PRIDE of the BLUE GRASS

CROWD-ROARING ENTERTAINMENT SPECTACLE

THUNDERING ADVENTURE OF THE SPORT OF KINGS!

Danger rides the saddles of Kentucky's proudest bluebloods...and sweeps the turf world's most daring girl into the arms of the one man who can tame her!

Starring Lloyd BRIDGES, Vera MILES, Margaret SHERIDAN

Produced by HAYES GOETZ • Directed by William Beaudine • Story and Screenplay by Harold Shumate
PRIDE OF THE BLUE GRASS

No. 2

Lloyd Bridges and Vera Miles (above) are two of the stars of a new wartime version of the Kentucky bluegrass comedy, "Pride of the Blue Grass," their new Allied Artists picture, currently at the Broadway Theatre. Margaret Sheridan co-stars with them.

HORSE IS MAIN CHARACTER
IN DRAMA OF GIRL'S FAITH

A beautiful animal all but steals the picture from the stars in this Allied Artists film. The picture is of a magnificent color, which is currently playing at the Broadway Theatre.

The title suggests, this animal is a race horse that is badly injured during one of its first times out, but which is brought back to top racing condition by the determination of the girl who owns him.

The picture stars Lloyd Bridges, Vera Miles and Margaret Sheridan, with Joseph Cotten and Michael Chapin featured. Bridges portrays a race horse trainer, who, against all odds, trains and conditions his horse to victory, with Miss Miles, who has inherited the animal from her father, a Grace of Shilling, now working as a stabling agent for Bridges.

In its first claiming race, the horse suffers a serious injury. Miss Mills brings him to the stable of Miss Miles, who has inherited the animal from her father, a Grace of Shilling, now working as a stabling agent for Bridges.

In "Pride of the Blue Grass," Bridges' horse is trained to top racing, and then is injured during its first claiming race. The horse is then brought to the stable of Miss Miles, who has inherited the animal from her father, a Grace of Shilling, now working as a stabling agent for Bridges.

The picture was filmed in large parts of the state's racing plants in southern California, and the scenes are photographed with thrills and excitement.

The picture was produced by Haynes Goetz and directed by William Beaudine. Others in the cast are Arthur Shields, Michael Chapin and Harry Chisholm.

The Story

Jim Nolan (Lloyd Bridges) is successful as a trainer of race horses in the claiming class who hopes someday to get a contract from a large stable of staking winners. Linda Mason (Vera Miles) arrives at the track, bringing a horse named Gypsy Prince. She is looking for Pop Wilson (Arthur Shields), whom she and her late father knew as a trainer, but Pop now is merely Jim's stable boss, working with Danny (Michael Chapin). Pop's son, an exercise boy ambitious to become a jockey, is babysitting Gypsy Prince at the track. Gypsy Prince is entered in a race, with Danny up, but falls because of a loose bandage and breaks a leg. Linda refuses to let the horse be destroyed and the leg is set. Jim goes on to become trainer for William C. Hunter (Harry Chisholm), wealthy stable owner, and father of Helen Hunter (Margaret Sheridan), who becomes interested in Jim. After a season with Hunter, Jim becomes led up. At the last meeting Jim is amazed to see that Gypsy Prince has been entered in a race, again with Danny up. Jim and Linda see the race from the hunter box. Gypsy Prince wins. Jim quits his job with Hunter — and takes Linda in his arms.

Track Drama In Gorgeous Color

"Pride of the Blue Grass," a dramatic and action-packed story of what takes place in and around the stable and paddock areas of the nation's great racing establishments, is filmed in gorgeous color. It opens soon at the Broadway Theatre.

The picture, produced by Allied Artists, stars Lloyd Bridges, Vera Miles and Margaret Sheridan, with Bridges playing the part of a trainer of thoroughbreds who unwillingly undertakes to bring up a race horse owned by Miss Miles, who has little more than a great faith in the animal, which had been an estate of her father. Miss Sheridan flies with Miss Miles for Bridges' sake.

Others in the existing and fast-moving story are Harry Chisholm as a wealthy stable owner, Arthur Shields as Bridges' stable boss and Michael Chapin, an exercise boy who eventually becomes a top rider.

The picture was produced by Haynes Goetz and directed by William Beaudine.

Co-Star

PRIDE OF THE BLUE GRASS

No. 1

Lloyd Bridges stars in fast drama of race tracks

Lloyd Bridges, Vera Miles and Margaret Sheridan star in the exciting Allied Artists' dramatic tale "Pride of the Blue Grass," which opens yesterday at the Broadway Theatre.

It is a heart-warming, exciting and romantic drama of what takes place behind the scenes at horse race tracks.

Bridges' role is that of a trainer at a minor track whose animal wins him a contract with the dominating owner of a large and wealthy stable. Before he got his big chance, Bridges had been approached by a girl who fell ill and had left her horse of doubtful ability to perform, even in a claimer's race.

Because he had known the father, Bridges agrees to stable the animal, and continues to do so even after the horse is badly injured. Working almost alone, the girl brings the horse back to racing condition and when the animal wins a big race, the story turns to a most satisfactory climax.

Harry Chisholm, one of Hollywood's better character actors, plays the part of Hunter, owner of the large race stable whose spoiled daughter, played by Miss Sheridan, attempts to take Bridges away from Miss Miles, who loves her horse almost as much as she loves her man.

Other roles are played by Arthur Shields as a stable boss and by young Michael Chapin as an exercise boy who eventually becomes a top rider.

Hayes Goetz produced and William Beaudine directed the color film.

TRACK SECRETS

Many secrets of the race track are exposed in Allied Artists' "Pride of the Blue Grass," filmed entirely in color, now at the Broadway. Lloyd Bridges, Vera Miles and Margaret Sheridan are co-starred.

Drama Filmed At Noted Track

Hollywood race track is used for filming the exciting elements in the story, the background used for many of the exciting sequences of "Pride of the Blue Grass," Allied Artists' dramatic drama, filmed in gorgeous color, now at the Broadway.

The picture stars Lloyd Bridges as a trainer of thoroughbreds, Vera Miles as the owner of a one-horse stable, and Margaret Sheridan, who won with Miss Miles for Bridges' love.

The story begins when Bridges, against his better judgment, undertakes to bring Miss Miles' horse up to racing form. The animal has a serious accident at the finish, and the drama builds from that point.

Others in the cast include Arthur Shields, Michael Chapin and Harry Chisholm. The picture was produced by Haynes Goetz and directed by William Beaudine.

IT'S LOVE

Vera Miles With Lloyd Bridges

Vera Miles co-stars with Lloyd Bridges and Margaret Sheridan in "Pride of the Blue Grass," exciting romantic drama of the thoroughbred race tracks, filmed in color, which is the current attraction at the Broadway.

The picture was produced by Haynes Goetz and directed by William Beaudine.

Much of the picture was filmed at some of the largest race tracks in the country, with Bridges playing a successful trainer of horses, and Miss Miles as the owner of a one-horse stable who prevails upon Bridges, against his better judgment, to undertake the training of her animal. Miss Sheridan is cast as Shilling's daughter who falls in love with Bridges.

PRIDE OF THE BLUE GRASS

No. 3

Lloyd Bridges plays a trainer of race horses in Allied Artists' romantic drama "Pride of the Blue Grass," currently playing at the Broadway. He co-stars with Vera Miles and Margaret Sheridan.
Bridges, Miles, Sheridan Score in Drama of Racing

An exciting full color romantic drama of the thoroughbred race tracks is the current hit at the theatre. It is "Pride of the Blue Grass," produced by Allied Artists, and starring Lloyd Bridges, Vera Miles and Margaret Sheridan.

The exciting, well-plotted picture takes audiences not so much to the grandstands of the larger race tracks of the country, but back into the stable area where every race is carefully planned, with variable results of course, before it is run.

In "Pride of the Blue Grass," Bridges' role is that of a trainer whose success with small stakes wins him a contract to condition the stables owned and raced by a wealthy manufacturer. In "Bridges' past is a girl, Vera Miles, who owns a single animal that had been left her by her father, a friend of Arthur Shields, who now is Bridges' stableman.

Shields and the girl have nursed her horse back to racing condition after it had suffered a serious injury and finally they enter it in a big race in which the wealthy owner has the favorite. Miss Miles' horse wins in an exciting finish, and the delightful story moves to a quick finish from that point.

Young Michael Chaplin is excellent as an exercise boy who eventually becomes a top race driver, and Margaret Sheridan scores as the daughter of the manufacturer, who at first attempts to win Bridges' love from Miss Miles.

The picture was produced by Hayes Goetz and was directed by William Beaudine.

Race Track Film Screens Locally

"Pride of the Blue Grass," a romantic drama of the thoroughbred racing tracks, filmed in full color, is the current hit at the theater.

The Allied Artists production stars Lloyd Bridges, Vera Miles and Margaret Sheridan. Arthur Shields, Michael Chaplin and Harry Corden have strong supporting roles.

Bridges is cast as a race horse trainer who is prevailed upon to condition a lease horse that has been left to Miss Miles by her father. The animal is injured, but Miss Miles refuses to have it destroyed. Bridges goes on to become the contract trainer for a large and wealthy stable. Eventually Miss Miles and Shields bring her horse back to condition, and in a big race it wins over the best mount from the big stable stable being trained by the man who had first helped her.

The picture was produced by Hayes Goetz and was directed by William Beaudine.

Kentucky's Proudest Blue Bloods...

streaking down the danger-charged turf...

in the adventure romance of a thousand thrills!

ALLIED ARTISTS presents

"Pride of the Blue Grass"

starring Lloyd BRIDGES - Vera MILES
Margaret SHERIDAN

Arthur Shields - Michael Chapin

Produced by HAYES GOETZ - Directed by William Beaudine - Story and Screenplay by Harold Shumate

In the Maddening Roar of Pounding Hoofbeats...

danger lashes the racing world...

and sweeps Kentucky's most daring girl into the arms of the one man who can tame her!

Produced by HAYES GOETZ - Directed by William Beaudine - Story and Screenplay by Harold Shumate

In Color

"Pride of the Blue Grass," the exciting romantic drama now at the theatre, is a romantic drama of what takes place behind the barn, to be seen, at a big horse race, Lloyd Bridges, Vera Miles and Margaret Sheridan are co-starred.

The picture was produced by Hayes Goetz.

AD MAT NO. 54/57 - 203
3 cols. x 84 lines - 252 words

AD MAT NO. 54/57 - 202
2 cols. x 84 lines - 168 words
THUNDERING ADVENTURE
OF THE SPORT OF KINGS!

Danger rides the
saddles of Kentucky's
proudest bluebloods...and
sweeps the turf world's most
daring girl into the arms of
the one man who can tame her!

ALLIED ARTISTS

Pride of the
Blue Grass

Starring
Lloyd BRIDGES
Vera MILES
Margaret SHERIDAN

Directed by Michael Chapin

Produced by HAYES GOETZ

AD MAT NO. 54/JS7 - 201
2 Cols. x 112 lines - 224 lines

TURF-WISE MAN...
DANGER-SEEKING GIRL

...in a long-shot fling
at happiness!

ALLIED ARTISTS presents

Pride of the
Blue Grass

SIZZLING BEHIND-THE-SCENES
STORY OF THE SPORT OF KINGS!

Starring
Lloyd BRIDGES
Vera MILES
Margaret SHERIDAN

Directed by Michael Chapin

Produced by HAYES GOETZ

AD MAT NO. 54/JS7 - 201
2 Cols. x 112 lines - 224 lines

ADVENTURE
ROMANCE OF
A THOUSAND
THRILLS!

ALLIED ARTISTS presents

Pride of the
Blue Grass

SIZZLING BEHIND-THE-SCENES STORY OF THE SPORT OF KINGS!

Starring
Lloyd BRIDGES • Vera MILES • Margaret SHERIDAN

Directed by Michael Chapin

Produced by HAYES GOETZ

AD MAT NO. 54/JS7 - 501
5 Cols. x 70 lines - 350 lines

Excitement-lashed story of Gypsy Prince,
fleetest of the bluebloods...
and of a girl who
stopped at nothing to
win the roar of
the crowd!

Sensation!t	Filmed in COLOR!
COMPLETE CAMPAIGN MAT 35¢

ALL THE AD AND SCENE CUTS BELOW AVAILABLE ON ONE BIG BARGAIN MAT

ORDER "PRIDE OF THE BLUE GRASS" SPECIAL MAT NO. 1 FROM NATIONAL SCREEN.

NOTE: Any of These Mats May Be Ordered Singly At The Regular Price. Order By Number Under The Cut

DANGER RIDES THE SADDLE
of Kentucky's fleetest blueblood!

Pride of the Blue Grass

Lloyd Bridges
Vera Miles
Margaret Sheridan

Produced by HAYES-Gуетz
Directed by William Beaudine
Story and Screenplay by Harold Shumate
AD MAT NO. 54/157 – 103
1 Col. x 56 lines

PRIDE OF THE BLUE GRASS

No. 21

In Thrilling COLOR!

Pride of the Blue Grass

Lloyd Bridges
Vera Miles
Margaret Sheridan

Produced by HAYES-Gуетz
Directed by William Beaudine
Story and Screenplay by Harold Shumate
AD MAT NO. 54/157 – 103
1 Col. x 84 lines

PRIDE OF THE BLUE GRASS

No. 3

THUNDERING ADVENTURE of the SPORT OF KINGS!

Pride of the Blue Grass

Vera Miles
Margaret Sheridan

Produced by HAYES-Gуетz
AD MAT NO. 54/157 – 207
2 Col. x 36 lines
TIP SHEET THROWAWAY

YOU CAN'T LOSE WITH LUCKY SHIELDS’ PRESENTATIONS

SPECIAL AD FOR SPORTS PAGE

Shown here is a "tip sheet" printed in the style of those sold at newstands and on roads leading to tracks. Have your printer make them about 8 1/2 x 11 1/2 on colored light stock. It's the kind of a throwaway that gives extra returns because recipients will show the cards to still more persons.

Have them distributed at sporting events, inserted in racing periodicals, and placed in buses, street cars, parked cars. If your theater is near a race track, which is in operation, have a couple of men on the main road leading to the track pass the "tip sheets" to motorists. The thumbmail mot of Arthur Shields is available free by writing direct to Allied Artists exploitation Dept. 4378 Sunset Drive, Hollywood 27, California.

'PICK THE WINNER' WHEEL

Illustrated here is a wheel of chance which should attract the attention of every patron entering your lobby. Everyone likes to take a chance, especially when there is no cost involved. Allow each person one spin of the wheel. If the dial should stop at the Gypsy Prince space, the square is awarded a guest ticket for "Pride of the Blue Grass." Your sign painter will have no difficulty in making the wheel out of burlap, which you should set up in your lobby at least one week ahead of play-date.

SUGGESTED STUNTS FOR USE IN RACE TRACK AREAS

If there is a race track in or near your town, "Pride of the Blue Grass" will be a natural for publicity. The track publicist, always on the alert for newspaper or radio tieup angles, will be more than glad to extend his cooperation. Here is a list of practical stunts:

1. Run special preview showing prior to opening. Invite jockeys, trainers, newspaper handicappers, sporting editors, radio announcers, etc.

2. Arrange with track officials to name a feature race the "PRIDE OF THE BLUE GRASS" handicap.

3. Induce track announcer to give picture plug over his P.A. system between races.

4. If track agrees to run handicap named after picture, run newspaper contest in which the contestants are asked to select the winner, all answers to be submitted no later than noon on day of race. Offer a pair of guest tickets to first 25 winners.

5. Distribute "tip sheet" cards, shown elsewhere on this page, to track patrons as they enter main gates.

6. Promote a loving cup or trophy to present to winning jockey of the "Pride of the Blue Grass" handicap. Make presentation on stage of opening night of picture.

7. Borrow photos of famous race horses from track for downtown window display.

COLORFUL RACING ACTION CUTOUT

Combine the racing action art of the colorful six and three-sheet with a number of production stills, and you'll have a cutout that will be worth the small expense involved. All accessories necessary to make the cutout, illustrated below, are available at your nearest National Screen Service branch.

RADIO OR NEWSPAPER QUIZ

A quiz based on horse racing facts is a good bet to interest your newspaper editor and your local radio sportscaster. Most of the questions pertain to the Kentucky Derby, locale of "Pride of the Blue Grass." Offer two guest tickets to the first 10 submitting correct answers.

1. Name the jockey who has ridden a Kentucky Derby winner the greatest number of times.

2. Which of these three thoroughbreds won the 1953 Kentucky Derby: Native Dancer, Dark Star or Invigroator?

3. From 1919 through 1948 eight horses have won the triple crown: The Kentucky Derby, The Belmont Futurity and the Preakness. Name of at least three of them.

4. Name 35's biggest money winner.

5. Name the biggest money maker of all time.

6. Is the Kentucky Derby a 6 furlong, a mile, or a mile and a quarter race?

7. Which of these horses ran the fastest time in the Derby—Native Dancer, Citation, Whirlaway, Count Turf or War Admiral?

Correct answers: 1. Arcaro 2. Dark Star 3. Sir Barton, Gallant Fox, Omaha, War Admiral, Whirlaway, Count Turf, Citation, Citation, 4. Native Dancer 5. Citation 6. 1 1/4 mile 7. Whirlaway in 1941.

STREET BALLY

Contact local riding stables and promote a horse for a street bally. Hire a small, youthful looking rider, dress him up in riding silks and have him ride through the streets bearing sign reading: FOR RACING THRILLS AND HEART THRILLS SEE "PRIDE OF THE BLUE GRASS" STARRING LLOYD BRIDGES, VERA MILES AND MARGARET SHERIDAN. FILMED IN THRILLING COLOR. Add the theater name and playdate.

DECOorate FRONT

Give the front of your theater a "day at the races" holiday atmosphere by hanging colorful pennants from the theater roof to the top of the marquee. In addition promote or rent hunting to drape over your display frames. Arrange to play lively march music over your P.A. system.
POSTERS and LOBBIES

SIZZLING
BEHIND-THE
SCENES STORY
OF THE
SPORT OF
KINGS!

Pride of the Blue Grass
Lloyd Bridges, Miles Standish, Margaret Sheridan
Arthur Shields, Michael Chaplin

In Thrilling COLOR!

ONE SHEET

SIX SHEET

THREE SHEET

IN THE HARDENING ROAR OF
POUNCING HOOFBEATS...

Dangerous! Beauty and the Kentucky Test...and a Girl's Thrilling Life's Battle with a Man's Burning Passion.

Pride of the Blue Grass
Lloyd Bridges, Miles Standish, Margaret Sheridan
Arthur Shields, Michael Chaplin

SET OF TWO 22 x 28 CARDS

Pride of the Blue Grass
Lloyd Bridges, Miles Standish, Margaret Sheridan
Arthur Shields, Michael Chaplin

INSERT CARD

Set of eight full color 11 x 14's available at the exchange

ALLIED ARTISTS PRODUCTIONS, INC.
STEVE BRODY, President