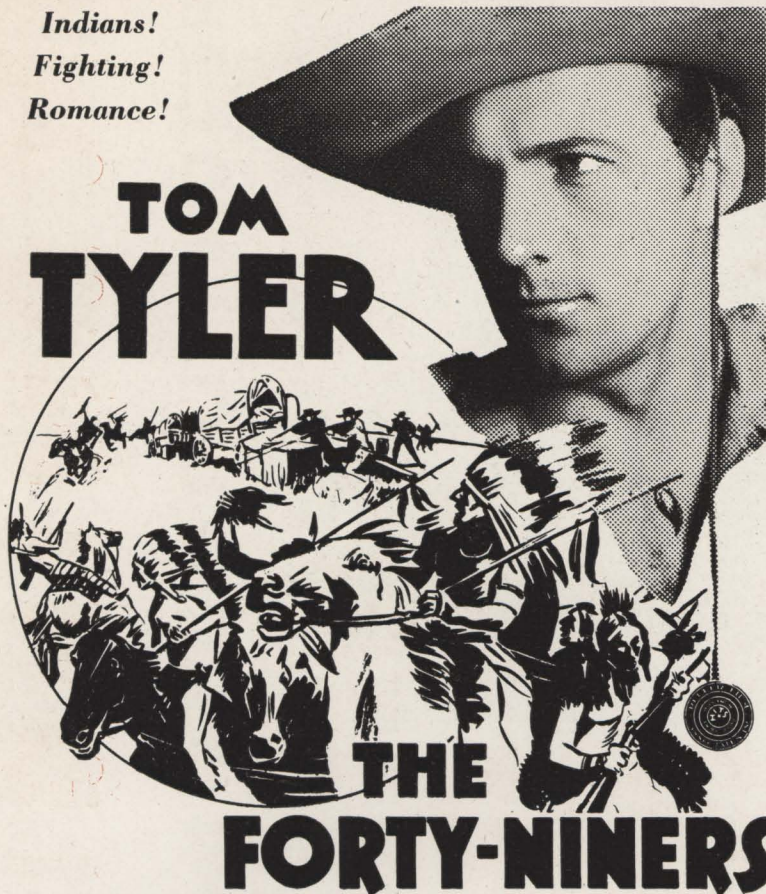


22 x 28 and SLIDE B

The Exhibitors Gold Rush!

Indians!
Fighting!
Romance!

**TOM
TYLER**



**THE
FORTY-NINERS**

(2-Col. Ad Mat "F")

(Current Newspaper Notice)

**CALIFORNIA GOLD RUSH OF '49
IS STIRRING MOVIE THEME**

"The Forty-Niners"



24-karat love in "The Forty-Niners,"
starring Tom Tyler
(1-Col. Star Mat "I")

CATCHLINES

Trigger - twisting Tom Tyler turns tricks with his talkie talent! Look for him in "THE FORTY-NINERS!"

* * *

"What's the gold rush?" asks Tom Tyler — and the answer is he's headed our way in "THE FORTY-NINERS."

* * *

"THE FORTY-NINERS" were the vanguard of the four hundred — and Tom Tyler is Western star No. 1!

* * *

There are a hundred sighs—a thousand laughs and a million thrills in "THE FORTY-NINERS,"

— THE CAST —

TENNESSEE MATTHEWS	TOM TYLER
Virginia Hawkins	Betty Mack
O'Hara	Al Bridge
Widow Spriggs	Fern Emmett
Jed Hawkins	Gordon Wood
Lola	Mildred Rogers
Tanner	Fred Ritter
MacNab	Frank Ball
Tanner's Wife	Florence Wells

Length, 5,000 Feet

Presented by Freuler Film Associates, Inc.
Supervised by Burton King
Directed by J. P. McCarthy
Assistant Director William Nolte
Story by F. McGrew Willis
Continuity and Dialogue by F. McGrew Willis
Photographed by Edward Kull
Edited by Fred Bain
Sound Technician Homer Ackerman
Released by Freuler Film Associates, Inc.

A MONARCH EPIC OF THE WEST



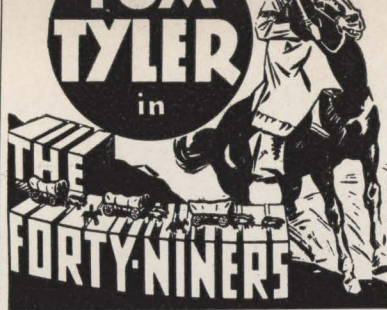
Tom Tyler's Best

The California Gold Rush of '49 furnishes one of the most stirring chapters in American history and theme for a thrilling movie starring the redoubtable Tom Tyler in his best performance of all time.

Tyler, who is a typical American, glories in the glamorous days when men dared all for that precious commodity—gold! He delved into huge tomes and found that regardless of how many persons may have known of the existence of gold in California, the honor of its discovery belongs to Francisco Lopez, who, on a spring morning in 1842, was gathering onions in San Feliciano Canyon, near San Fernando Mission. Lopez had some knowledge of metals, and on the roots of the plants he noticed some particles which appeared to be gold.

On January 24, 1848, James W. Marshall saw some yellow particles in the loose dirt when constructing a saw-mill on the South Fork of the American River in the vicinity of Sacramento and soon the great rush began. In the month of May, 1849, San Francisco lost a fourth of its population, alone, to the gold fields of California.

In addition to Tyler, one finds Betty Mack, Fern Emmett, Mildred Rogers and others in this film at the Theatre



(1-Col. Ad Slug "H")

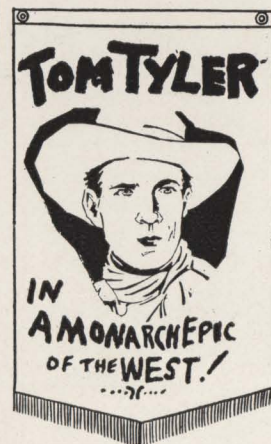
starting popular Tom Tyler, the Western whoopee-man!

"THE FORTY-NINERS" is gilt-edged entertainment starting to amuse at six—and running up to a new high of 99! It's the picture that appeals to everyone—irrespective of race, creed or color!



Tom Tyler, star of Monarchs "The Forty-Niners" is a hero in deed!

(2-Col. Scene Mat "J")



EARN EASY EXTRAS with EXPLOITATION

Tom Tyler Burgee

The snappy Tom Tyler Burgees which are issued on Monarch's six Epics of the West, will be valuable aids throughout the series. The illustration represents a canvas burgee, size 20x30 inches. These are just the thing for your lobby and marquee, for the entire Tyler series. The bottom has a wide fringe which adds to the appearance of the burgee. Eyelets are placed at the top for ease in hanging. The burgees come in various colors, and will be assorted, unless ordered otherwise. PRICE - - 65 cents each

Novelties Advertise

A novelty that has a two-fold purpose and advertises as well is the cardboard throw-away pistol die-cut — size 4 3/4 x 8 1/2 inches. It is made of a single piece of cardboard, bearing seat-selling copy on one side, together with your theatre name and playdates. The outline of a pistol has been printed on its face and a small hole has been cut, representing the trigger. Prices, including theatre name and playdates:—

10,000\$3.75 per 1000
5,000 4.00 per 1000

3,000 4.50 per 1000
1,000\$5.00 per 1000
500 4.00

Order direct from
ECONOMY NOVELTY & PRINTING CO.
239 West 39th Street, N. Y. C.

What's the Gold Rush?

Place an empty aquarium in your lobby — a rectangular one of some size — and place a lot of new pennies with a bag inverted, as though the "gold" were running out. Have a dollar sign, some dashes and a question mark lettered on the bag roughly. Then get your patrons, by way of a printed, framed card, in front of your theatre, and in the lobby, to guess the amount of money in the bowl. A \$2.50 gold piece could be made the prize.



Trigger-twisting Tom Tyler turns fist in "The Forty-Niners"
(1-Col. Star Mat "G")

(Advance Newspaper Notice)

SIoux TRIBE WHOOPS UP TYLER WESTERN

"The Forty-Niners," coming to the Theatre tomorrow, and starring the fearless Tom Tyler, has Sioux Indians, which were the chief menace a century ago in the wilderness west of the Mississippi, to whoop it up. This film of the days when pioneers set out for the Golden Lands of "Californy" to encounter more trouble than gold, is a realistic portrayal of the hardships and crude mode of life which these hardy ancestors of ours met with in their brave adventure. Scarcely a train got through without some casualty and more often than not whole caravans were wiped out, either by the ferocity of the red man or the duplicity of the white man's brother. It was a trying time indeed — but it seemed to be worth it—at least for those lucky enough to find the precious "dirt." Plenty of excitement in this Monarch film directed by J. P. McCarthy with Betty Mack, Fern Emmett, Mildred Rogers and others in support.

Order Trailer Direct From



NEW YORK
130 West 46th Street
CHICAGO
1307 So. Wabash Ave.

DALLAS
300 1/2 S. Harwood St.
LOS ANGELES
1922 So. Vermont Ave.

"THE FORTY-NINERS"

(Advance Newspaper Notice)

TOM TYLER THRILLS THOUSANDS IN 'THE FORTY-NINERS' A WESTERN EPIC

Perils Of The Hardy Pioneers Make Wild Adventure

Tom Tyler, the New York boy who has shown the Western lads what wild whoopee means on the silver screens, has been thrilling thousands in his first Monarch Epic of the West—"The Forty-Niners."

In making this feature Tyler has given his all, and the result is one of the finest performances of any career!

Betty Mack appears opposite him and in a scene Tyler is required to rescue Betty from an Indian, and snatching her swiftly from her horse to his, makes away with his precious burden.

Betty is somewhat of a daredevil, but she confessed afterwards that a few days before the scene was taken she was trying to muster enough courage to go through with it—to appear as though she didn't know exactly what was coming and was scared out of her wits at the thought. She admits that was no simple feat! The night before she was well-nigh paralyzed, especially as she had had the opportunity to watch Tyler's work and found him absolutely fearless!

Came the dawn . . . the outworn movie subtitle seemed almost prophetic.

When director J. P. McCarthy rehearsed Tyler Miss Mack was offering up a few prayers to the gods who watch over movie heroines—and was too busy to notice that the cameras were grinding and that work was under way. Then with the general movement of the players and the silence which fell upon the assemblage she knew that her time had come. No chance to falter and back away, too much was at stake. Without mental reservation she went through the

scene is a brilliant combination of speed, timing and grace.

Coming to the . . . Theatre tomorrow, "The Forty-Niners" also has Al Bridge, Fern Emmett, Mildred Rogers and others in the cast. It was supervised by Burton King.



THE STORY

Tennessee, one of the romantic characters of the West of '49, hand some, reckless, fearless is a buffalo trader whose post is situated on the Northe Platte at Fort Laramie, Cheyenne. At Fort Laramie, Jed Hawkins and his daughter Amanda are waiting for an escort into the wilderness that is now California—there are others in their caravan—notably a Widow Spriggs and her goat, Samantha. The widow is determined to be the wife of Hawkins before the West Coast is reached, although his disposition to drink is a trying one to her.

O'Hara, well known about these parts is to guide them as far as a place called Utah.

He is quite a notorious character, known generally as "Squaw" O'Hara—behind his back—because he takes up with the Indians' women. Lola is the particular one of his choice now. Beautiful as only Indian girls can be, she returns to her tribe occasionally—but lives in a little hut where O'Hara sometimes comes, and most particularly where he stores the loot of the many caravans he has so well misguided!

When he meets Mandy Hawkins he falls instantly in love with her—and so does Tennessee Matthews. The men become instant enemies, and though Mandy says nothing, it is plain to see that Tennessee is favored in her choice. Then Tennessee receives a rose from Mandy and as he is about to tell her of his love—the widow Spriggs, all unknowingly intrudes!

That night when Lola has displeased the unreasonable O'Hara who has badly mistreated her, Tennessee comes to her aid—and Mandy, seeing his arm about Lola, is broken-hearted. She immediately covers her ache by encouraging O'Hara.

The day comes when O'Hara will lead them westward and notifying his Indian allies where the caravan will be—the usual attack is made on the train and, were it not for Tennessee following them—they would be lost! O'Hara attempts to kidnap Mandy, with whom he is in-

(Prepared Newspaper Review)

BIFF! BING! BANG! 'FORTY-NINERS' A HIT

Biff! Bing! Bang!

"The Forty-Niners," Monarch's Epic of the West starring Tom Tyler, is a hit from the first crack out of the box until its final feet of unreeling, when pretty Betty Mack dissolves into the capable arms of virile trooper Tom!

At the . . . Theatre yesterday the fans let loose with their enthusiasm and there was much excitement on and off the screen. Tom is a handsome he-man, if there ever was one, and he has a manner all his own of slam-banging his way through to victory! But how much excitement and tenseness there is until that hard-earned victory comes!

J. P. McCarthy directed, with Fern Emmett, Al Bridge, Mildred Rogers and others in the cast.

Use More
HERALDS
They will help sell
more tickets at the
box office
Use them on this picture
FROM YOUR EXCHANGE OR DIRECT FROM
FILMACK CO.
838 S. WABASH AVE., CHICAGO
TELEPHONE HARRISON 0186

(Current Newspaper Notice)

WESTERN EPIC HOLDS AUDIENCE INTEREST

"The Forty-Niners," now holding forth at the . . . Theatre,

Love and
Thrills
Aplenty

719

THE
FORTY-NINERS

with
BETTY MACK
FERN EMMETT
Directed by
J. P. McCARTHY
A
MONARCH
PRODUCTION

(1-Col. Ad Mat "D")

(Play Date Reader)

TIMES HAVE CHANGED WESTERN FILM SHOWS

Back in 1849 things were vastly different to what we have come to consider ordinary conditions in the thrifty thirties of the twentieth century. In "The Forty-Niners," a Monarch Epic of the West starring Tom Tyler, and now playing an engagement at the . . . Theatre, the changes which the past century have brought about come forcibly to one's attention.

There were no high-heeled cowboy boots—guns were not in the Chicago manner—but were all muzzle-loaders. There were, too, no bobbed haired girls. You will enjoy "The Forty-Niners."

with the abandon that comes of watching and working with a fellow player utterly devoid of theatrics. It was a triumph for courage and the

Handsome Tom Tyler is sensational in Monarch's "The Forty-Niners"

(1-Col. Star Mat "B")

(Play Date Reader)

A LITTLE KIDDING WON'T GET GOAT

In "The Forty-Niners," Monarch's Epic of the West starring Tom Tyler, playing today at the Theatre, "Samanthee" takes a whole lot of kidding but it doesn't "get her." Samanthee is the highly trained goat,

which, along with Fern Emmett, splendid comedienne, provide the laughs in this thrilling Western.

And it doesn't get Fern's goat either—for Fern, after playing the amusing role of the Widder Spriggs—has become so attached to the animal that she put in a bid to the trainer to buy Samanthee and keep her as a household pet.

In addition to these players, Betty Mack, Al Bridge and Mildred Rogers play in this feature directed by J. P. McCarthy under the supervision of Burton King.

(Prepared Newspaper Review)

WESTERN EPIC HAS GOLD RUSH FLAVOR

The days of '49 are brought to realism in Monarch's Epic of the West, starring Tom Tyler — "The Forty-Niners." This film, showing at the Theatre, has brought an extra quota of fans to delight in the customs, manners and costumes of another day. Although it has all the thrills and excitement of the popular Western drama of today—it has the added lure of historical truth in detail and incident. It was not, therefore, surprising that many stay-at-homes turned out to see a film which makes the past relive.

Tom Tyler gave a vivid performance as Tennessee Matthews — a man who can ride a horse like the wind, who can place a well-landed punch — and love with that intensity and gentleness which is so devastating to women.

Betty Mack, Al Bridge, Mildred Rogers and others appear in the supporting cast with J. P. McGowan directing, under the supervision of Burton King. The film was taken in the gold fields of California where the pioneers staged just such courageous fights for existence as appear in "The Forty-Niners."

(1-Col. Ad Mat "A")

fatuated, but she is just rescued in time. Then Tennessee is wounded and the widow finds the crumpled rose next to his heart — and tells Mandy, who is overjoyed.

The army, summoned by Tennessee comes to their aid and their attackers are finally routed. The Widow "gets" her man as they wind slowly westward — and Tennessee and Mandy decide to settle down in the little cabin he has prepared for a wife.

holds the audience interest throughout with its dashing hero, Tom Tyler, and its charming heroine, Betty Mack, and its quota of thrills, comedy and pictorial beauty.

Taken in the very country where pioneers of '49 staged one of the most spectacular and courageous stands of all time, the story gets off to a flying start and never stops to take breath—except for those moments of high humor and human interest which make the action even more enthralling. J. P. McGowan directed.

A Hundred Sighs—

A Thousand Laughs—

A Million Thrills—

Entertainment
as YOU like it!



FREULER FILM ASSOCIATES

PRESENTS

TOM TYLER IN THE FORTY-NINERS

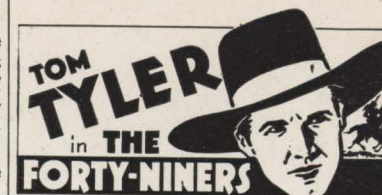
with
**BETTY MACK
FERN EMMETT**
directed by
J. P. Mc CARTHY



A
MONARCH
PRODUCTION

(2-Col. Ad Mat "C")

and the thrilling episodes in a period fraught with constant danger.



(1-Col. Ad Slug "E")

PROGRAM SHORTS

"The Forty-Niners," a Monarch Epic of the West, brings that popular and handsome hombre—Tom Tyler—to the host of fans who have never missed the screen experiences of their favorite. They will not be disappointed in his newest release—for he has never had a finer story nor a more able supporting cast. Betty Mack appears in the leading feminine role with Fern Emmett, clever comedienne, offering most of the fun and Mildred Rogers, capable brunette affording a good deal of trouble. You will enjoy it....

Tom Tyler, soaring to stellar preeminence in the Western field, comes to a waiting public in a splendid vehicle — "The Forty-Niners," a Monarch Epic of the West. Tyler gives, without doubt, the best performance of his career, and he is ably supported by a long list of splendid players, including Betty Mack, Fern Emmett, Mildred Rogers and others. We recommend this feature for Western fans and those who rarely follow the out-door films—for the authenticity and historical truth in this picture make it doubly enjoyable.

Covered wagons and Indians—the cavalry and gold—pretty girls and handsome pioneers — what more can one ask of the talking screen? Action, romance and history are cleverly welded in Tom Tyler's latest starring vehicle—"The Forty-Niners," a Monarch Epic of the West with Betty Mack, Fern Emmett, Mildred Rogers and others. Don't fail to see this first of a series of six Tom Tyler Epics of the West

HITS!

COMING!

HITS!

5 MORE TOM TYLER EPICS of the WEST 5



Their appeal is, primarily, to the young, with enough thrills for adults who appreciate the finest in moving dramas of the outdoors! Their romance will still further win them the plaudits of a limitless audience!

•
"RED MAN'S COUNTRY"

"WHEN A MAN RIDES ALONE"

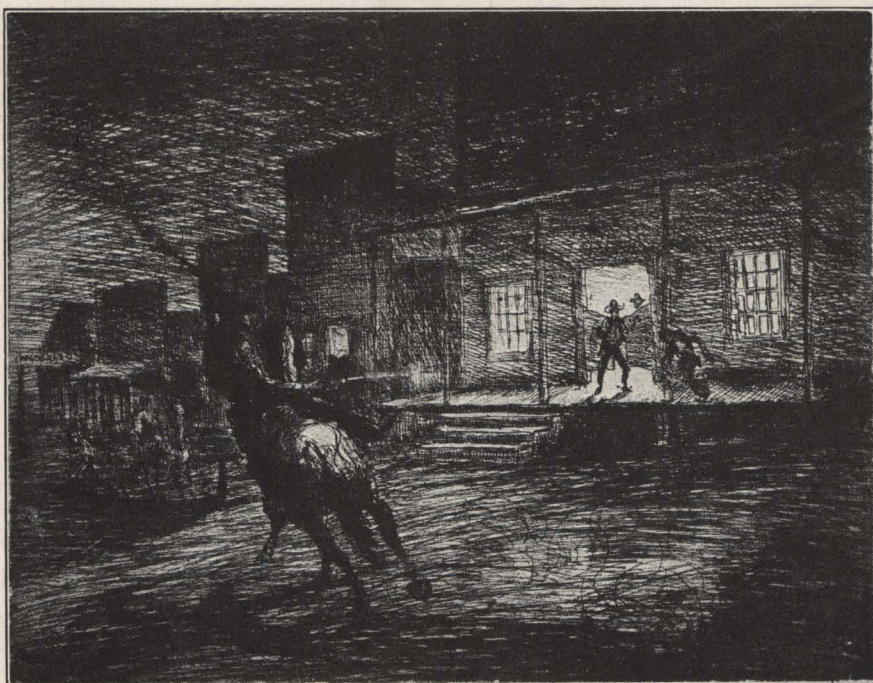
"WAR OF THE RANGE"

'REMEMBER THE ALAMO'

"DEADWOOD PASS"

Vividly portraying highlights in a nation's dramatic development-with enough fiction to make them international in appeal!

•
Each, a separate story of the wild, untrammeled West, teeming with virile action, brilliantly pictured by a premier artist, becomes a stirring saga of progress and colorful evolution!



BOOK THESE OUTSTANDING RIP-SNORTING, FAST SHOOTING WESTERNS – AND CASH IN AT YOUR BOX-OFFICE!