Indians battle renegades! Outlaws fight for hidden gold! Bowie knives flash! Horses stampede! Rioting redskins hit the warpath as all fury thunders out of the West!

BLACK ARROW

with

ROBERT SCOTT • ADELE JERGENS • ROBERT WILLIAMS • KENNETH MacDONALD

Original Screen Play by Sherman Lowe, Jack Stanley, Leighton Brill, Royal K. Cole • Produced by RUDOLPH G. FLOTHOW • Directed by LEW LANDERS

A Columbia Reprint

BLACK ARROW ACTION SHOWMANSHIP!
SPIN THE BLACK ARROW
See The Thrills
BLACK ARROW
Has in Store for You!

For Thrills That Gallop
Out of the West, See
BLACK ARROW
Columbia Pictures' Serial Reprint
Every Saturday

'BLACK ARROW' THRILLS...

...for audiences! All-out frontier action! Hidden treasure! Indian attacks! Stampedes! Ambushes! Adventure! Suspense! Romance! Mystery!

...for showmen! Eye-catching displays and advertising! Gimmicks like the "spin-the-arrow" display shown above! Indian and Western promotions!

'Black Arrow' Points to Boxoffice!
Use Club Cards

Organize a "Black Arrow" Adventure Club and capitalize on the interest children have in Indians. Distribute cards in advance of the first chapter showing.

Order Mat 2-G (2-1/2" x 4") from National Screen.

MARQUEE

Huge audience attendance at such Columbia serials as "Captain Video" and "Superman" attests to the attraction super-serials have for today's moviegoers of all ages. "Black Arrow" is another audience-attracting super-serial and rates marquee mention. Put "Black Arrow" on your marquee during the duration of its run, with cutouts and displays from the posters. And be sure to display "Black Arrow" prominently out front!

CAMPAIGN AIDS

Stir up advance interest in your serial with early and frequent showings of the trailer available at National Screen Service. In addition, four special still sets are at National Screen. The still sets are: 1) set of 20 flat stills; 2) set of 5 uprights; 3) set of art stills (reproductions of key art from the ads and posters); 4) set of publicity and exploitation stills (still used for publicity scenes and in the pressbook exploitation campaign).

Three Art Stills

You'll find plenty of showmanship uses in your selling campaign for these 8" x 10" stills of the key art work from the ads and posters on "Black Arrow." Get them into your theatre lobby and out front displays. Blow them up for use atop your marquee, feature them in special publicity, etc. Order the complete set of three from National Screen Service.
Showmanship Treasure
In 'Black Arrow' Gold!

NEWSPAPERS: Work with newspaper advertising manager in a simple contest which calls attention to his paper's advertising—all of it! Simply offer, via large-scale display ads and lobby signs, guest tickets to the opening chapter of "Black Arrow" to all readers who list the black arrows appearing in the newspaper's ads on some specified day. There may be only one, there may be dozens...advertisers need not change their advertising material in the slightest! To avoid ties, ask contestants to submit 50-word letters on why they like to read newspaper advertising.

SAND LOT: Since "Black Arrow" concerns itself with the search for secret Indian treasure, a "buried treasure" stunt is in order. Work it in a nearby vacant lot, with contestants digging for previously-buried guest tickets, merchandise certificates, etc. See that there is newspaper picture coverage.

MERCHANDISE: Local dealers, particularly those who cater to youngsters, might be interested in "Black Arrow Treasure Sales," in which they advertise some particular item as they see fit. Advertising and publicity should be keyed to the "Black Arrow" angle: "The Black Arrow Points to Bargains at Stacey's...and to Entertainment at the State, etc."

Color-In Contest

Colorful and eye-catching, the Columbia three-sheet on your "Black Arrow" reprint serial can be cut out and supplemented with a panel of stills selected from the production set at National Screen Service, as illustrated here, and used in advance of playdate, as well as during your engagement of the serial. Use this set-piece in your lobby, in advance of opening and between chapter showings. Move it out front while the chapter play is being shown. Varnish the display to weatherproof it for outdoor use.

Lift Flap For More Exciting 'Black Arrow' Exploitation
GO NAVAJO

Black Arrows Point Way
To 'Black Arrow' Dates!

NEwSPEAR: Ask a promotion-minded newspaper
editor to sponsor archery competitions and
exhibitions. When you see him, point out
that the promotion of a sports events is a
sure-fire newspaper circulation-booster —
the Golden Gloves and Silver Skates com-
petitions are perennially successful — and
that "Black Arrow" archery events give
him a made-to-order opportunity. All copy
should, of course, credit your engagement
of "Black Arrow." A radio station or chil-
dren's TV program could also benefit by
sponsoring archery events, with your play-
date receiving frequent plugs.

STUNT: Ask a local children's TV
program to sponsor a stunt
in which black arrows are left in prominent
places all over town, with free admission
for those who retrieve them. The arrows
might be obtained from children's archery
sets, or made out of cardboard by your
sign shop — but they should be painted
black. Announcements of the stunt, with
full credits for your engagement of "Black
Arrow," should be made three or four
days in advance. Plant a photo of the pro-
gram director with the arrows on local
newspaper radio pages.

GIVEAWAY: Arrange giveaway of black
arrows (real or simulated) to
your patrons. Each arrow has a tag which reads:
"Here’s a Reminder to See ‘Black Arrow.' Starting
Friday at the State Theatre!' You might also have
a pretty girl distribute arrows around town.

LUCKY ARROWS: Invite young-
sters to pick
arrows from a grab-bag in your lobby.
The arrows in the box should be small,
and either die-cut from pasteboard,
or printed or rubber-stamped on slips of
paper. Most of the arrows should be white
or colored; a few of them black. Young-
sters who pull black arrows should be
given free tickets to see the next chapter.

CAUTION: All archery promotions
on "Black Arrow" should be super-
vised by competent, responsible di-
rectors to avoid injury to amateur
participants.

COSTUMES: Stage a special matinee for
kids who come dressed in
complete Western garb . . . cowboy or Indian.
Publicize the show through stores selling children's
Western merchandise. Give youngsters promoted
souvenirs.

DISPLAYS: Arrange with every
sports goods, toy and
department store in your town for window
displays promoting archery equipment
and your engagement of "Black Arrow."’
All windows should have stills from the
picture, as well as posters which feature
your credits big.

INdIAN FRONT: Lend authentic Indian
atmosphere out front
by transforming your boxoffice into a full-fledged
tribal wigwam. This can best be accomplished by
mounting an old canvas upon a framework of
rods and painting tepee with colorful Indian
symbols and insignias. Enhance front with display of
Indian paraphernalia borrowed from local
museums.

COntESETS: Arrange archery con-
tests in every high
school, "Y," community house, athletic
group and church center in your town. If
time permits, run a city-wide finals at an
easily accessible location.

SNIPES: Snipe fences, telephone
poles, lamp posts, etc.,
with black cardboard arrows. Have your
sign shop cut arrows out of black paste-
board, and on them, in white, letter or
ink-screen the following copy: "Follow the
‘Black Arrow! Adventure! Mystery! Excite-
ment! Every Saturday at the State’! Have
the arrows point to the theatre, and where-
ever possible, have them actually make a
trail to the boxoffice. You can work some
variation of the treasure hunt with the
arrows as guides. If local ordinances per-
mit, stencil sidewalks with a trail of arrows
bearing similar copy.

INdIAN SUITS: Children’s clothing and
department stores sell
Indian suits which can be linked with your show-
ing of "Black Arrow." Arrange co-op ads and
windows boosting the sale of the suits and your
credits.

Teaser

BLACK ARROW

State Theatre * Every Friday

Order Mat 2-H (3" x 5") from National Screen.
Excitement, Mystery, and Adventure!

1. "The City of Gold!"

Carpet-baggers Jack (Kenneally James) and Buck (Sherman (Bob Williams)) arrive in Big Mesa in search of gold. Disregarding the warning of Tom Whitney (Charles Middleton), they enter the Navajo reservation. Meanwhile, elsewhere, another expedition, Arrow (Robert Scott), son of Navajo chief, Arano, wins a place on the Council of Elders after defeating Snake-That-Walks (Lewis). Jackson and Sherman are intercepted by Arano and running Blacker, both of whom shoot them. Before dying, Arano tells Whitney that his son, believed killed years before in an Indian raid, is alive. Under Indian law, the white man's chief must be killed in retribution for the death of his son, and when Black Arrow refuses to kill Whitney he is forced to leave the reservation. Black Arrow heads into a canyon, and finds himself facing death under the wings of a wild horse, stam peded by Snake-That-Walks.

2. "Signal of Fear"

Nearby tree, Black Arrow saves himself, springs on a horse, and escapes. In the Big Mesa, Black Arrow enlists the aid of Pancho (Martin Landau) to save his captive, a miniature c u l l e r knife where Arano was shot. Jackton stages a fake In d i a n raid on Big Mesa and, during it, breaks into the Land Office to steal an incriminating document, including the register of the reservation. A man who recognizes the raiders as whites passes one to the roof of a burning building where the man is killed by a knife and Arrow leap s for safety, the roof collapsing under him.

3. "The Stomp of Doom!"

Clutching the roof edge, Black Arrow saves himself. Mary (Adele Jergens), operator of the store, recognizes the knife as the one sold to Sherman. Sherran claims it was stolen. Jackson and Sherman are molested and the Land Office seal is forged on land claims. They murder Mary's brother, Brent, Land Office manager, framing Black Arrow as the murderer. They then send the man to look for Black Arrow but Pancho cuts the rope that holds the wagon, just as the buckboard Black Arrow is standing on is crushed by the frightened team. The wagon crashes over a cliff!

4. "Terror of the Badlands!"

Black Arrow is thrown clear and goes to hide at Pancho's ranch, Sherman, Wade and Bace- con leave to get him. Pancho warns Black Arrow by smoke signals which are also seen by Snake-That-Walks, Black Arrow and Pancho ambush Sherman and force him to admit Brent's murder. Returning to Big Mesa, they are attacked by Snake-That-Walks and his braves, and as he flees, Black Arrow's horse runs, throwing him into an abandoned mine pit. A powder box explodes, hurrying Black Arrow under tons of earth.

5. "The Secret of the Vault!"

Black Arrow finds an opening and escapes. Meanwhile, back in Big Mesa, Wade learns of Mary's and Whitney's plan to find the land claim forger by checking the duplicate ledger kept in the Land Office safe. Wade steals the safe and, when Mary pursues him, succeeds in capturing and imprisoning her in a roadhouse. Black Arrow is lifted into the safe by a harpooner. Finally, one of Wade's henchmen, is knocked out, and falls just as the horse rope slips and the safe comes hurtling down on top of him.

6. "Appointment with Death!"

Black Arrow rolls to safety just as the safe crashes, but is again overpowered by Wade. Whitney and Pancho, looking for Mary and Black Arrow, are spotted by Wade. Black Arrow fends himself and Mary, and they escape with all their weapons and the documents. They make it to town and Black Arrow pretends to be a Native American. A wall collapses, and they escape but Black Arrow is trapped in the inferno as he struggles to release Wade, and Bill, whom he has tied up.

7. "The Chamber of Horror!"

Black Arrow escapes through a tunnel. Pancho goes back to help Black Arrow and together they capture Wade and Bill. Meanwhile, and Whitney are captured by Snake-That-Walks. Whitney faces death, in retribution for Arano. Black Arrow trails the reservation, and in just time to divert the Indians so that Whitney can escape. Black Arrow pursues and recaptures Sherman, who has escaped into the Navajo. Under threat of torture, he is about to order Arano's murder when he is shot by Wade, who leads Black Arrow towards the enemy. Wade is killed in the confusion.

8. "The Vanishing Dogger!"

Black Arrow is favored by the branches of a tree. At the mar- shal's office Sherman is released for late mail and Arrow finds an unlisted claim in the ledger registered to Wade, and he is charged with murder. Sherman, and his friend Wade and Bill and capture Black Arrow and Pancho. They escape, and again try to capture Wade and Bill. During the struggle Bill accidentally shoots Wade, then knocks Arrow unconscious and as the scene fades, plunges a knife into his body.

9. "Escape from Death!"

Sherman manages to frighten Bill who drops the knife and flees. Black Arrow is captured by the Zuni and prepared for death at the stake but is rescued by a Native American woman. She leads him to the Zuni village and reveals the Indian warriors overpower Wainemee and knock out Black Arrow, he falls into an outcry and when Batu, the Indian, gives the order, the device starts rotating towards his inert form.

10. "The Gold Cache!"

Returning consciousness, Black Arrow escapes from the treasure cache. Wade is in Big Mesa, Black Arrow realizes that his plan is working, and he reports to Whitney so he appeals futilely to help wipe the land out of Sherman's and his confederates later. Whitney, Pancho and Black Arrow discover Sherman, Bat and Pete have beaten them to the cache. Black Arrow tries to get his own but as he grapples with Batu, he falls over the edge of the pit on the surface of the mesa.

11. "The Curse of the Ki!te!"

Falling close to the pit wall, Black Arrow recovers, climbs out and attacks Sherman and Batu. Sherman is shot by Mary using Mary as a decoy. A gun battle ensues when Arrow arrows at the Indians, who are supposedly being held. While Black Arrow and Pancho escape, inside the cabin, Sherman, using a backboard, knocks the cabin over on the Indians.

12. "Test or Torture!"

Seconds before the backboard strikes the cabin, Black Arrow takes a chance and is shot through a window. They capture Sherman, and when he is unable to talk too much, plans a necrotic party to take Sherman away from Whitney but Black Arrow pursues and captures Sherman again. They are about to order Arano's murder when he is shot by Wade, who leads Black Arrow towards the enemy. Wade is killed in the confusion.

13. "The Sign of Evil!"

Falling timbers form a pro- tecting wall for Arrow. Wade, emerging from the tunnel, finds the cache. Snake-That-Walks who in turn is slain by one of his own brave, Wade catches Pancho, ransacks and dies after first writing a note to the effect that he had been 'too weak' to continue. Black Arrow is then tried and sentenced to death, Mary finds his body, and Arrow flees, black arrow, as she and her horse arrive, Black Arrow is shot.

14. "An Indian's Revenge!"

Black Arrow, it develops, has not been shot. The marshal sub- mitted a paint pellet for a hul- let, Jackson and Becker plot to lure Black Arrow, Whitney and Pancho to a cabin and then blow it up. Black Arrow, knowing the rise and go to the cabin but Mary arrives in time to warn them not to enter the cabin. Re- lying the game is up, Jackson and Becker set a trap to lure Black Arrow to Big Mesa but Black Arrow inter- cepts them and, cornered, he locks them unconscious, stuffs him into a packing case and throw him into the canyon.

15. "The Black Arrow Triumphs!"

Striking the rock wall as it falls, Black Arrow splits it open, releasing Black Arrow who balloons out of the window. Back in Big Mesa, Jackson and Bill decide on one more try for the gold. Black Arrow tells Bill that Jackson and Bill will find and deducting he will go to the cave, they go there to get him. Black Arrow, when a ladder topples during the chase, The Nava- jos assemble to name Black Arrow as their new chief but it is disclosed that he is, in reality, Whitney's long lost son, Black Arrow, Whitney and Mary embrace.

CAST

Black Arrow: Robert Scott
Robert Arano: Jack J. Kennedy
Buck Sherman: Robert Williams
Sherron: Martin Garralaga
Pancito: George J. Lewis

CREDITS

Original Screen Play by Sherman Lee, Jack Stanley, Leigh- ton Bell, Roy K. Cole: Directed by Lew Landers; Assistant Director, Merrill Sower; Designer of Photography, Richard Pryce; Film Editors, Dwight Caldwell, Emil Turner; Art Director, John Durst; Music by Lea Jakob; Special Effects, Hugh and Dowell; Produced by Rudolph C. Flaherty, A Columbia Serial Reprint.

STORY

(Not for Publication)

Carpet-baggers Jack Jackson (Kenneally James) and Buck Sherman (Bob Williams) arrive in Big Mesa in search of gold. Relaxed permission by Tom Whitney (Charles Middleton), Indian agent to enter the Navajo reservation, Arano considers the one who pressed the Indian woman, her husband's claim a crook. While Sherman leads an expedition, the Zuni's chief, Arano tells Whitney that his son, believed killed years before in an Indian raid, is alive. Under Indian law, the white man's chief must be killed in retribution for the death of his son, and when Black Arrow refuses to kill Whitney he is forced to leave the reservation.

On Big Mesa, he finds his friend Pancho (Martin Gerrer- lag), troubled with the Indians by helping to find out who killed Arano. From Arano, Pancho picks Pancho's beard roll to give despite repeated attempts by Jackson and Sher- man to bring him to destruction. In a ensuing climax he out- wits his insidious enemies and learns that he is, in reality, out an Indian, but the son of Tom Whitney.
'Black Arrow' Points Way To Frontier Serial Thrills!

(Review)

Galloping out of the roaring West with a screenful of blazing frontier action, Columbia Pictures' serial reprint, "Black Arrow," opened yesterday at the... Theatre and continues every... thereafter. Yesterday's audience was thrilled by flashing Bowie knives, stampeding horses and a youthful, daring Indian chief who leads his braves against white renegades. Robert Scott is featured in the title role, with Adele Jergens, Robert Wight and Kenneth MacDonald.

The first chapter, "The City of Gold," is replete with thrills, mystery and suspense. Set in the turbulent frontier days of the post-Civil War period, "Black Arrow" tells of how the devise search by border scoundrels for a reported Indian city of gold. The lure of this hidden treasure is the motivating influence behind their ruthless forays to incite the Indian tribes against each other and against the white settlers.

The Columbia serial reprint gets under way when the renegades, disregarding the warning of the Indian agent, entice the Navajo reservation with Scott, as "Black Arrow," son of a Navajo chief, is newly-elected to the Council of the Tribes. When his father is abducted by a band of daring white men, Black Arrow refuses to kill the white man's chief. The Indian agent, in retribution. Under Indian law, the young brave is expelled from the reservation. At the chapter's close, he finds himself facing death under the heaves of stampeding wild horses.

A young actor in his first leading role in "Black Arrow," Scott is a fortunate choice for the role of the brave and audacious young chief. Lovely Adele Jergens makes a heroine of great charm, and Robert Wight and Kenneth MacDonald are the major villains.

"Black Arrow" was written for the screen by Sherman Lowe, Jack Stanley, Leighton Blitz and Royal K. Cole. Lew Landers, veteran serial and feature director, piloted the serial reprint through the thrilling action. Rudolph C. Flothow was the producer.

Nothing to Wear

The Indians who appear as Navajos in Columbia Pictures' serial reprint, "Black Arrow," are now the... Theatre every... are dressed as they used to be in breech clouts and buckskin leggings. But when the enemy went out, producer Rudolph C. Flothow discovered, to his dismay, that the Indians had borrowed no such costumes. Hollywood costumes had to be raided before the civilized men could be equipped in the best Navajo tradition. Robert Scott, in the title role, plays a Navajo brave; Adele Jergens helps him fight renegades. Also featured are Robert Williams and Kenneth MacDonald.

Thorpe in Serial

The late Jim Thorpe, who re- served would remain as an athlete when he won both the Decathlon and Pentathlon contests for the U.S. at the Olympic Games of 1912, appears briefly in Columbia Pictures' serial reprint, "Black Arrow," now at the... Theatre every... Robert Scott, Adele Jergens, Robert Williams and Kenneth MacDonald are featured in the chapter-play, story of a Navajo's fight against white renegades seeking hidden Indian treasure.

'Seek City of Gold In Western Serial'

From time immemorial, men have sought and fought for a "city of gold". They do in Columbia Pictures' spectacular serial reprint, "Black Arrow," now at the... Theatre every... with Robert Scott, Adele Jergens, Robert Williams and Kenneth MacDonald. In fact, "The City of Gold" is the title of the serial's first chapter.

This illusory "city of gold" may have existed. It may even have existed in the American hemisphere; the Spanish conquistadors had their stories to tell about Montezuma and his cities and, certainly, there can be little question about the golden loot which continually enriched the Spanish kings until the pirates and privateers of a latter time began to bisect Spain's treasure ships.

The "city of gold" may have been existing in ancient Babylon; the legends are there. It may have been the lost Atlantis, that fabulously land which sank beneath the waves. It may have been the loud in distant China, in the time of Marco Polo or earlier. It may have been a continuing, pleasant figure of imagination akin to the gold-obsessed belief in parts of Europe that the streets of America were paved with gold.

Whatever the truth of the matter, the "city of gold" is a major element in Columbia's "Black Arrow" action. Set in the frontier time of American history, "Black Arrow" describes the efforts of a young Indian brave and his friends and tribesmen to combat a band of white renegades seeking an Indian "city of gold." The outlaws are firmly convinced that such a city exists, and that it exists in Navajo territory. They pillage, murder, destroy in their desperate quest.

"Black Arrow," which also features Adele Jergens, Robert Williams and Kenneth MacDonald,itten on the... The man in the black hat, part of the cool ahpions of his screen idol, and Robert Scott does just that in the title role of the Columbia serial reprint, "Black Arrow," which also features Adele Jergens, Robert Williams and Kenneth MacDonald.
**Black Arrow** Star Majored as Student In Athletics, Acting

The college graduate's always vexing question of a post-graduate career was neatly answered for Robert Scott, featured in the title role of Columbia Pictures' Western serial reprint, "Black Arrow," at the Theatre every......His school career led to a graduation diploma with a movie contract virtually built-in.

One of the University of Arizona's most gifted actors, Scott won the approving eye of Hollywood talent scouts long before his formal education was completed when he appeared to advantage in college productions of plays like "Remo and Juliet," "Heart of a City," "Wintered" and "Dracula."

But the future serial lead, perhaps with a perspicacity that belied his years, did not confine his undergraduate activities solely to the theatre. Athletics also kept Scott occupied at the university. He took part in intramural football, basketball and baseball, ran on the track team and was a crack bowler.

Scott, who was born in Benson, Col., stands 6 feet 2 inches tall, weighs 175 pounds and has dark brown hair and hazel eyes. His outdoor pastimes now include tennis at which he is quite proficient, golf, swimming and boxing.

Scott's initial screen role was in "Girl's in the Case" and he later appeared in "One Mysterious Night," "Black Arrow," which also features Adele Jergens, Robert Williams and Kenneth MacDonald, marks his first lead role. "Black Arrow," in which Scott plays a Navajo Indian, was shot in a number of scenes which go to smash a revenge hand seeking Indian treasure, was written for the screen by Sherman Lowe, Jack Stanford, Leighton Brill and Royal K. Cole. Lew Landers directed and Rudolph C. Flothow produced the Columbia serial reprint.

"Black Arrow" was featured in the Western action serial with Scott. Adele Jergens is featured in the Western action serial with Scott. Scott plays an Indian brave.

- The story of the American Southwest is intimately tied to the story of the Navajo Indians, some of the scenes of all fights, and a Navaja reservation is the principal background to Columbia Pictures' exciting serial reprint, "Black Arrow," now at the......Theatre every......with Robert Scott, Adele Jergens, Robert Williams and Kenneth MacDonald, marks his first lead role. "Black Arrow," in which Scott plays a Navajo Indian, was shot in a number of scenes which go to smash a revenge hand seeking Indian treasure, was written for the screen by Sherman Lowe, Jack Stanford, Leighton Brill and Royal K. Cole. Lew Landers directed and Rudolph C. Flothow produced the Columbia serial reprint.

Page From History

The power of the Navajo Indians, who figure so importantly in Columbia Pictures' exciting serial reprint, "Black Arrow," was at the......Theatre every......with Robert Scott, Adele Jergens, Robert Williams and Kenneth MacDonald, are featured.

- The story of the American Southwest is intimately tied to the story of the Navajo Indians, some of the scenes of all fights, and a Navaja reservation is the principal background to Columbia Pictures' exciting serial reprint, "Black Arrow," now at the......Theatre every......with Robert Scott, Adele Jergens, Robert Williams and Kenneth MacDonald, marks his first lead role. "Black Arrow," in which Scott plays a Navajo Indian, was shot in a number of scenes which go to smash a revenge hand seeking Indian treasure, was written for the screen by Sherman Lowe, Jack Stanford, Leighton Brill and Royal K. Cole. Lew Landers directed and Rudolph C. Flothow produced the Columbia serial reprint.

Rights a Sarong

Amerina, not the Sea Islands, in the birthplace of the sarong, according to Princess Wytjumah, granddaughter of an Indian chief, who served as technical assistant on Columbia's serial reprint of a Navaja brave's fight against white renegades, "Black Arrow," every......Theatre every......with Robert Scott, Adele Jergens, Robert Williams and Kenneth MacDonald, are featured.

Ex-Tomboy, Beauty Perfect Serial Star In Black Arrow

Adele Jergens, lovely blonde eyeful featured as the feminine lead in Columbia Pictures' exciting serial reprint, "Black Arrow," now at the......Theatre every......was somewhat of a tomboy during early early early boyhood. With three older brothers who saw no reason why she should not join their masculine pursuits, Adele became more proficient at baseball than at art and learned more about "cops and robbers" than "jacks." This presently conditioning stood her in good stead, however, for the rough and tumble existence of the pioneer woman she plays in "Black Arrow."

Brooklyn-born Adele embarked upon her professional career when only 15, working for a week in a musical show in her town. As soon as she was out of high school, she modeled in the daytime and appeared in Broadway and nightclubs at night. She appeared in London, Paris, Le Troquet, Canin, Barwaris and Rio de Janeiro.

Hollywood signed her when Edward Broadaway's No. 1 showgirl, she was understanding that "Black Arrow" was produced. "If Adele Jergens is a "Tomboy,""] Miss Lee was indis- constanty an image a film talent audience.

Miss Jergens' Hollywood career started with "The Corpse and the Strip-ten in Together Again," which starred Irene Dunne and Charles Boyer. From that she graduated to the chief support in "Body Snatchers," with Evelyn Keyes in "A Thousand milestone, Miss Jergens displays the sort of strength in the performance of that film, as if the picture were an silent side of her," Miss Jergens wrote in an article for "Picture Story. Miss Jergens' blonde beauty and form has won her the title of the "Eyeful.""


Courtesying Circumstances

Traditional reward for the screen's "beautiful girls" is the leading lady. But does that necessarily apply toserials, as Robert Scott discovered, Columbia Pictures' serial reprint, "Black Arrow," now at the......Theatre every......, she wears the voluminous garb of the 19th century complete to leg o'mutton sleeves, high necktie, decrepit bonnet, bustle and floor-length skirt. Even in this costume, she's still an eyeful, according to report. "Miss Lee" with Miss Jergens in "Black Arrow" are Robert Scott, Robert Williams and Kenneth MacDonald.

Rights a Sarong

Amerina, not the Sea Islands, in the birthplace of the sarong, according to Princess Wytumah, granddaughter of an Indian chief, who served as technical assistant on Columbia's serial reprint of a Navaja brave's fight against white renegades, "Black Arrow," every......Theatre every......with Robert Scott, Adele Jergens, Robert Williams and Kenneth MacDonald, are featured. The princess claimed that the professional sarong was invented in the bleechwood which had been in use by American Indians for hundreds of years. Lewis Fredericks directed "Black Arrow" which Rudolph C. Flothow produced for Columbia Pictures.

"Eyeful Covers Up As Serial Beauty

There's been quite a change in garb from Adele Jergens, tagged "The Eyeful" for her breath-taking appearances in such films as Columbia Pictures' "Tonight and Every Night," she was clad only in a form-revealing white lace leotard, and in "Together Again," where she did an infernal strip-tease. As heroine of Columbia Pictures' serial reprint, "Black Arrow," at the......Theatre every......, she wears the voluminous garb of the 19th century complete to leg o'mutton sleeves, high necktie, decrepit bonnet, bustle and floor-length skirt. Even in this costume, she's still an eyeful, according to report. "Miss Lee," with Miss Jergens in "Black Arrow" are Robert Scott, Robert Williams and Kenneth MacDonald.

Right for Role

Roben Scott, who plays his first leading role in Columbia Pictures' "Black Arrow," is scripting serial reprint now at the......Theatre every......, has the physical resources and athletic background for a serial star, Scott, a college athlete, tips the scales at 170 pounds and stands six feet 2 inches tall.
Silkolene Valance

TODAY! ANOTHER THRILLING CHAPTER!

Add to the effectiveness of your marquee by using this 3' x 9' silkolene flash piece every time you play a new episode of "Black Arrow." Priced at $3.75, a mere 65c per chapter, it can be ordered direct from: National Flag Company, 43 West 21st Street, New York 10, N. Y.

HERALD

HANDOUT: Use Ad Mat No. 202, available in the comprehensive campaign mat or separately from National Screen, as the basis for a herald handout. Back of handout might contain local dealer's ad to help defray printing expenses.

Use the Eye-Arresting Standees From National Screen Service, Too!