New Cowboy Actor Threat To Ranking Western Stars

Buck Jones, Tom Keene, Tim McCoy and the remainder of the screen’s cowboy stars, ATTENTION—There’s a new hero roaming the range and his way to stardom in western films, a young man who can handle a horse or man-slay a stinger with the same verve as any rodeo artist. His name is David Sharpe, and although he is a veteran of dozens of pictures he has his first featured role in Monogram’s “Silver Stallion,” opening at the

"Silver Stallion" is primarily a wild horse picture, but Sharpe, seen as the master of "Thunder," leader of the herd, has plenty of chance to show his wares in the true western style. He is cast as a young outlaw who matches his wits and gunplay with the bad men of the plains. Although only 26, Sharpe is recognized as one of the most accomplished, experienced and versatile stunt men in Hollywood. He can do literally anything in the athletic line, tumbling, fencing, husking, wrestling, swimming, diving, shooting, trick riding, skating, etc. Naturally, Sharpe, who has "broken" for the leader of the brightest stars in Hollywood, has no substitute for his own daring stunts.

Producer-director Edward Flanders has given Sharpe his first major screen role. Sharpe was last seen in the packed drama of the wild horse legend in "The Outlaw." It is an opportunity that should lead the actor to greater things.

"THUNDER" TRUE SCREEN VETERAN

Born wild, but trained for motion pictures, "Thunder," the horse featured in "Silver Stallion," is owned by Monogram. The animal was photographed in Arizona and the San Juan mountains of California by Marcel A. LePicard.

THUNDER, true screen veteran, has his most important role as the leader of the wild horse herd who is forced to battle a savage stallion for the leadership of the herd. The resultant fight, which took place in the Arizona plains, was filmed with a telephoto lens and is considered one of the most dramatic battles between two horses ever filmed.

It is also "Thunder" who is responsible for the regeneration of David Sharpe, seen as a youth who turns outlaw when he finds the cards of life stacked against him.

Horse's Career

"Thunder," equine star seen as leader of the herd in Monogram's "Silver Stallion," opening at the Theatre, has worked with more fine directors than stars styling because of his universal facility for being directed. Animal pictures are notoriously difficult as to scheduling and practice. The horse is an added time factor, his temperamental moods, his fear of storms, his anxiety to see the manager, his trainer and his composing other animals. Producer-director Ed Flanders has been on this situation for some time on his program of features for which the horse performs.

"Thunder" has appeared with many stars, including Preston Foster, Barbara Stanwyck, Tim McCoy, Barbara Stanwyck, Robert Don Murray, Ray "Crash" Corrigan of Monogram's "Range Riders," and Warner Baxter.

"Thunder," it is rumored, has his most important role in "Silver Stallion"—a part that definitely should establish him as the standout horse star. His savage battle with the black stallion which threatens his leadership of the herd is one of the most furious and dramatic animal fights ever filmed for the screen.


"Silver Stallion" is the story of "Thunder," leader of the wild horses, and his fight against the many dangers that threaten his life and herd. His cunning and uncanny understanding of western action keeps the horse whispering along at smart pace.

The CAST

David Sharpe, film dandrel, creates a sensation on the young outlaw who tames the mighty leader of the wild horse herd in "Silver Stallion" at the Two Col. Cat or Mat No. 15

$10,000 Valued on Thunder", Screen Horse (Advance)

One horse—$10,000—The price tag placed on "Thunder," which appears in Monogram’s "Silver Stallion," opening at the Theatre, is now the most valuable animal in Hollywood.

"Silver Stallion" Wild Horse Film, Opens Soon

Expedient Schooling

Before "Thunder," the horse featured in Monogram’s "Silver Stallion," opening at the Theatre, was two years old it was estimated that $5,000 had been spent on training him for pictures. Due to one or another of a good college education, which is more or less what "Thunder" has undergone, he is a veteran of 60 or more pictures and has his big role in "Silver Stallion" with the wild horses of Arizona.

Shepherds Double As Malamute Dogs

It is worthy of mention of the wild Malamute dogs seen in Monogram’s “Silver Stallion,” wild horse picture now playing at the Theatre. These are not really nor Malamute dogs. Instead they are trained shepherds doubling for the genuine animal.

There is a highlight scene in the picture in which a pack of savage Malamute dogs attack a man and his dog. This breed of dog, however, appears to be more akin to sheepdogs in pictures so produced. As a matter of fact, Edward Flanders used shepherds with their hair drawn as it was, and trimmed the Malamute’s head. Nobody seemed to notice the difference, except, perhaps, the dogs.

JANET WALDO AND DAVID SHARPE WAGE BEATING BATTLE AGAINST THE DREADFUL BLACK STALLION IN "SILVER STALLION," EXCITING NEW WESTERN IN CINEMA’S QUEST OF THE PROPER AND COMER ROYAL, OCTOBER 15, 1934.

"Silver Stallion," starring David Sharpe and Janet Waldo, is a drama of action and suspense.

"Silver Stallion" Opens Soon

One Col. Cat or Mat No. 15

The CREDITS

Produced and Directed by AL HERNANDO

Photographed by J. W. COFFMAN

Sound by JOE P. GLAVIN

Screenplay by ROBERT S. MERRITT

SUPERVISED BY AL HERNANDO

PRODUCED & DISTRIBUTED BY MONOROM

"Silver Stallion," a dramatic western, starring David Sharpe and Janet Waldo, opens at the Theatre, Thursday, October 15. The story is about the Battle Between the Black Stallion, leader of the wild horses, and the man who tames him in the story of "Silver Stallion."
An Outdoor Saga Worthy Of First Runs Everywhere!

Make no mistake about it, "Silver Stallion" will hold its own in any company as exciting, top-grade entertainment! This is no ordinary "western"—it's an outdoor adventure that ranks with "Sequoia" and "The Biscuit Eater" among the best animal films the industry has ever produced. The picture has everything ..., action, romance, scenic grandeur and a terrific emotional punch. Screen "Silver Stallion" before you play it, then give it the rip-roaring campaign it deserves!

AMATEUR PHOTOGRAPHERS CONTEST!

This picture boasts some of the finest outdoor scenes in recent years. Animals, landscapes, action and romantic scenes all have the feeling of nature at its colorful and exciting best. Capitalize on this angle with a contest for amateur photographers. Give prizes (promoted cameras or photographic aids if possible) for their best shots of animal life and landscapes. You'll have the enthusiastic co-operation of camera clubs and all dealers in photographic supplies.

Another way to boost the scenic attraction of "Silver Stallion" is to hold a lobby exhibition of western art for the week preceding the playdate.

Libraries Plug Western Animal and Outdoor Novels

Arrange with libraries and book stores to co-operate in an "Outward Fiction Week" plugging western, animal and outdoor novels. Famous authors of red-blooded literature like Zane Gray, Harold Bell Wright, Max Brand and Albert Payson Terhune should be featured in book displays in conjunction with stills from the picture. You can make up a card for your lobby illustrated with book covers and reading: Prepare for the thrills of outdoor adventure! Read these great action novels and then see "Silver Stallion," greatest of all films of the west!

A pass given to your librarians should get in return word-of-mouth plugs to readers taking out western stories.

Appeal to Horse and Dog Lovers

Naturally, "Silver Stallion" will be of prime interest to all lovers of animals. Not only does the picture feature "Thunder" as the mighty leader of the wild horse herd, but also Black Jack, another fine-looking stallion; Captain Boots, the police dog; a cute baby colt and a magnificent mare. See that all riding academies, pet shops and wild life clubs are given throwaways to distribute and plenty of display material. They're good possibilities for promoting prizes for contests, too.

STAGE SLOGAN HUNT FOR HORSE, "THUNDER"

National advertisers have found that the public favors "catchline" contests above all others. You can build interest in the equine star of "Silver Stallion" by offering prizes (passes) for the best phrase to be used as a descriptive tag to follow his name, "Thunder." Examples are: "Thunder, King of the Stallions;" "Thunder, Mightiest Equine;" "Thunder, Champion of the Animal World;" etc.

Another "naming" contest possibility is a competition to pick a name for the little colt which appears throughout the picture as "Thunder's" son. The animal is white like his cinema sire and gives promise of becoming a film luminary too. Either of these contests is simple and appealing enough to rate space in your local daily. Or try a tie-up with some of the school classes. Use cut-out of horse from three-sheet to announce contest in your lobby.

Travel Agency Tie-Up

Filmed in Arizona and the San Jacinto Mountains of California, "Silver Stallion" is perfect for co-operative ads and window displays with railroad, bus and all travel agencies. Get in touch with your local representatives immediately and arrange set-ups featuring maps of the region and stills from the picture. Tie-up card in conjunction with the display should read: Thrill To The Grandeur of The West—See "SILVER STALLION" and You'll Want To Plan Your Next Vacation Trip.

Get School Co-operation

"Silver Stallion" is definitely the kind of picture that rates support from all groups working for the betterment of screen entertainment. It deals with the regeneration of three outlaws through the influence of a young girl and a wild stallion. The romance is sweet and simple and the entire film is excellent for family audiences. Get after your schools, women's clubs, boy scouts, etc., to boost it for you. Arrange for still displays in classrooms.

LOBBY ANAGRAM CONTEST GOOD ADVANCE STUNT

Have large cards or wood blocks cut out bearing the letters spelling the words SILVER STALLION. Place them on a table in your lobby with a placard announcing that five pairs of passes will be awarded to those submitting the largest list of words garnered from these letters. It's an entertaining contest and will certainly appeal to the anagram hounds.

Another idea for using these cut-out letters is to hire a couple of kids to spell them on busy corners and then slowly assemble them in the proper order to spell "Silver Stallion." For this stunt you can add the theatre name to the words they must construct.
FIGHT SCENES HIGHLIGHT "STALLION" HORSE FILM

Notable for two exceptional factors—some of the finest animal action scenes ever photographed and a fresh approach to the, horse story theme—Monogram’s "Silver Stallion" opened yesterday at the Theatre.

"Silver Stallion" is the story of a boy, who has turned horse thief, and of his horse, "Thun- der," which finally he brings back to the fold in a happy ending.

$10,000 Horse

"Thunder," beautiful white stallion featured with "Silver Stallion," current attraction at the Theatre, is valued at $10,000, and the entire cast of his own initialism, plus the express expense of $500 that the horse’s owner, Jimmy Colter, has paid to keep the horse's behavior of the same man. The horse's owner, Jimmy Colter, has paid $500 to keep the horse's behavior of the same man.

Although there is no color backstage in "Silver Stallion," there is still the same vitality in the picture that characterized Monogram’s "Silver Stallion," now the most popular picture of the year.

"Silver Stallion," now the most popular picture of the year, has a top budget of over $100,000. The horse, in the title role, is a thoroughbred, the best horse in the world.

Horses Get High Ranking

As Screen Drawing Cards

Although they may never reach the charmed circle of "Three Stooges," as matinée idols, the reputation of the greatest attractions in the motion picture industry have been, and still are, horses. From "Silver Stallion" to "Tebbe the Horse," there is a popular attraction that gallops across the screen, horse stars have maintained a high popularity rating.

Today, of course, the horse favorite include Gene Autry’s "Star," Roy Rodgers’ "Red Cloud," and "Silver Stallion," now the most popular picture of the year.

"Silver Stallion," now the most popular picture of the year, has a top budget of over $100,000. The horse, in the title role, is a thoroughbred, the best horse in the world.

TALented FAMILY

Janet Waldo, who has the romantic lead in "Silver Stallion," Monogram’s animal adventure picture now opening, is the third daughter of her family to achieve fame in the entertainment world. Her mother is the famous operatic singer and her sister, an accomplished concert singer, is married to Lionel Sturrock, the British conductor, whom she met on South America with him.

"Silver Stallion" Miss Walde plays a reckless girl of the Arizona bandits who is inspired to mastermind the operation of a notorious young outlaw, played by David Sharpe. Sharpe, in the cast as "Thunder," the horse, in the title role, and "Silver Stallion," is a thoroughbred, the best horse in the world.

Janet Waldo, lovely discovery of Bing Crosby, has the romantic lead in "Silver Stallion," the outdoor adventure story which features the horse "Thunder," the horse.

One Col. or Mat. No. 2

"Thunder" Chooses Own Mate for Film

"Thunder," leader of the wild horses in Monogram’s "Silver Stallion," now the most popular picture of the year, has a top budget of over $100,000. The horse, in the title role, is a thoroughbred, the best horse in the world.

Almost equalizing the shot of the horse is the same scene in which "Thunder" is a part of a pack of "killing" horses to protect the leader of his herd and family, and a wild stallion that threatens his domain. The scene has the same sort of savage fury as in this element of struggle between the two herds.

Photographed in Arizona and the San Juan Mountains of California, "Silver Stallion" is laid against a background of desert grandeur that does much to enhance the picture’s natural beauty. Mar- velous photography is credited with the fine photography in the picture.

The man, "Lone Ranger’s" horses are featured in the picture, as are the horses of "Silver Stallion," depicted by autographs as a part of the program.

FINNIES WINS AS HORSE WHINNIES

Finneys are tricks to be held back by the horse stars, but usually not enough for the picture. Finney’s horse, "Lone Ranger’s" horses, are featured in the picture, as are the horses of "Silver Stallion," depicted by autographs as a part of the program.

"Lone Ranger’s" PAl

Chic Thunderhorse, full-blooded Indian appearing in "Silver Stallion" at the coming in the picture, is familiar to millions of moviegoers as "Kato" in the series of pictures built around the "Lone Ranger." Thunderhorse also gained fame for his portrayal of the title role in "Geronimo." In his current picture, the redskin actor appears as one of a trio of reckless outlaws who be- come the latest members of the Arizona bandits.

Bing Crosby Protege

Janet Waldo, lovely young actress in "Silver Stallion" at the Theatre, is given her screen debut in the story of "Silver Stallion," the title role. The stage star has been popular for several years, and now has been given her first opportunity in the picture.

On Screen

Acclaimed by preview critics as one of the finest pictures of the year, the picture is being shown in a special attraction of Hollywood at the Theatre. "Silver Stallion" is the current attraction at the Theatre.

The feature has a cast that includes Bing Crosby, "Thunder," the title role, and "Silver Stallion," now the most popular picture of the year. The picture is about the wild horse and his battle with the bandit of the Arizona bandits.

ACTOR A HERO

Thomas Edward, who portrays in "Silver Stallion" at the Theatre, plays the part of a young outlaw in the picture. The stage star has been popular for several years, and now has been given his screen debut in the story of "Silver Stallion," the title role. The stage star has been popular for several years, and now has been given his screen debut in the story of "Silver Stallion," the title role.
TICKET-SELLING ACCESSORIES

FLASHY FLAG AND VALANCE

Here are two flash ballyhoo aids that will give your theatre that carnival feeling that spells wallowing entertainment. The valance is styled to fit any size marquee. Flag can be seen for blocks. Both can be had on reasonable rental from LIBERMAN FLAG and VALANCE CO., 71 Fifth Avenue, New York City.

ATMOSPHERIC LOBBY

An outdoor adventure picture like "Silver Stallion" gives the live-wire showman a swell opportunity to rig up a display that will really draw attention.

Local sporting goods and department stores as well as riding academies will furnish you with all you need in the way of guns, camping equipment, saddles, spurs, lariats, etc. Additionally you should be able to borrow some cactus or other typically western plants from local florists.

Rope off a corner of the lobby and set up the display to resemble the outdoor hangout of the three rustlers who appear in "Silver Stallion." It will be even more profitable to arrange a similar layout for a prominent store window with plenty of stills from the picture.

WINDOW CARD

The cover of this press book duplicates the smash window card. Colorful illustration, jammed with audience appeal!

Order plenty to ballyhoo a great film!

SET OF TWO 22 x 28 CARDS

COMPLETE SET OF 14 x 14 LOBBY CARDS AVAILABLE AT YOUR MONOGRAM EXCHANGE

SOCK TRAILER

National Screen Service has turned out a sure-fire piece of screen merchandising in the rip-roaring trailer on "Silver Stallion." Bristling with action, aglow with the exciting beauty of the colorful backgrounds, the "pre-vue" sells every angle of the film. It punches over the thrills of the wild horse battles, the dramatic story of the young outlaw's struggle for regeneration, the romance and the adventure. The trailer should be a "must" in your exploitation planning!

Deluxe Posters on Rental Basis

Attractive silk-screen displays, which dress up your lobby at very small cost, have been prepared by National Screen Accessories for "Silver Stallion." Sizes 40 x 60 and 30 x 40 plus a fine line-up of attractive banners are available at low rentals. Use them a week in advance in the foyer, then move them to the outer lobby for the run of the picture.

FOR A PERFECTLY BALANCED DOUBLE HIT PROGRAM...PLAY

"Silver Stallion"

AND

"Roar of the Press"

Printed in U.S.A.