THUNDERING THRILLS... IN THE FIGHT FOR A DESERTED GHOST TOWN’S HIDDEN GOLD MINE!

Jack RANDALL

The trail leads to slam-bang action and wild excitement — when you ride with Jack Randall, the singing son of the saddle!

"DANGER VALLEY"

Presented by MONOGRAM PICTURES
Produced & Directed by R.N. BRADBURY
Original Story by ROBERT EMMETT
Promote Jack Randall Westerns With Moviematic Camera!

You can provide for "Danger Valley" window displays through the Monogram tie-up with Moviematic camera.

Jack Randall has posed for several photos with the camera and special advertising material has been made available to you.

Write for offset reproductions of Randall and camera, special displays and list of dealers in your town, to:

Lloyd Abrams,
GENERAL MOVIE-MATIC CAMERA, Inc.
121 West 17th Street
New York City

PHOTO-STAMPS FOR JACK RANDALL FANS!

Win popularity for Jack Randall with the youngsters in your town by distributing the new midget photo-stamps.

These appropriate give-aways are 1 in. x 1½ in. gummed and perforated, and make a gift any kid will appreciate.

You can offer them at special performances of "Danger Valley," or distribute in advance of your playdate. But do not neglect this means to put across Randall BIG.

Minimum order 300—$1 per 100; 1000 for $7.00.
Order cash or C.O.D. f.o.b. New York City from:
H. JACOBSON
125 West 45th St.
New York City

Book Matches Provide New Exploitation Medium!

Here is the newest novelty to bring patrons in the theatre. Jack Randall book matches can be given-away with the assurance that they carry a genuine advertisement for the picture.

Each one of these books features a head of Jack Randall, brief biography, "Danger Valley" and playdate imprint.

Book matches require fifteen days to be manufactured and are priced as follows: 2500 books at $3.85 per M; 5000 books, $3.65 per M; 7500 books, $3.45 per M; 10,000 books, $3.45 per M; 25,000 books, $3.35 per M; and lots of 50,000 books, $3.15 per M.

All shipments f.o.b. from Springfield, Mass., prices net.

Mail orders to:
DIAMOND MATCH COMPANY
Grand Central Terminal
New York City

BILLING
MONOGRAM PICTURES

Presents
JACK RANDALL
in
"DANGER VALLEY"
Produced and Directed by ROBERT N. BRADBURY
Original story by ROBERT EMMETT
Recorded by Western Electric Mirrophone Sound

Official Jack Randall Burgee!

One of the best-looking burgees available today is this standard one on Jack Randall pictures. You can use it during every engagement of his westerns and accordingly lower the costs of your advertising.

The official Jack Randall burgee can be ordered in a wide variety of colors and is a waterproofed canvas. 20 in. x 30 in. — 50c each; 24 in. x 36 in. — 75c each.

Order from:
ART FLAG, Inc.
449 West 42nd St.
New York City

NOW PLAYING!
A THRILLING
JACK RANDALL
MUSICAL WESTERN
New Jack Randall Fan Fotos!

Jack Randall is the fastest-rising cowboy star in show business—and you can spread his fame still further by giving away autographed fan fotos.

They cost you only $5.50 per M, and can be ordered from your nearest Monogram Exchange. The stills are handsome half tone reproductions, printed on heavy gloss paper, and pebble finished to look like expensive art prints.

Order a large quantity now—and celebrate extra revenue with Jack Randall westerns.

TRY THESE PENNANTS FOR MARQUEE COME-ON!

Exhibitors report that Jack Randall pennants are a great aid in ballyhoo of this popular star. They lend the old college spirit to his pictures and have been used for many unique exploitation purposes.

Drape them from marquee, string them on street cars, autos, fire escapes, stream them across your lobby, display them in store windows, hang them from playground fences.

Running Time 55 Minutes
Footage 5150 Feet
Code No. MPPDA 3805

POSTERS FOR YOUR LOBBY!

The 30x40 and 40x60 photo-enlargement poster is an illustration of the manner in which "Danger Valley" can be advertised in your lobby or a vacant store window.

You do not have to buy this poster—but can rent it on reasonable terms for the run of your engagement. This makes it possible for you to cut the costs of your accessories greatly and do justice to every Monogram picture you play.

For complete information about this service, write to:

NATIONAL SCREEN ACCESSORIES 525 West 43rd Street New York City

Order HERALDS from FILMACK HERALD COMPANY 4620 N. Spaulding Av. Chicago, Ill.

Order TRAILER from NATIONAL SCREEN SERVICE

"DANGER VALLEY" Accessory Order
(Specify Clearly Quantity Required)

1 SHEET
3 SHEETS
6 SHEETS
WINDOW CARD (Illus. on Cover)
SETS LOBBY PHOTOS (11x14's)
SETS LOBBY CARDS (22x28's)
INSERT CARDS (14x36)
SET OF 8X10 STILLS
SCENE CUTS
AD CUTS
SCENE MATS
SLIDES
AD MATS
THEATRE
STREET ADDRESS
CITY
STATE
(Mail to Nearest Monogram Exchange)
Advertising

HIS BLAZING GUNS THWART OUTLAW RAID ON SECRET GOLD MINE!

The singing cowboy star with the voice that thrills...crashes into a deserted ghost town for the fight of his life!

JACK Randall

Two Col. Ad Cut or Mat No. 5

The Singing Cowboy Goes After The Outlaws Who Looted The Ghost Town's Hidden Gold Mine!...

One Col. Ad Cut or Mat No. 7
Advertising

MONOGRAM PICTURES presents
JACK RANDALL
DANGER VALLEY

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A DESERTED GHOST TOWN'S HIDDEN GOLD MINE!

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"DANGER VALLEY"

Presented by MONOGRAM PICTURES
Produced & Directed by A. H. BRADBURY
Original Story by ROBERT EMMETT

"MY SIX-SHOOTER IS THE LAW!"
The singing cowboy starts
a stampede of thrills...when
he outwits the looters of the
ghost town gold mine!

JACK Randall

Presented by MONOGRAM PICTURES
Produced & Directed by A. H. BRADBURY
Original Story by ROBERT EMMETT

Two Col. Ad Cut or Mat No. 8

One Col. Ad Cut or Mat No. 10

Two Col. Ad Cut or Mat No. 9
Jack Randall Interprets Code of the Range

For Young America, Jack Randall, now starring in “Danger Valley” at the... Theatre, interprets the code of the range.

Westerns are important because they serve to bring home to children, who make up the largest part of the audience, ideals of honor and fair play which are essentially American. In westerns, there is no complexity of motivation. The code of the range is in black and white; there is no middle point, you are either good or bad, and evil is never triumphant. Children idealize western stars, and I am grateful for that idealization, and try to live up to it. I am aware of my great responsibility, and because I respect my public, try to lead a clean, wholesome life.

“Danger Valley” is the smashing story of a man’s singlehanded battle against the murderous efforts of a hidden enemy to wipe out a whole community.

Supporting Randall in the cast are Charles King, Lois Wilde, Ernie Adams, Jimmy Aubrey, Hal Price, Frank LaRue, and Earl Dwire. “Danger Valley,” a Monogram picture, was directed by R. N. Bradbury.

COWBOY STAR GOES INTO ACTION

Not only does Jack Randall, Monogram’s singing cowboy star of “Danger Valley” at the... Theatre, enjoy warbling a song, but he loves a fight and he gets a tough one in this smashing scene from the picture.

Synopsis

(Not for Publication)

Jack (Jack Randall) and Lucky (Hal Price), roaming the range, come across old Pappy Temple (Frank La Rue) an old prospector suffering from an attack by the villainous Dana (Charles King). Temple camps with his daughter and four buffoons in the ghost town of Sundown. He has discovered gold there, and on the way back from filing claim, was set upon by Dana and his henchmen. Jack and Lucky, promising to help, pick up Dana’s trail, and, riding on a little farther, find a baby beside the bodies of its murdered parents. The child they deliver to Temple’s daughter, Mickey (Lois Wilde), who claims it as her own. This brings complications, for Jack falls in love with Mickey, and, believing her married to another, hides his affection.

The boys and the Old Timers (Chick Hannon, Earl Dwire, Ernie Adams) Temple’s pals, pay the taxes on Sundown, and so become owners of the town. But Dana and his henchmen forge claims, and move in, opening the place as a gambling resort to mask their gold seeking activities. Jack and Lucky, with the help of Pappy Temple, now recovered, get the law on their side, and run the rascals out of town.

In an exciting chase, with a dust storm delivering retribution, the villains meet defeat, and Dana is killed in a fight with Jack. Mickey then reveals that the baby belonged to her sister, and she and Jack decide to marry.

BRIEFS!

Days of the early west are depicted in “Danger Valley” starring singing Jack Randall now showing at the... Theatre. Lois Wilde plays opposite Randall in this thrilling story directed by R. N. Bradbury.

“Danger Valley,” starring Jack Randall, opens... at the... Theatre with Lois Wilde in the feminine lead. R. N. Bradbury directed from the original screenplay by Robert Emmett.

Ernie Adams, well-known screen and stage actor, is seen in Monogram’s thrilling musical western, “Danger Valley,” starring Jack Randall.

Jack Randall sings three new western songs in his current musical outdoor drama for Monogram entitled, “Danger Valley” at the... Theatre. R. N. Bradbury directed.

CAST

Jack_________JACK RANDALL
Mickey________Lois Wilde
Lucky_________Hal Price
Dana___________Charles King
Pappy________Frank La Rue

The Old Timers...
Chick Hannon, Earl Dwire, Ernie Adams

You’ve Seen Him Often—But Not In Westerns

Hal Price, with twenty years of stage and screen experience behind him, is much in demand as a character actor. To date he has played over three hundred screen roles, and among them you may remember the hard-boiled sports writer in “It Happened One Night” and the Scotch sea captain in “The Spillers” with Gary Cooper.

Price has tramped with such famous stage names as Leo Carrillo, the late William (Stage) Boyd, and William Gillette. But his favorite memory of the footlights was playing with the late Will Rogers on a three month’s tour of “Ah Wilderness.” “Rogers was the finest trouper the theatre has ever known,” says Price. No greater epitaph can be given an actor.

In “Danger Valley,” which opened... at the... Theatre, Price plays Lucky, Jack Randall’s right hand man, and it is a role rich in comedy characterization. “Danger Valley,” with Randall in the starring role, is the thrilling story of one man’s fight to save a whole community from its ruthless unseen enemy.

Besides Price and the singing cowboy star, the cast includes Charles King, Lois Wilde, Jimmy Aubrey, Frank La Rue, and Ernie Adams. It is a Monogram production, directed by R. N. Bradbury.
Singing Jack Randall Rides To New Thrills

(REVIEW)

At the_______ Theatre this week, singing Jack Randall rides into "Danger Valley" to chalk up another western hit for Monogram. A thrilling tale of strange disappearances, secret gold mines, and ruthless killers, "Danger Valley" is Randall at his best, battling a mysterious hidden enemy, singing his way to love.

Jack and his pal, Lucky, wandering the wasteland, ride into Sundown, a ghost town inhabited solely by Mickey Temple, her father, and three old timers, tireless in their search for gold in the once rich soil.

Pappy Temple, discovering a hidden cache, rides into town to pay the taxes on Sundown so he and his pals will own it. He never comes back. Another friend is sent on the same errand; he is murdered.

TOUGH TUSCLE

Jack Randall is a collector of rare saddles, having already assembled more than fifty. Randall's current picture for Monogram is "Danger Valley," now at the Theatre. R. N. Bradbury directed from the original screenplay by Robert Emmett.

ITEMS!

More than fifty actual California cowboys are seen in Jack Randall's current Monogram musical western, "Danger Valley," at the Theatre. R. N. Bradbury directed from the original screenplay by Robert Emmett.

Bob Livingston, cowboy star, is the brother of Jack Randall, Monogram's musical western lead currently seen in "Danger Valley" at the Theatre. R. N. Bradbury directed.

Jack Randall, star of Monogram's musical western, "Danger Valley," at the_______ Theatre, has a stable of more than ten cow ponies. Lois Wilde plays opposite Randall in this thrilling story of the early west. R. N. Bradbury directed.

Blonde Lois Wilde tries unsuccessfully to tame singing cowboy star Jack Randall in Monogram's "Danger Valley" at the_______ Theatre, while Hal Price enjoys a laugh. This is the only quiet scene in the picture which is jammed with thrills and lightning action.

Two Col. Cut or Mat No. 2

Jack Randall's Life Story

Jack Randall was practically born in the saddle, and at a very early age started to train his voice, so working in musical westerns is no work at all for him.

Jack was born in San Fernando, California, on a large cattle ranch. Although cowpunching came natural to him, Jack always yearned for the theatre, so after attending public schools, he decided to go to New York and try his luck.

Winters were hard in the big city, but there was a rodeo being held in Madison Square Garden, and it was here that Randall got most of his meals. He ran into several pals from California who were entered in the events, and they inspired him to join up. He did and won several hundred dollars in prize money.

Ironically enough, it was at the rodeo and not on the stage that Jack was discovered by a producer, who liked his looks and his baritone voice. Randall was cast in a musical comedy, and from that went into a company of "An American Tragedy," playing Clyde. Several more plays followed until he returned home to California, where he was placed under contract by RKO, and subsequently signed by Monogram.

In "Danger Valley" Randall solves the mystery of Sundown, a ghost town inhabited by four people, who are plagued by an unseen enemy. The cast includes Hal Price, Lois Wilde, Jimmy Aubrey and Frank La Rue.

CREDITS

SCOTT R. DUNLAP
Vice-President
In Charge of Production
Directed and Produced by . . .
R. N. BRADBURY
Cameraman . . .
BERT LÖNGENECKER
Production Manager . . .
CHARLES BIGELOW
Sound Recording . . .
CARL ZINT
Songs — "Little Tenderfoot" and "On the Wide Open Plains" . . .
by JOHNNY LANGE and FRED STRYKER
ACCESSORIES

SIX SHEET

THREE SHEET

INSERT CARD

ONE SHEET

30 MONOGRAM EXCHANGES TO SERVE YOU

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SET OF TWO
22 x 28 CARDS

TITLE CARD AND SLIDE