George M. Merrick presents

"Custer's Last Stand"

Based on historical events leading up to Custer's Last Fight.

A Weiss Production
UNANIMOUS RAVE REVIEWS

Reprinted From

MOTION PICTURE DAILY

"Custer's Last Stand"

(Stage & Screen)

The first three episodes of this 15-chapter serial set a pace that ought to stir up plenty of excitement for the Saturday afternoon kid trade as well as for the adult audience of outdoor action fans.

George M. Merrick has hung his story on the fact that Sioux must have stolen a sacred arrow which has been captured by white men during a wagon train attack. Renegade whites want the arrow because it is supposed to have gold in it. The sacred Indian cove with gold in it is in the possession of Joseph Swickard, former Confederate army doctor, who is traveling with his daughter, Nancy Cawwells, and an orphan boy, Marty Joyner. The second episode ends with Rex Lease taking a wagon tongue to try to get it out of an Indian box. The wagon crashes on a hill. It's hot stuff.

The second episode has a huge buffalo stampede as the climax with the second episode. The first episode ends with Rex Lease and Gene Autry left in the desert. The second episode ends with Swickard's daughter and Joyner are captured.

The cast has 38 principals and a flock of Indians. Some historical characters are impersonated: Buffalo Bill, Wild Bill Hickok and Calamity Jane. The exploitation ought to be easy where westerns are popular.

Elmer Clifton directed. Running time, first episode, 44 minutes. Second and third episodes, 22½ minutes each.

Reprinted From

Boxoffice

The Pulse of the Motion Picture Industry

Episodes Nos. 1, 2, 3

Here is a chapter-play of the Wild West in the days of the pioneers, which has action and gun-play aplenty and will arouse the enthusiasm of serial fans from seven to seventy. Such famous characters as General Custer, Buffalo Bill, Wild Bill Hickok and Sitting Bull appear throughout the story portrayed by an outstanding cast of play. This is supported by William Farnum, Dorothy Gulliver, Jack Mulhall, Creighton Hale and a host of old-time favorites. The opening episode, which runs 44 minutes, lays the foundation for the later chapters, each of which closes with a thrill that will make you hold your breath until next week's chapter is shown. The search for a magic arrow is shown. The search for a magic arrow is shown. The search for a magic arrow is shown. The search for a magic arrow is shown. The search for a magic arrow is shown. The search for a magic arrow is shown.
New York State Federation of Women's Clubs

November 24, 1928

Reprinted From

CUSTER'S LAST STAND

This serial, taking the first three chapters as a criterion, has enough of white, heroic action to set the days of the General. The picture is well acted, and the marvelous value of the story, which is acted up in every detail, is brought out to the audience in a way that is most effective. The acting is well done, and the production is excellent. The whole picture is well up to the standard of the studio, and the audience is sure to enjoy it.

The Film Daily

"Custer's Last Stand"

(A Serial)

Weiss Productions; 15 Chapters

The first three chapters of this serial, which is the one that has all the elements necessary to crash the thrill fans into your house, both the young and old. It also makes this one something to shout over in your publicity. The names should be prominently displayed on front or in your lobby. Rex Lease plays the role of Kit Cardigan, the famous Indian scout. Frank McGlynn, Jr., is General Custer, the famous Indian fighter. Nancy Caswell is the girl, with Lona Andre as a rival for the hero, Numa. Then you have William Farren, Ruth Mix, Joseph Swickard, and A. V. Casson, with the action fans. Little Bobby Nelson adds the kid interest as the young scout and the pioneer wagon outfit. The action scene is well handled, with some fine scenes of the Indian fighters and some fine scenes of the U. S. Cavalry. It should prove a hit with the youngsters and there is plenty of the old for the boys who will go to the movies.

The forty-first annual convention will be held in St. Louis, November 23-25, 1928

Reprinted From

Motion Picture Herald

Custer's Last Stand

Reprinted From

The Exhibitor

Custer's Last Stand. Stage and Screen Production. 15 episodes each. First episode is excellent. Two reads each. Historical subject. Acting remains interesting at which, it is directed. Should develop audience. Good story line. It is the story of the scout out with the young Indian. The action is well done, with some fine scenes of the Indian fighters and some fine scenes of the U. S. Cavalry. It should prove a hit with the youngsters and there is plenty of the old for the boys who will go to the movies.
A MAGNIFICENT FEATURE ATTRACTION

"CUSTER'S LAST STAND" is now available for immediate release in two forms. In addition to the fifteen-chapter serial version, "Custer's Last Stand" is offered as a full-length feature attraction . . . one of the most magnificent and spectacular historical dramas that the screen has ever known . . . an impressive and authentic representation of the most colorful period in all American history.

As a feature attraction, "Custer's Last Stand" will be a significant contribution to the all-too-small film library of Americana. An authoritative and definitive dramatization of the American Indians last stand against the westward progress of white civilization, it must take its rightful place with such screen epics of the West as "The Covered Wagon" and "Cimarron." "Custer's Last Stand" is, truly, an outstanding screen achievement.

The feature version of "Custer's Last Stand" is offered as an attraction for extended engagements at first-run theatres and as a special attraction at neighborhood theatres. Showmen who play the serial version on their regular serial days will find that the feature version will prove a box-office magnet for adults, as well as children, at mid-week showings. The wise exhibitor will reap the fullest returns if he plays both the serial and feature versions of "Custer's Last Stand."
Season 1936

3 GREAT 15-CHAPTER SERIALS

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New York State Federation of Women's Clubs

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DEPARTMENT OF ARTS
DIVISION OF MOTION PICTURES
MR. HOWARD T. DUNREATH
59 Bernard St.
New York City

Mr. Robert Ainslet, Pres.
Stage & Screen Productions,
New York City.

To dear Mr. Ainslet:

Thank you very much for the preview of your very excellent serial—"CUSTER'S LAST STAND". It is a story with a plot of unusual interest, based on one of the many colorful historical events that were a part of the old west.

With Kit Carson, General Custer,
Sitting Bull and other vivid characters brought to life, the picture is more than interesting, it becomes a gripping reality.

The thundering hoofs of the buffalo here bring to us the atmosphere of frontier days. The plot is well built and carries the usual quota of excitement and hard riding. The dramatic values are strong, the photography fine. I heartily recommend it as a picture suitable for the whole family.

Sincerely yours,

[Signature]
Chairman, Division of Motion Pictures

Reprinted From

THE FILM DAILY

"Custer's Last Stand"
(A Serial)

Weiss Productions; 15 Chapters
A Wow Thriller

The first three chapters of this thrilling of the Old West has all the elements necessary to crash the thrill fans into your house, both the youngsters and oldsters. A bang-up cast makes this one something to shout about in your publicity. The names should be prominently displayed out front or in your lobby. Rex Lease plays the role of Kit Cardigan, the famous Indian scout. Frank McGlynn, Jr. is General Custer, the famous Indian fighter. Nancy Carroll is the girl, with Lona Andre as her rival for female honors. Then you have William Farnum, Reed Howes, Jack Mulhall, Ruth Mix, Joseph Swickard, Creighton Hale, George Chesebro—all names popular with the action fans.

Little Bobby Nelson adds the kid interest as the youngest with the pioneer wagon outfit who becomes a pal of the scout. The action stuff is there continuously, with repeated Indian fights and some fine scenes with the U.S. Cavalry stationed at Fort Henry under command of General Custer. Here is a serial that has all the glamour of the early pioneer West, with the Indian fight scenes and the U.S. Cavalry in action. It should prove a wow with the youngsters, and there are plenty of the elders who will go for it big. Produced by George M. Merrick. Give this serial plenty before your first chapter gets started, and you should pile 'em in for the remaining runs.

Reprinted From

BOX OFFICE
The Pulse of the Motion Picture Industry

Episodes Nos. 1, 2, 3

Stage & Screen Prod.

Here's a chapter-play of the Wild West in the days of the pioneers which has action and gun-play aplenty and will arouse the enthusiasm of serial fans from seven to seventy. Such famous characters as General Custer, Buffalo Bill, Wild Bill Hickok and Sitting Bull appear throughout the story portrayed by an outstanding cast of players that includes Lona Andre and Reed Howes supported by William Farnum, Dorothy Gulliver, Jack Mulhall, Creighton Hale and a host of old-time favorites. The opening episode, which runs 44 minutes, lays the foundation for the later chapters, each of which closes with a thrill that will make you hold your breath until next week's chapter is shown. The search for a magic arrow lost by a tribe of Indians is responsible for a constant state of warfare on the U.S. Cavalry and the settlers. The first episode ends with a covered wagon crossing over a cliff; the second closes with a stampede of wild buffalo—one of the most exciting scenes ever filmed—while the finish of the third finds the hero and a renegade in a close combat while the Indians attack the town. Later episodes, which average 20 minutes in length promise to provide just as great a punch. Go the limit on selling the names and historical characters. Get them in at the beginning and they'll keep on coming.

"CUSTER'S LAST STAND"
Under the leadership of Young Wolf, a band of Dakota Indians attack a wagon train. Many pioneers are slain. Young Wolf's magic arrow, which holds the key to the location of the Medicine Cave, rich in gold, is lost in the battle, and Tom Blade, wanting it for himself, promises to help the Indian recover it. The Indians attack the wagon train of Major Trent. Kit Cardigan, a scout, saves the caravan, but he is hurled over a cliff in a runaway covered wagon.

Kit miraculously escapes death. Young Wolf, believing Major Trent has the magic arrow, takes his daughter, Barbara, a prisoner. Blade promises to arrange for the return of the arrow in exchange for Barbara's release. Kit, after a fight with the Indians, rescues Barbara. Belle Meade, owner of a saloon at Fort Henry, fearing the discipline of General Custer, new commander of the fort, decides to move to Black Pool. She meets Kit, and they ride together. A herd of stampeding buffalo charge down upon them.

Kit saves Belle's life, and they return to Fort Henry. Belle suggests that Major Trent, being a doctor, would find a welcome in Black Pool. Trent's caravan leaves for Black Pool with Kit and a guard of soldiers. The Indians attack the town. The fighting is vicious, and the losses are heavy on both sides. Kit attacks Roberts, who had tried to kill Custer. As they fight in a barn, it catches fire from the Indian's flaming arrows, and the building crashes down upon them.

Kit and Roberts escape from the building. Reserves from Fort Henry arrive in time to repel the Indians. They then turn to fight the fire which is raging in the town. Blade captures Trent and demands the magic arrow, but Trent insists that it has disappeared in the Indian fight. Kit and Barbara set out to rescue her father. Barbara is roped by an Indian and drawn to the top of a cliff. As Kit tries to save her he is captured. Kit, blindfolded, is forced to run the gauntlet. He topples over a high cliff.

Kit lands safely in soft earth. He finds Buckskin, a scout, and orders him to go to Belle Meade for information about Trent; for Kit suspects Blade and knows that Belle is in his confidence. Sitting Bull threatens to torture Barbara to make her tell where the magic arrow is hidden. Barbara escapes, and Red Fawn, accused of helping her, is lashed to a wild mustang, which is turned loose. Bobbie sneaks into Blade's headquarters. Blade throws a lever, and Bobbie falls through a trap door.

Bobbie falls into a pit where Buckskin is held prisoner. Together, they plan to escape. Kit and Barbara find Red Fawn, tied to the horse, and they release her. Red Fawn returns to her people. Kit and Barbara are attacked by a band of Indians under Young Wolf. Calamity Jane, hearing shots, rides in to help them. But they are no match for the Indians. Kit is captured, and Young Wolf attacks him with a tomahawk; and the other Indians close in on the two brave women.

Buffalo Bill saves the women. A troop from Fort Henry rescues Kit. Red Fawn recovers the magic arrow. The battle continues, and the Indians are repelled. Buckskin and Bobbie escape and release Major Trent. Sitting Bull calls his tribes together to prepare for war. Wild Bill Hickok becomes sheriff of Black Pool, determined to clean up the town. He plans to start at Belle's saloon, which is the source of the Indian's liquor and Blade's headquarters. Blade's men await him there.
8 Bill’s quick draw saves him. Kit joins Bill, and they drive back Blade’s henchmen. Kit and Buckskin ride out to escort the pay-wagon that is coming to Fort Henry. Two of Blade’s men distract Kit; and the others capture the wagon after a fierce fight. Kit discovers their ruse and sets out to save the wagon. When Kit reaches the scene of the battle, the pay wagon had gone. Bobbie comes upon Young Wolf and Roberts as they are planning an assault on Major Trent, and Bobbie is captured.

9 Bobbie escapes when Roberts and Young Wolf come to blows over their plans. Kit returns to Black Pool, convinced that Blade was responsible for the attack on the pay train. He recovers the money from one of Blade’s henchmen, and he starts out alone to take it to Fort Henry. He escapes Blade’s henchmen temporarily, but he is ambushed by a band of Young Wolf’s Indians, who have taken to the warpath again. Kit, unsuspecting, rides on, and the Indians swoop down upon him.

10 Lieutenant Cook and a troop of cavalry arrive in time to save Kit. After a hot skirmish, the Indians are forced to retreat. The magic arrow has been stolen again, and the Indians determine to recover it. They attack at various points, but they are driven back. Finally, hearing the arrow is at Fort Henry, Young Wolf leads an attack against the Fort. Young Wolf gets inside the fort. Custer is kneeling over Mrs. Custer, who has been wounded, and Young Wolf attacks with his tomahawk.

11 Kit arrives in time to save Custer. Young Wolf escapes. The battle rages until the Indians are finally driven back in disorderly retreat. Sitting Bull, planning a new strategy for his war against the pioneers, plans to assemble all the allied tribes at the Little Big Horn. Red Fawn has learned the location of the medicine cave and its gold, and Blade captures her and tries to force the secret from her. Kit tries to save her. He is fighting one of Blade’s henchmen, when a floor collapses beneath them.

12 Kit overcomes his adversary, but Blade manages to escape. Kit then frees Bobbie and Buzz by using a fake medicine arrow. Young Wolf carries this information to Blade and they decide that Trent must once more be in possession of the real arrow. With the help of the corrupt Judge Hooker in Black Pool, Trent and Barbara are arrested. Tried and found guilty of trumped-up charges, Hooker sentences them to be shot within an hour. Bravely, Barabara and the Major face the firing squad!

13 The Trents drop at the first shots of the squad, and the men believing them dead, go off for a drink. The Trents are carefully placed in a covered wagon and driven off in the direction of Fort Henry. Bobbie stays in Black Pool. Kit learns that the Trents have escaped death, and he searches for Bobbie. Bobbie has found the Medicine arrow and gives it to Red Fawn. However, they are caught in Trent’s cellar by Blade’s henchmen and Young Wolf, who seizes Bobbie and raises his tomahawk to scalp him.

14 Kit rushes in just in time to save Bobbie. Red Fawn escapes with the medicine arrow. Kit reports to Custer at Fort Henry, and Custer gives his troops and scouts their final instructions. They march on to Little Big Horn and there the war with the Indians begins. No minor skirmish this, but a real fight to the finish. Kit and Major Weir, in command of one squad of men lead a charge. They press forward in the hope of joining Custer but Kit is attacked by two Indians and falls to the ground helpless.

15 Craftily manoeuvring his gun, Kit manages to kill his attackers. However, the battle is over. Custer lies dead surrounded by his brave troopers. Kit gets back to Black Pool, bent on making short work of Keen Blade. The men meet and Kit gives Blade a sporting chance for his life. Blade loses. Saddened by the massacre of Little Big Horn, Kit and Barbara manage to find a ray of hope in their great love for each other and the new West.
Bang-Up Action! Excellent! Hot Stuff!

Reprinted From
MOTION PICTURE DAILY

"Custer's Last Stand"
(Stage and Screen)

The first three episodes of this 15-chapter serial set a pace that ought to stir up plenty of excitement for the Saturday afternoon kid trade as well as those adults who go for outdoor action in a big way.

George M. Merrick has hung his story on the fact that Sioux must have a sacred arrow which has been captured by white men during a wagon train attack. Renegade Indians want the arrow because it is supposed to have directions to a sacred Indian cave with gold in it. It happens that the arrow is in the possession of Dr. John Swickard, former Confederate army doctor, who is traveling with his daughter, Nancy Caswell, and an orphan boy, Marty Joyce.

After two wagon train attacks, some spectacular riding, and a pursuit, the first episode ends with Rex Lease crouching down on a wagon tongue to pray an Indian lance. The wagon crashes over a hill. It's hot stuff.

The second episode has a huge buffalo stampede as the climax with Lease and Lena Andre lying on the ground in their path. Very spectacular. In the third episode a disgraced officer and Lease clash in a fight for the arrow in the midst of an Indian attack on a town.

The cast has 38 principals and a flock of Indians. Some historical characters are impersonated—Buffalo Bill. General Custer. Wild Bill Hickock and Calamity Jane. The exploitation ought to be easy where westerns are popular. Elmer Clifton directed. Running time, first episode, 44 minutes. Second and third episodes, 22½ minutes each.

Reprinted From
THE EXHIBITOR

CUSTER'S LAST STAND. Stage and Screen Production. 15 episodes. First episode four reels, remaining, two reels each. This is excellent in love interest, action, historical authenticity for the audiences at which it is directed. Acting, direction, photography, sound are okay. Story, while based on events, leading up to Custer's fight, brings in a tale of white scout out to avenge death of father at Indians hands, with a minor plot of a cave of gold known only to the slayer. Rex Lease, Lena Andre, William Farnum, Reed Howes, Joseph Swickard, Creighton Hale are some of the actors. GOOD.

Reprinted From
MOTION PICTURE HERALD

Custer's Last Stand

This serial, taking the first three chapters as a criterion, has enough of vitality, hectic action to satisfy. The background of the picture is the old west, the days of General Custer, Sitting Bull and Rain-in-the-Face, when the United States Cavalry fought the combined great Indian tribes led by the Sioux.

In this setting we find a wagon train of pioneers plodding westward and being harassed by the redskins. In a fight a valuable "medicine" arrow falls into the hands of the white men and since it tells the location of a cave of gold it naturally becomes the object for which both factions fight. Up to the third episode the action has progressed, following several skirmishes between the Indians and wagon trains, with the Cavalry thrown in now and then, to the point where the arrow is still in the possession of the white men as General Custer sets up his headquarters at Fort Henry to resist the Indians who are gathering for a one last stand—which terminated in the general's annihilation.

EVERYBODY IS APPLAUDING