GEORGE M. MERRICK
Presents

"Custer's Last Stand"

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

Excelsior Pictures Corp.
723 Seventh Avenue
New York 19, N.Y.

A. Weiss Production
George M. Merrick presents

REX LEASE LONA ANDRE
WILLIAM FARNUM NANCY CASWELL
in
"CUSTER'S LAST STAND"

The Historic Events Leading Up To
CUSTER'S LAST FIGHT

PLAYERS

REX LEASE
WILLIAM FARNUM
REED HOWES
JACK MULHALL
FRANK McGILYNN, JR.
JOSEF SWICKARD
CREIGHTON HALE
Marty Joyce
Bill Desmond
George Chesebrough
Milburn Moranti
George Morrell
Howling Wolf
Robert Walker
Walter James
Mabel Strickland
“Sunday”
Ted Adams
Carl Mathews
Allen Greer
Bud Buster
Barney Fury
James Sheridan
Chick Davis

PLAYERS

Kit Cardigan
Fitzpatrick
Tom “Keen” Blade
Lieutenant Cook
General George A. Custer
Major Trent
Hank
Buzz
Wagon Boss
Lieutenant Roberts
Buckskin
Sergeant Flannigan
Sitting Bull
Pete
Judge Hooker
Mabel
“Sunday”
Barney and Buffalo Bill
Curley and True Eagle
Wild Bill Hickok
Major Ware
Sergeant Peters
Jim
Rain-in-the-face

ROLES

LONA ANDRE
NANCY CASWELL
DOROTHY GULLIVER
RUTH MIX
HELEN GIBSON
CHIEF THUNDERCLOUD
BOBBY NELSON
Ken Cooper
Big Tree
Iron Eyes
Ed Withrow
Patter Poe
High Eagle
Cactus Mack
Carter Wayne
Lone Star
Humming Bird
Swift Eagle
Tall Tree
Lone Eagle
Lone Pine
Herb Jackson

ROLES

Belle Meade
Barbara Trent
Red Fawn
Mrs. Elizabeth Custer
Calamity Jane
Young Wolf
Bobby Nelson
Spike
Medicine Man
Brown Fox
Blue Crow
Crow Scout
Crazy Horse
Lieutenant Weir
Striker Martin

Directed by ELMER CLIFTON
Screenplay by George Arthur Durlam, Eddy Graneman, Bob Lively
Assistant Director Adrian Weiss
Sound Engineer T. Triplett
Photographed by Bert Longenecker
Film Editors Holbrook Todd, George M. Merrick
Production Managers George M. Merrick, William Salzman
Musical Director Hal Ghasnoff
Sound Recording: International Film Corp., Ltd.
Produced by WEISS PRODUCTIONS, Inc.
Distributed by EXCELSIOR PICTURES CORP.

723 SEVENTH AVENUE
NEW YORK 19, N. Y., U. S. A.

Tel. BRYANT 9-0881
"Custer's Last Stand"
(A Serial)
Weiss Productions 15 Chapters
A Wow Thriller
The first three chapters of this thriller of the Old West has all the elements necessary to catch 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 Carson, the famous Indian fighter, Frank McGlynn, Jr. is General Custer, the famous Indian fighter, Nancy Caswell is the girl, with Lona Andre as her rival for feminine honors. Then you have William Farnum, Reed Howes, Jack Mulhall, Ruth Mix, Joseph Swickard, Creighton Hale, George Cheseboro — all names popular with the action fans. Little Bobby Nelson adds the kid interest as the youngster 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 troop 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
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, Lona Andre, William Farnum, Reed Howes, Joseph Swickard, Creighton Hale are some of the actors. GOOD.

EVERYBODY IS APPLAUDING
"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.
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.

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 henchman, 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.

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.

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 henchman, when a floor collapses beneath them.

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, Barbara and the Major face the firing squad!

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.

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 match 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.

Craftily maneuvering 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.
**LONA ANDRE**

Lona Andre, who plays the important role of Belle Meade in the Weiss serial, “Custer’s Last Stand,” is now showing at the Theatre, was born in Nashville, Tenn. Not so very long ago, Lona was just a dreamy high school kid, who read all the movie fan magazines and thought vaguely of the wonders of a screen career. Lona read with interest that Paramount Pictures Corporation was holding a Panther Woman contest, but even strolled by the idea that she might have a chance of winning such a contest, the thought was too remote and Lona did nothing about it. But, Lona’s mother:

**WILLIAM FARNUM**

While America was celebrating an anniversary of the signing of the Declaration of Independence, actress Adele Le Gros Farnum was celebrating the birth of a son, William. Bill was born in Boston and educated there. He made his stage début at the age of sixteen with a troupe of Shakespearian actors. After seven years of stage work, Bill accepted a screen role at the Fox Film Studios. He played in the first stage version of “Ben Hur,” and also playing the leading roles in “Prince of Fans,” “Count Of Monte Cristo,” “The Virginian,” and a large repertoire of Shakespeare. His greatest screen roles include that of Jean Valjean in “Les Miserables,” Sidney Carton in “Tale Of Two Cities,” and leading parts in “The Spoilers,” “Riders of the Purple Sage,” and “The Man Who Fights Alone.” In the last named film, Bill was seriously injured during an accident and his screen career was brought to an abrupt close.

Though the accident occurred in 1923, Bill is still under a physician’s care but he is gradually essaying a screen comeback. He can be seen currently in “Custer’s Last Stand,” the Weiss Serial which is now at the Theatre. Other of his recent films include: “Million Dollar

**NANCY CASWELL**

Nancy Caswell, the Barbara Trent of the Weiss serial, “Custer’s Last Stand,” which is now playing at the Theatre, was born in England. Miss Caswell’s first screen experience came when she was still a child and worked at the Fox Studios in company with such great stars as William and Dustin Farnum, Gladys Brockwell, and Elmo Lincoln. When Miss Caswell was in her early twenties, she was starring at the Morocco Theatre in Los Angeles. She played at the Moscow for five years and her repertoire included “Lady Who Paid,” and “Daddy Long Legs.”

Miss Caswell recently returned to England to play a leading role in “Stop Press,” and while in England, she worked at two of the major British film studios: Gaumont-British and British International Pictures. Among her late British pictures are “Brewer’s Millions,” one of which Miss Caswell is once more back in Hollywood and she plans to devote all her time to the screen. She confesses that the greatest thrill of her life was her presentation at Court to the King and Queen of England. Swimming and riding are her favorite sports and gardening is her chief relaxation. Miss Caswell has one of the most beautiful English flower gardens in Hollywood and she raises the traditional heather and lavender. Strangely enough, after all these years, Miss Caswell, is once again playing in company with William Farnum who also has an important role in “Custer’s Last Stand.”

Miss Caswell has the traditional beauty of English girls. She is blonde, blue-eyed, and has a delicate pink and white complexion. She is five feet, six inches tall and weighs 125 pounds. She returns to England for an annual vacation which she spends invariably on walking tours. She also is an expert bicyclist and she usually cycles to work. She even pumps her own “Bats”.

**REX LEASE**

Kit Cardigan, hero of the American West, rides again in “Custer’s Last Stand,” the Weiss Serial, which is now playing at the Theatre. Rex Lease can be seen in the role of the worthy Kit. Lease was born in Central City, West Virginia. He planned to study theology and become a minister but his yearning for the stage was far too strong and he went to New York to study dramatic art. In 1919, Lease made his first appearance in Hollywood. His first screen contract was with F. B. O. and one of his first important roles was opposite Joan Crawford in “Law Of The Range.” Rex has written, produced, directed and starred in several films. Among his outstanding pictures are “Hot Curves,” “Troopers Three,” “Sunny Skies,” “Wings Of Adventure,” “The Cowboy And The Bandit,” “The Ghost Rider,” “Cyclone Of The saddle,” “Palm Of The Range,” “Rough Riding Ranger,” “Inside Information,” and “Fighting Caballero.”

Rex is five feet, ten inches tall, weighs 165 pounds and has brown hair and green eyes. He has had two books published and writing is both his hobby and his relaxation. He has also contributed several scenarios to various Hollywood studios under a nom de plume, f.o.t. Rex prefers to be known solely on the merits of his acting. His favorite sports are horseback riding, hunting and fishing. He was married recently.

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