PRESS SHEET
AND AD-SALES CATALOGUE

ADOLPH ZUKOR presents

ZANE GREY'S
DEsert GOLD

with
LARRY "BUSTER" CRABBE
ROBERT CUMMINGS, MARSHA HUNT
TOM KEENE, GLENN ERIKSON
MONTE BLUE, RAYMOND HATTON

Directed by JAMES HOGAN
A PARAMOUNT PICTURE
DESERT GOLD

EXCITEMENT AND SUSPENSE IN NEW ZANE GREY WESTERN

At a remote Indian village in Arizona, young Moya, who has been educated at a white man's school, is installed tribal chief in place of his dead father, and reminded that he must guard the tribe's last treasure, a gold mine hidden in the hills.

Chetley Kasedon has heard of the Indians' mine, and tries to induce Moya to let him become a partner in it, but Moya knows that Kasedon is dishonest, and refuses to tell him where the mine is. Kasedon, who has already sent for Randolph Gale, a mining engineer, has the chief followed and captured.

On the stage coach with Randy Gale and his assistant, Fordyce Mortimer, are Doc. Belding and his daughter, Judith. As the coach bumps along over the rocky ground, Doc. pulls out Mortimer's aching tooth. Judith is furious when Randy calls her father a mule doctor.

Kasedon sends Randy into the mountains to locate the Indians' mine. Before he leaves, Randy contrives to see Judith, with whom he has fallen in love, and tells her to remove her engagement ring, as she is going to marry him. She is angrier than ever.

Returning from their prospecting trip, Randy and Mortimer stumble on a camp, and find Kasedon flogging Moya to make him reveal the whereabouts of the mine. Prevented from rescuing the Indian, Randy says he will leave Kasedon's service. At night he returns, stealthily rescues Moya, and takes him to Doc. Belding for treatment. Randy sees Judith again, and learns that Kasedon is her fiancé.

When Moya recovers he takes Randy to the gold mine, and says he wants the white man's help in working it. Randy takes specimens of the ore to town for an assayer's report. The assayer tells Kasedon, who is about to marry Judith. When Randy and Mortimer leave the assayer's office after getting his favourable report, they are held up by two of Kasedon's men, but knock them out and get away. They hurry to the Belding home, and, with the connivance of Doc., Randy kidnaps Judith in her wedding gown and takes her to the mine.

Next morning, Judith, unable to keep up her pretence of hate for Randy, is about to confess her love for him, when Kasedon arrives with his outlaws and opens fire. Moya is away in the Indian village, and Randy and the few Indians with him have only a little ammunition, which is soon exhausted. Randy and Mortimer hold off the attack as long as possible with sticks of dynamite, while Judith rides to the Indian village for help. Moya arrives with his Indians to find Randy and Kasedon fighting on the edge of a cliff. He fires, killing Kasedon.

Not long after, Randy and Judith are married, and Moya is best man.
Big Cast in Splendid Western Romance

PACKED with excitement and suspense, Paramount's "Desert Gold" is now at the . . . . . . . . Theatre. This stirring picture, which deals with a white man's treachery in his effort to obtain the last of an Indian tribe's wealth, is a true story of the Indian wars of the Old West. It is a story that only a master craftsman like Zane Grey could write.

"Desert Gold" relates the adventures of a young Indian chief's son, who, abducted and horribly tortured by a villainous mine promoter, is saved from death by a young mining engineer. This rescue results in a lasting friendship between the young men, which later proves of great value to the engineer and to his sweetheart. They are attacked by desert bad-men; a terrific battle ensues between them. The thrilling climax comes when the young couple are saved from death through a dashing ride to the rescue by the Indians, with the young chief at their head.

Tom Keene is excellent as the young engineer who falls in love with Marsha Hunt, a charming and capable actress. Monte Blue convincingly plays the mine promoter who enlists the Indians, portrayed by Larry "Buster" Crabbe, while the comedy moments in the picture are well carried by Raymond Hatton and Robert Cummings.

"Desert Gold," with its intrigue, romance and action, is one of the finest Zane Grey Westerns ever made.

NAME OF THEATRE

Thrill-Packed Romance!

Marsha Hunt, appearing in Paramount's "Desert Gold" at the . . . . . . . . Theatre, is a young lady who does not want to be considered just beautiful.

"I don't want to be beautiful," she announced to astounded fellow-workers one day, "I want to be an actress."

James Hogan, her director in "Desert Gold," spluttered over a hot mouthful of coffee, choked, and then looked at her anxiously.

"But you feel all right?" he asked her. "Perhaps you'd better lie down. This sun's really been quite hot to work under or the desert here. Now—"

"Oh, Jimmy, don't be silly," interrupted Marsha. "You asked me if I ever posed for beauty treatment pictures. Well, I haven't. I don't want to be known as a beautiful girl. She is just atmosphere in a picture. Every time they need somebody to dress a scene they stick her in front of the camera, but they don't give her a chance to act.

"But on the other hand, if a girl is known as an actress, she gets her chance. Of course, I realise that a girl has to have a certain amount of looks to really fit in the big parts. But I want to play light comedy, the kind of roles that Claudette Colbert gets. She's beautiful, too, but she's known as an actress. That's what I want them to say about me—that I'm just an actress they need for that role. If they say that, they can forget any compliments about my looks."

AMBITION

(copied for the programme)

Desert Gold lures outlaws to Indians' greed until the Indians find one friend among the white men who will fight for justice.

THE RED MAN MAKES HIS LAST STAND . . . against the white man's ruthless greed . . . in this most exciting of all Zane Grey's Western romances! Led by a young engineer and his stolen bride . . . the Indians fight for their ancient treasure . . . !

THE OLD WEST YIELDS ANOTHER THRILLER!

INTO THE VERY HEART OF THE RED MAN'S LAST STRONOHOLD . . . a daring engineer takes his stolen bride . . . and sets the smouldering hate of whites and Indians ablaze!

STOLEN ON HER WEDDING NIGHT . . . HER LOVE SETS THE WEST ABLAZE! A bride . . . an ancient treasure . . . pawns in the battle of white man against red. Another thrilling, action-packed romance of the West.

"WHITE MAN . . . STOP HERE!" . . . but greed knows no barriers in the rugged lawless West. White man fights white for the ancient treasure of a lost race!

WHITE MAN'S GREED SETS THE WEST ABLAZE!

A WHITE MAN LEARNS THE SECRET OF HIDDEN INDIAN TREASURE! . . . and a daring engineer vies for the ancient stronghold of the red man . . . and young love is caught in the ruthless code of the West!

LARRY "BUSTER" CRABBE

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PARA-GRAPH

Since it's a good Western

Gate Crasher

Robert Cummings, featured player in Paramount's screen version of Zane Grey's famous novel, "Desert Gold," which comes to the . . . . . . . . Theatre, attained screen fame by a clever ruse.

After many attempts to break down the resistance that Hollywood always presents to a newcomer, and realising the immediate receptivity to British talent at that time, he borrowed some money and went to England where he could acquire some slight semblance of an Oxford accent and a monocle.

While travelling through England, in Harrogate, he found a theatre that had been closed for some time but still had an old announcement of somebody or other in Shaw's "Candida." Bribing the caretaker with a pound note to let him substitute his name for the star's, Cummings had himself photographed in front of the poster. He then wrote to all the agents on Broadway from Harrogate, enclosing copies of the snapshots. The agents were immediately interested and suggested that he should come to the United States.

Laughing inwardly at the success of his hoax, he arrived in America as England's youngest actor-author-manager, the owner of the Harrogate Repertory Theatre. He was snapped up by the Broadway producers. He appeared in "Death Takes a Holiday," and in Galsworthy's "The Roof." This was followed by several other engagements. He then decided to try Hollywood.

A Southerner was required for "So Red the Rose." He was given a screen test. He was so successful that he was given the part and put under contract. His present role in "Desert Gold" is considered to be one of his best.

LARRY "BUSTER" CRABBE

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Personalities Made by Zane Grey Characterization

ZANE GREY, one of the world’s most famous novelists and historians of the Old West, has had more of his published works transferred to the motion picture screen than any other living writer. With “Desert Gold,” which comes to the……………… Theatre on……………… Grey has had more than thirty of his novels adapted for the screen.

The first of the Grey pictures was made in 1923. Since that time, many stars have been made through their appearances in his stories.

In “Heritage of the Desert,” Daniels, Noah Beery and the late Ernest Torrence were featured. “Call of the Canyon” brought Richard Dix, Lois Wilson and Marjorie Daw to the attention of screen fans.

The names that appear in the following list comprise a parade of motion picture stars who have made screen history.

A few of them who have been seen in his stories are:


And now Grey’s book “Desert Gold,” offers Crabbe, Marsha Hunt, Tom Keene, Robert Cummings, Glenn Erikson, Raymond Hatton and Monte Blue in stellar roles.

This list by no means includes all of the stars of the present and past who have, at times, appeared in a Zane Grey character. Many of them were cast in minor roles and bits of which no record was made in the earlier days.

EXPLOITATION

Book Tie-Up

Messrs. Hodder & Stoughton, Ltd., 42, Warwick Square, London, E.C., the publishers of Zane Grey’s popular best-seller, “Desert Gold,” have issued a special edition carrying suitable copy tying up with the film. A display could be easily arranged at any bookshop, book stall or public library. A few strips, together with Ad.-Sales material, could be provided to make the show more interesting and attractive.

BUSMAN’S HOLIDAY

Monte Blue, appearing currently in Paramount’s screen version of Zane Grey’s “Desert Gold,” at the……………… Theatre, rests in a rather unusual way.

At the completion of each of his pictures he spends his time on sets in the studio watching other actors work.
Pictorials that Attract the Public Eye

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