IN ALL ITS BRAWLING, GREED-MADDENED TURBULENCE...
THE GOLD-RUSH
OF '49!

All the daring and
danger of a fabulous
frontier... where
frenzied hordes of
men and women.
seeking the world's
richest treasure...
fought for it...
 stole for it... 
killed for it!

THE CAST

John Sutter........ EDWARD ARNOLD
Pete Perkin........ Lee Tracy
Countess Elizabeth Bartolofski... Binnie Barnes
Mrs. Anna Sutter.... Katherine Alexander
James Marshall..... Addison Richards
Captain Kettleston.. Montague Love
Gen. Juan Batista Alvarado... John Miljan
Gen. Rotcheff....... Robert Warwick
Kit Carson......... Harry Carey
King Kamehameha... Mitchell Lewis
John Sutter Jr..... William Janney

THE STORY
(Not for Publication)

During the early 1840's, John Sutter (Edward Arnold),
adventurer and dreamer, leaves his family in Switzer-
land and goes to New York to seek his fortune. There
he meets Pete Perkin (Lee Tracy) who joins him on
his tortuous sea journey to California where they in-
tend to establish homes.

When they reach California, Governor Alvarado (John
Miljan) gives Sutter a large grant of land near the Sac-
ramento River, upon which Sutter starts a colony which he
names New Helvetia. For three years they struggle
against every frontier hardship.

Then the commander of a Russian post nearby sells
Sutter additional land and this deal starts him on the
road to wealth. One of the Russian party is the beautiful
Countess Elizabeth (Binnie Barnes) who is attracted to
Sutter but is discouraged by Perkin who informs her
blantly that Sutter is happily married.

Soon thereafter James Marshall (Addison Richards)
reveals to Sutter that he has found gold in Sutter's mill.
race. Despite every effort at secrecy the news leaks out
and the rush is on. Sutter's soldiers and workers desert
him. Frenzied hordes of strangers from all parts of the
world, lured by gold, take over his property, dig up his
land and kill his cattle.

Soon after his wife (Katherine Alexander) and family
arrive, Sutter files suit to recover his property. The case
goes from court to court. Decisions are handed down
favoring Sutter; then they are reversed. Sutter, never giv-
ing up the fight, goes with Perkin to Washington, D. C.,
where they continue the legal battle through three
presidential administrations. Sutter's death was the only
force that ended his gallant struggle against the avow-
eds and greed that sought his destruction. And it was only
after his death that the government recognized the valid-
ity of his claims and awarded him sums which would
have made him one of the richest men in the world.

See pages 6 and 7 for ads designed for use in the
event you play this picture double featured with
"Seven Sinners".
EXPLOITATION

'Sutter's Gold' Natural For Jewelry Store Tieup

JEWELERS will go for this display dramatizing gold. Use it to build interest for "Sutter's Gold." Contact your local jeweler and suggest above idea to him, offering co-operation in the way of stills, lobby and poster cutouts and other accessories to dress up the display.

An Excellent Giveaway

THIS inexpensive giveaway should pay off with plenty of talk around town for "Sutter's Gold." All you need is a quantity of pebbles which can be gilded. Put them in envelopes with suggested copy on cards.

RADIO SPOTS
ONE MINUTE:
Gold! Gold! Gold! The news that electrified the world! All the daring and danger of a fabulous frontier — where frenzied hordes of men and women — seeking the world's richest treasure — fought for it — stole for it — killed for it! "Sutter's Gold," the story of the gold rush of '49 — brought to the screen — now — to honor California's Golden Centennial! See "Sutter's Gold" in all its brawling, greed-maddened turbulence! See Edward Arnold as John Sutter — once the world's richest man. See the saga of one of the most adventurous periods of American history. See "Sutter's Gold" today at the Gem.

30 SECONDS:
John Sutter is coming your way! Yes, John Sutter the man who sued the United States Government for $600 million dollars and won the case. See Edward Arnold as Sutter in "Sutter's Gold," the story of the gold rush of '49! Gold was the gleaming urge that made fortune寻求ing men dig in the earth, claw the rock. Gold was their master. See "Sutter's Gold" today at the Gem!

15 SECONDS:
See "Sutter's Gold," the famous drama of men and women gone mad with the greed for gold! See "Sutter's Gold," the thundering story of the gold rush days! See "Sutter's Gold" today at the Gem!
Spectacular ‘Sutter’s Gold’

One of Top Movie Epics

(Prepared Review)

This year California and the rest of the nation are observing the hundredth anniversary of the discovery of gold in that state. In keeping with that occasion, Eagle Lion Films is releasing a film on that historic event—'Sutter's Gold,' which, probably more than any other event in California history, is responsible for the building of the West. The picture, which has a magnificently sweep and power, was shot last summer at the Theatre with Edward Arnold as John Sutter. It is a great motion picture.

Tourist

Edward Arnold portrays one of the most fascinating characters in American history—a man who amassed and lost a great fortune through his grandiose ventures, his courage, and of the strange plot of fate which left him struggling for justice. This was John Sutter, soldier, adventurer, planner and dreamer.

Star Binnie Barnes
Specializes in Roles Of Famous Women

Binnie Barnes is always at her very best in playing great, glamorous ladies of the past—and she is no exception in 'Sutter’s Gold.' "It’s a gold film built around the discovery of gold in California," Barnes declared her role after the famous Lola Montez, even though she plays the charmer, Countess Elisabeth. How’s her part? "One is expected that it would be prominent in 'Sutter’s Gold," which is now being released by Eagle Lion Films and is currently playing at the Theatre, since she was a famous lady in the California gold rush of 1849.

Sees Montez Head

When Miss Barnes was chosen to portray the famous Lola Montez in "Sutter’s Gold" by Director James Cruze, she found that Montez had in the makeup department. Miss Barnes’ response was "brave and upcoming." Cruze allowed her to reproduce the alluring appearance of the famous Freibrand in her role opposite Arnold. "Binnie was made up to look like Lola," she said. "She had the romantic life of the Montez lady and gave the part of the Countess in "Sutter’s Gold" the vibrant, colorful personality that made Montez a memorable woman.

Sutter’s Gold’ Film Tells Pioneer Story

No less than eight different versions of the story of John Sutter, who gave his name to the mill on his land, have been recorded. The new version, which was written by eight different authors and none of them seem alike.

New, however, as part of the hundredth anniversary of the discovery of gold in California, Eagle Lion Films is re-releasing "Sutter’s Gold," starring Edward Arnold, and it will be shown starting at the Theatre. The story is on the latest discoveries made by historians and archaeologists. The film was produced by Walter H. Strode, who used latest scholarship in his novel, "Sutter’s Gold," which was written in 1849.

Paging Colbert

Most bridge players may not know that the gentle art of the grand slam was practiced in California as early as 1842. John Sutter, the early settler of the California coast, who is portrayed by Edward Arnold in "Sutter’s Gold," opened a bridge club at the Theatre, while away his winter evenings with the game, which was then called ruff.

"Although the early settlers were rather fast on the trigger, the game was too slow for some of them—shooting their horses for trumping partner’s ace, or falling in to return the right lead," Eagle Lion Films is re-releasing "Sutter’s Gold."
GOLD! and the Men who lived for it! loved for it! killed for it!

"The Gold Rush of '49"—lusty, brawling saga of greed-hungry men—a century cannot dim its thundering drama!

SUTTER'S GOLD

STARRING

EDWARD ARNOLD

Directed by A.里面的文本不完整

Brought to the screen... now... to honor California's Golden Centennial!

SEE COVER OF THIS PRESS BOOK FOR 3 COL. AD MAT 301 - 399 LINES

IN ALL ITS BRAWLING, GREED-MADDENED TURBULENCE... THE GOLD-RUSH OF '49!

SUTTER'S GOLD

STARRING

EDWARD ARNOLD

Directed by A.里面的文本不完整

In honor of California's Golden Centennial!

Brought to the screen through Eagle Lion Films

GOLD! and the Men who lived for it! loved for it! killed for it!

SUTTER'S GOLD

STARRING

EDWARD ARNOLD

Directed by A.里面的文本不完整

In honor of California's Golden Centennial!

Brought to the screen through Eagle Lion Films
THE SCREEN'S THUNDERING DRAMA
OF MEN MAD WITH THE
GREED FOR GOLD!
"The Gold Rush of '49"—in all its
thrill-splashed greatness! Its
tempoless story
more thrilling
than ever!

SUTTER'S
GOLD

Sharing EDWARD ARNOLD
with - LEE TRACY - BINNIE BARNES - KATHERINE ALEXANDER
KING GRISELO - RUSSELL BLOCKER - JOHN MILIAN
An EDWARD ARNOLD production - Directed by JAMES CRUZE
Screen Play by JACK KIRKLAND, WALTER NODOL, GEORGE O'NEIL
Based on the story by BLAISE CENDRARS

2 COL. AD MAT 204—170 LINES

PLUNDERING...LOOTING...KILLING!
MEN GONE MAD WITH GREED
FOR GOLD!

SUTTER'S
GOLD

Based on the story by BLAISE CENDRARS

2 COL. AD MAT 201—100 LINES

THE BRAWLING
TURBULENT
GOLD-RUSH
OF '49!

SUTTER'S
GOLD

EDWARD ARNOLD

A RAVEN PICTURE

2 COL. AD MAT 203—40 LINES

OFFICIAL BILLING

"SUTTER'S GOLD"

Starring

EDWARD ARNOLD
(By arrangement with B. P. Schulberg)

with

LEE TRACY
BINNIE BARNES
KATHERINE ALEXANDER
Montague Love
Addison Richards
John Miljan

An EDMUND GRAINGER production
Directed by JAMES CRUZE

Screen Play by
JACK KIRKLAND, WALTER WOODS, GEORGE O'NEIL

Based on the story by BLAISE CENDRARS

By arrangement with BRUNO FRANK

Re-Released through Eagle Lion Films

Page Five
SPECIAL ADS and STORIES FOR TWIN ACTION-LOADED THRILL HITS 'SEVEN SINNERS' and 'SUTTER'S GOLD' Ads and stories on these two pages are designed for use by theatres who plan to play these two big attractions as a double bill

'Gold' and 'Sinners', Excellent Double Bill, Pack Drama Wallap

(Prepared Review)

"Sutter's Gold" and "Seven Sinners", different though they are in tempo, story and period, proved a most satisfactory double bill last night at the Theatre, where they are playing a renewed engagement. One relates the dramatic and timely story of the great gold rush of 1849, its discovery by gold seekers in California and the tremendous upheaval it caused. The other is a whiz-bang story of a hobo-tryk-entertainer who takes the South Sea circus by storm.

"Sutter’s Gold" stars Edward Arnold as John Sutter, one of the most fascinating characters in American history — a man who amassed and lost one of the world’s greatest fortunes. He tells of his adventures, his courage, and of the strange twist of fate which left him penniless and struggling for justice. Other prominent players in the cast include Blanche Sweet and Lee Tracy. The film is based on the famous novel by Elinor Glyn and was adapted for the screen by Jack Kirkland and Walter Woods. James Cruze directed the epic.

Honky-Tonk Queen

"Seven Sinners" stars Marlene Dietrich as the toast of the South Sea hobo-tryk-entertainers and she plays the part as only the lovely-limbs can. Opposite her, in the role of a handsome young Navy officer, is John Wayne, who gives an outstanding performance. Others in the impressive cast include Broderick Crawford, Albert Dekker, Billy Gilbert, Misch Auer and Otto Kruger (of "I Remember Mama" fame). "Seven Sinners" was directed by Joe Pasternak and features three songs which were sung by Miss Dietrich in her unique and famous style. They are "Tell It Overboard," "The Man in the Navy," and "I’ve Been in Love Before.

Here indeed is a double bill that is worth going out of your way to see. Both pictures are being re-released by Eagle Lion Films.

Public’s Demand Recalls

"Sutter's" and 'Sinners'

Two motion picture greats of yesteryear, "Sutter's Gold" and "Seven Sinners," are being brought back as a double bill to the local screens by Eagle Lion Films in response to public request and will be shown at the Theatre beginning next week.

"Sutter’s Gold," epic of the gold-rush days in California when gold was discovered at the mill of John Sutter in 1849, stars Edward Arnold in the title role. "Seven Sinners" stars lovely Marlene Dietrich as a hobo-tryk-entertainment in the South Sea whose love, on-and-off, on-and-off, ends up on plenty of trouble. The supporting casts of both pictures are impressive, that of "Sutter’s Gold" includes Lee Tracy and Blanche Sweet, while "Seven Sinners" boasts such formidable screen names as John Wayne, in the lead opposite Miss Dietrich, Broderick Crawford, Misch Auer, Billy Gilbert and Albert Dekker.

"Seven Sinners" was directed by Tay Garnett and "Sutter's Gold" by James Cruze — two of Hollywood’s finest directors.

LUSTY... BRAWLING... BATTING!

Marlene Dietrich

"SEVEN SINNERS"

with

John Wayne

A novel picture

2 ACTION-LOADED THRILL HITS!

LUSTY... BRAWLING... BATTING!

Marlene DIETRICH

"SEVEN SINNERS"

with

John WAYNE

A novel picture

2 ACTION-LOADED THRILL HITS!

SUTTER'S GOLD!

and the Men who

lived for it! loved for it! killed for it!

2 COL. AD MAT 206 — 190 LINES

DIETRICH TAKES OVER A LAWLESS PACIFIC PARADISE!

Marlene DIETRICH

"SEVEN SINNERS"

with

John WAYNE

A novel picture

2 ACTION-LOADED THRILL HITS!

PLUNDERING... LOOTING... KILLING!

MEN GONE MAD WITH GREED FOR GOLD!

SUTTER'S GOLD!

with

Edward ARNOLD

A novel picture

2 ACTION-LOADED THRILL HITS!

EAGLE LION FILMS

RE-RELEASED THROUGH EAGLE LION FILMS

3 COL. AD MAT 302 — 150 LINES
There are no special accessories for the dual bill, but study of the ads on this and the next page will suggest adaptations for posters, for the double feature bill. Cuts from both trailers can also be used to make up a sock trailer to sell the double bill.