FREULER FILM ASSOCIATES, Inc.
present
TOM TYLER
in
"The Forty-Niners"
with
BETTY MACK
FERN EMMETT

Directed by
JOHN P. McCARTHY
Supervised by
BURTON KING

A Monarch Epic of The West
as GOOD AS MONEY in the BANK

11 x 14
11 x 14
11 x 14

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ONE SHEET

14 x 36 INSERT CARD

22 x 28 and SLIDE B
The Exhibitors Gold Rush!

Indians! Fighting! Romance!

TOM TYLER

THE FORTY-NINERS

25-karat love in "The Forty-Niners," starring Tom Tyler
(1-Col. Star Mat “P”)

2-Col. Ad Mat “P”

(CURRENT NEWSPAPER NOTICE)

CALIFORNIA GOLD RUSH OF '49 IS STIRRING MOVIE THEME

"The Forty-Niners"

THE CAST

TENNESSEE MATTHEWS .... TOM TYLER
Virginia Hawkins .... Betty Mack
O'Hara ................. Al Bridge
Widow Spriggs .......... Fern Emmett
Jed Hawkins ........... Gordon Wood
Lola ................... Mildred Rogers
Tanner ................. Fred Ritter
MacNab ................. Frank Ball
Tanner's Wife .......... Florence Wells

Length, 5,000 Feet
Presented by .......... Freuler Film Associates, Inc.
Supervised by .......... Burton King
Directed by .......... J. P. McCarthy
Assistant Director ...... William Nolte
Story by ............... F. McCrew Willis
Continuity and Dialogue by .... F. McCrew Willis
Photographed by .......... Edward Kull
Edited by .............. Fred Bain
Sound Technician .......... Homer Ackerman
Released by .......... Freuler Film Associates, Inc.

A MONARCH EPIC OF THE WEST

CATCHLINES

Trigger - twisting Tom Tyler turns tricks with his talkie talent! Look for him in "THE FORTY-NINERS!"

What's the gold rush? asks Tom Tyler — and the answer is he's headed our way in "THE FORTY-NINERS."

"THE FORTY-NINERS" were the vanguard of the four hundred — and Tom Tyler is Western star No. 1!

There are a hundred sighs — a thousand laughs and a million thrills in "THE FORTY-NINERS."

THEMEN
Tom Tyler's Best

The California Gold Rush of '49 furnishes one of the most stirring chapters in American history and theme for a thrilling movie starring the re-doubtable Tom Tyler in his best performance of all time.

Tyler, who is a typical American, glories in the glamorous days when men dared all for that precious commodity—gold! He delved into huge tomes and found that regardless of how many persons may have known of the existence of gold in California, the honor of its discovery belongs to Francisco Lopes, who, on a spring morning in 1842, was gathering onions in San Feliciano Canyon, near San Fernando Mission. Lopes had some knowledge of metals, and on the roots of the plants he noticed some particles which appeared to be gold.

On January 24, 1848, James W. Marshall saw some yellow particles in the loose dirt when constructing a sawmill on the South Fork of the American River in the vicinity of Sacramento and soon the great rush began. In the month of May, 1849, San Francisco lost a fourth of its population, alone, to the gold fields of California.

In addition to Tyler, the star, Betty Mack, Fern Emmett, Mildred Rogers and others in this film at the Theatre

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Tom Tyler Burgee

The snappy Tom Tyler Burgees which are issued on Monarch’s six Epics of the West, will be valuable aids throughout the series. The illustration represents a canvas burgee, size 20x30 inches. These are just the thing for your lobby and marquee, for the entire Tyler series.

The bottom has a wide fringe which adds to the appearance of the burgee. Eyelets are placed at the top for ease in hanging. The burgees come in various colors, and will be assorted, unless ordered otherwise.

PRICE -- 65 cents each

Novelties Advertise

A novelty that has a two-fold purpose and advertises as well is the cardboard throw-away pistol die-cut — size 4½x8½ inches. It is made of a single piece of cardboard, bearing seat-selling copy on one side, together with your theatre name and playdates. The outline of a pistol has been printed on its face and a small hole has been cut, representing the trigger.

Prices, including theatre name and playdates:

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Order direct from

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239 West 39th Street, N. Y. C.

What’s the Gold Rush?

Place an empty aquarium in your lobby — a rectangular one of some size — and place a lot of new pennies with a bag inverted, as though the “gold” were running out. Have a dollar sign, some dashes and a question mark lettered on the bag roughly. Then get your patrons, by way of a printed, framed card, in front of your theatre, and in the lobby, to guess the amount of money in the bowl. A $2.50 gold piece could be made the prize.
THE FORTY-NINERS

TOM TYLER THRILLS THOUSANDS IN 'THE FORTY-NINERS' A WESTERN EPIC

Perils Of The Hardy Pioneers
Make Wild Adventure

Tom Tyler, the New York boy who has shown the Western lads what wild whoopee means on the silver screens, has been thrilling thousands in his first Monarch Epic of the West—"The Forty-Niners."

In making this feature Tyler has given his all, and the result is one of the finest performances of any career!

Betty Mack appears opposite him and in a scene Tyler is required to rescue Betty from an Indian, and snatching her swiftly from her horse to hi, takes away with his precious burden.

Betty is somewhat of a daredevil, but she confessed afterwards that a few days before the scene was taken she was trying to muster enough courage to go through with it—to appear as though she didn’t know exactly what coming and was scared out of her wits at the thought. She admits that what was no simple feat! The night before she was well-nigh paralyzed, especially as she had had the opportunity to watch Tyler’s work and found him absolutely fearless!

 Came the dawn . . . the outworn movie subtitle seemed almost prophetic.

When director J. P. McCarthy rehearsed Tyler Mack was offering up a few prayers to the gods who watch over movie heroines—and was too busy to notice that the cameras were grading and that work was under way. Then with the general movement of the players and the silence which fell upon the assemblage she knew that her time had come. No chance to falter and back away, too much was at stake. Without mental reservation she went through the scene is a brilliant combination of speed, timing and grace.

THE STORY

Tennessee, one of the romantic characters of the West of 49, hand some, reckless, fearless is a buffalo trader whose post is situated on the North Platte at Fort Laramie, Cheyenne. At Fort Laramie, Jed Hawkins and his daughter Amanda are waiting for an escort into the wilderness that is now California—there are others in their caravan—notably a Widow Spriggs and her son, Sammert. The widow is determined to be the wife of Hawkins before the West is reached, although his disposition to drink is a trying one to her.

O’Hara, well known for these parts is to guide them as far as a place called Utah.

He is quite a notorious character, known generally as "Squaw," O’Hara—behind his back because he takes up with the Indians’ women. Lola is the particular one of his choice now. Beautiful as only Indian girls can be, she returns to her tribe occasionally—but lives in a little hut where O’Hara sometimes comes, and most particularly where she stores the loot of the many caravans he has so well misguided!

When he meets Mandy Hawkins he falls instantly in love with her—and so does Tennessee Matthews. The men become instant enemies, and though Mandy says nothing, it is plain to see that Tennessee is favored in her choice. Then Tennessee receives a rose from Mandy and as he is about to tell her of his love—the widow Spriggs, all unknowingly intrudes!

That night when Lola has displeased the unreasonable O’Hara who has badly mistreated her, Tennessee comes to her aid—and Mandy, seeing her arm about Lola, is broken-hearted. She immediately covers her ache by encouraging O’Hara.

The day comes when O’Hara will lead them westward and notifying his Indian allies where the caravan will be—the usual attack is made on the train and, were it not for Tennessee following them—they would be lost! O’Hara attempts tokidnap Mandy, with whom he is in love, but she is rescued by the plucky Amanda.

(The Forty-Niners) now holding forth at...
Handsome Tom Tyler is sensational in Monarch's "The Forty-Niners"
(1-Col. Star Mat "B")

which, along with Fern Emmett, splendid comedienne, provide the laughs in this thrilling Western.

And it doesn't get Fern's goat either — for Fern, after playing the amusing role of the Widder Spriggs — has become so attached to the animal that she put in a bid to the trainer to buy Samanthie and keep her as a household pet.

In addition to these players, Betty Mack, Al Bridge and Mildred Rogers play in this feature directed by J. P. McCarthy under the supervision of Burton King.

Thrills and Action Galore!

THE DAYS OF '49 ARE BROUGHT TO REALISM IN MONARCH'S EPIC OF THE WEST, STARRING TOM TYLER — "THE FORTY-NINERS." THIS FILM, SHOT AT THE MONARCH THEATRE, HAS BROUGHT AN EXTRA QUOTA OF FUN TO DELIGHT IN THE CUSTOMS, MANNERS AND COSTUMES OF ANOTHER DAY. ALTHOUGH IT HAS ALL THE THRILLS AND EXCITEMENT OF THE POPULAR WESTERN DRAMA OF TODAY — IT HAS THE ADDED LURE OF HISTORICAL TRUTH IN DETAIL AND INCIDENT. IT WAS NOT, THEREFORE, SURPRISING THAT MANY STAYED HOME TURNED OUT TO SEE A FILM WHICH MAKES THE PAST RELIVE.

Tom Tyler gave a vivid performance as Tennessee Matthews — a man who can ride a horse like the wind, who can place a well-landed punch — and love with that intensity and gentleness which is so devastating to women.

Betty Mack, Al Bridge, Mildred Rogers and others appear in the supporting cast with J. P. McGowan directing, under the supervision of Burton King. The film was taken in the gold fields of California where the pioneers staged just such courageous fights for existence as appear in "The Forty-Niners."

A LITTLE KIDDING WON'T GET GOAT

In "The Forty-Niners," Monarch's Epic of the West starring Tom Tyler, playing today at the Monarch Theatre, "Samanthie" takes a whole lot of kidding but it doesn't "get her." Samanthie is the highly trained goat,

A HUNDRED SIGHS — A THOUSAND LAUGHS — A MILLION THRILLS — ENTERTAINMENT AS YOU LIKE IT!

"The Forty-Niners," a Monarch Epic of the West, brings that popular and handsome Tom Tyler to the screen, to the delight of his many fans who have never missed the screen experiences of their favorite. They will not be disappointed in his newest release — for he has never had a finer story nor a more able supporting cast. Betty Mack appears in the leading feminine role with Fern Emmett, clever comedienne, offering most of the fun and Mildred Rogers, capable brunette affording a good deal of trouble. You will enjoy it...
5 MORE TOM TYLER EPICS of the WEST

Vividly portraying highlights in a nation's dramatic development—with enough fiction to make them international in appeal!

Each, a separate story of the wild, untrammeled West, teeming with virile action, brilliantly pictured by a premier artist, becomes a stirring saga of progress and colorful evolution!

Their appeal is, primarily, to the young, with enough thrills for adults who appreciate the finest in moving dramas of the outdoors! Their romance will still further win them the plaudits of a limitless audience!

"RED MAN'S COUNTRY"
"WHEN A MAN RIDES ALONE"
"WAR OF THE RANGE"
"REMEMBER THE ALAMO"
"DEADWOOD PASS"

BOOK THESE OUTSTANDING RIP-SNORTING, FAST SHOOTING WESTERNS — AND CASH IN AT YOUR BOX-OFFICE!