

SHOWMAN'S CAMPAIGN

ADVERTISING • PUBLICITY • PROMOTION



*"A Buster Keaton masterpiece, 'The General.' How sure of his artistry Keaton was and what a hero he made—behind that comic mask of a face."



*"Edwin S. Porter's version of holding up the mails... an attractive commonplace of American life at the turn of the century."



*"A choice item from a deMille extravaganza in which Noah Berry attempts to have his way with Jetta Goudal, who has no intention of yielding her quite substantial body to him."

**It's
been
clocked
at
60
howls
a
second!**

The New Yorker
Magazine Says*

!! THE GREAT CHASE

Featuring
BUSTER KEATON
in his masterpiece
"THE GENERAL"
and
LILLIAN GISH
WILLIAM S. HART
DOUGLAS FAIRBANKS Sr.

Music composed and played by
LARRY ADLER
Narrated by FRANK GALLOP

A Paul Killiam and Saul J. Turell Presentation
A Harvey Cort Production A Continental Distributing Inc. Release
An Affiliate of The Walter Reade-Sterling Group



*"A glorious acrobatic romp by Douglas Fairbanks in a scene from 'The Mark of Zorro.'"



*"An exuberant anthology of great chases... we see Richard Barthelmess pursuing a heartsick Lillian Gish across the ice flows!"



*"Scenes from William S. Hart's last picture, 'Tumbleweeds' in which the cowboy outrides the camera that is frantically seeking to keep up with him."

THEATRE

4 Col. x 144 Lines — 576 Lines

(ALSO AVAILABLE IN 3 COL. X 108 LINES — 324 LINES
AD MAT 303)

AD MAT 401

CONTINENTAL
1776 BROADWAY, N.Y. 19, N.Y.



DISTRIBUTING, INC.

AN AFFILIATE OF THE WALTER READE-STERLING GROUP

PAUL KILLIAM and SAUL J. TURELL present
HARVEY CORT'S Production of
"THE GREAT CHASE"

starring
BUSTER KEATON • DOUGLAS FAIRBANKS, SR.
WILLIAM S. HART • LILLIAN GISH
and
PEARL WHITE RICHARD BARTHELMESS
NOAH BEERY RUTH ROLAND
JETTA GOUDAL ROD LA ROQUE
MARION MACK

Released Through CONTINENTAL DISTRIBUTING, INC.,
An Affiliate of the Walter Reade-Sterling Group

Running Time: 77 Minutes

CREDITS

Producer HARVEY CORT
Narrator FRANK GALLOP
Written by HARVEY CORT with
PAUL KILLIAM and SAUL J. TURELL
Music composed and played by LARRY ADLER
Arranged and conducted by GEORGE BASSMAN
Film and music editor HARVEY CORT
Main titles TED TRINKAUS
Sound effects VAL PETERS
Music recording ROBERT FINE
Soundmixing ALBERT GRAMAGLIA

"THE GREAT CHASE" SEQUENCES

THE GREAT TRAIN ROBBERY — The Great Chase began in 1903 with pioneer director-photographer Edwin S. Porter's original venture into combining a story with all the excitement of the popular touring "Wild West" shows which featured the chase. "The Great Train Robbery" became the keystone for not only subsequent action films but for the ingenious use of camera and film editing as well. This, then, is the great granddaddy of The Great Chase.

DESPERATE ENCOUNTER — Edwin S. Porter's 1905 film was many years ahead of its time. Here is the prototype of the cops and robber theme which was actually shot on the streets of New York.

A GIRL AND HER TRUST — Around 1910 a fledging director, D. W. Griffith, added new refinements to the increasingly popular medium of motion pictures. His technique of following the characters closely with the camera heightened the suspense of the chase. DOROTHY BERNARD played the intrepid heroine.

WAY DOWN EAST — Now a complete master of his craft, Griffith's 1920 screen version of the successful stage melodrama "Way Down East" confirmed his genius if nothing but for the accomplishment of persuading LILLIAN GISH and RICHARD BARTHELMESS to actually perform in one of the most hazardous chase scenes in motion picture history. Both Miss Gish and Mr. Barthelmess were exposed to the dangers of zero degree temperatures and the ice floes on the Connecticut River as they reenacted the plight of a forsaken girl who is saved from death by her faithful sweetheart.

THE COMING OF AMOS — Cecil B. DeMille's lavish settings for his princess-in-peril, JETTA GOUDAL, reflects the sophistication which was brought to the chase in the Twenties. NOAH BEERY's sneering elegance as the menace is offset by the bravura of rescuer ROD LA ROQUE.

DOUGLAS FAIRBANKS, SR. — Handsome, athletic and dare-devil supreme, Fairbanks stands alone for the flair and balletic grace he brought to the most difficult of stunts as he chased and was chased on land and sea. NOAH BEERY displays another type of menace in the sequence from "THE MARK OF ZORRO."

TO BE CONTINUED — The Serials — Heady exponents of the chase interrupted, the serial kept millions of viewers in the happy state of suspense from week to week. PEARL WHITE got off to an early start as a nerve tantalizer in 1914 in "The Perils of Pauline." RUTH ROLAND soon emerged to share the tension as she ended her weekly cliffhanging episodes in death-defying situations.

JUNGLE TREASURE — Made on location in the heart of the Amazon, an unsung and nameless actor encounters some monstrous threats as he pursues his quarry, a rare butterfly on a river infested with hostile natives, piranha fish and voracious crocodiles. The Brazilian jungle has its own breed of real-life menaces to thwart a dedicated scientist's chase.

TUMBLEWEEDS — William S. Hart — This was the last picture of the man who brought the most enduring of chases... bad cowboys versus good cowboys... into world prominence. The 1926 picture also set an all but unbeatable re-enactment of the famous Oklahoma land rush. Hart rode many chases, but this, made when he was 56, was his greatest.

THE GENERAL — Buster Keaton — Keaton was able to make full use of his acrobatic and comic skills in portraying the engineer of the Southern locomotive, The General. Based on a true incident which occurred during the Civil War, "The General" emerged as the screen's classic railroad chase. When the locomotive is "kidnapped" by Northern soldiers, Keaton doggedly sets out alone to retrieve it. MARION MACK supplies the love interest as the threatened Southern belle who becomes very much involved in the recapturing of the locomotive much to Keaton's everlasting glory.



THE GREAT CHASE

Scene Mat 1B
Lillian Gish starts off for her famous harrowing ride down the Connecticut River on an ice floe in this sequence from "The Great Chase," opening at the Theatre on Containing highlights from selected silent screen classics when the movies really moved, "The Great Chase" has an original score by Larry Adler and was produced by Harvey Cort. Buster Keaton, Douglas Fairbanks, Sr., and William S. Hart are also in the film which is being released through Continental Distributing, Inc., an affiliate of the Walter Reade-Sterling Group.

PUBLICITY

"THE GREAT CHASE" HEADED FOR THE THEATRE ON

"The Great Chase," a cavalcade of thrill, comedy and spectacle, will open at the Theatre on Produced by Harvey Cort, the picture is comprised of silent film sequences, starting with the great granddaddy of all chase classics, "The Great Train Robbery," made in 1903, and culminating with Buster Keaton's unmatched train epic, "The General."

Douglas Fairbanks, Sr., Lillian Gish, Richard Barthelmess, William S. Hart and Pearl White are included in the roster of stars who appear in other sequences which show the development of the chase in a great variety of forms. Narrated by Frank Gallop, "The Great Chase" has an original musical score composed and played by the noted harmonica virtuoso, Larry Adler. The film is being released through Continental Distributing, Inc., an affiliate of the Walter Reade-Sterling Group.



THE GREAT CHASE

Scene Mat 2C
Douglas Fairbanks, Sr., exhibits the skill which made him the greatest swashbuckling hero in motion picture history in "The Great Chase," which opens at the Theatre on Containing highlights from selected silent screen classics when the movies really moved, "The Great Chase" has an original score by Larry Adler and was produced by Harvey Cort. Buster Keaton, Lillian Gish and William S. Hart are also in the film which is being released through Continental Distributing, Inc., an affiliate of the Walter Reade-Sterling Group.

VARIED ACTION HIGHLIGHTS 'THE GREAT CHASE'

Rather than one chase, as the title of the new attraction coming to the Theatre implies, "The Great Chase" gives a comprehensive view of the varied action that has been incorporated into one of the most exciting ingredients invented for film making. Producer Harvey Cort logically starts at the beginning of the genus with the picture which actually got the motion picture industry off the ground and started a trend which is still capitalized on to this day, Edwin S. Porter's 1903 production of "The Great Train Robbery." The development and refinement of camera and action techniques in the hands of veteran directors such as D. W. Griffiths, Cecil B. DeMille, Fred Niblo and King Baggott comprise this compilation of thrills and spills throughout the silent era of picture making when the movies really moved.

In a film that is literally all highlights, three sequences stand out because of the personal risks and dangers that the stars actually took to bring action to vivid life.

In "Way Down East," starring Lillian Gish, the climactic situation is a tense chase across the Connecticut River on ice floes racing towards the inevitable falls. As a warm-up, Miss Gish was first called up to wander about in a blinding blizzard to get to the river bank. Once there, she spent long hours cruising the river sprawled out on the freezing ice. The agony so often shown on her face was genuine... in terms of absolute realism, this sequence has seldom been equaled.

In a lighter vein, Buster Keaton performs some incredible feats atop a speeding locomotive in his 1927 comedy classic "The General." Keaton had formerly been a vaudeville acrobat, and this background enabled him to perform some hazardous footwork as he makes a swaying train a prop for his serio-comic involvements. At no time throughout the filming of the picture did Keaton rely upon a double.

Finally, in "Tumbleweeds," that greatest of all western stars, William S. Hart, stages one of the fastest and most gruelling of all movie "rides" in his reconstruction of the famed Cherokee Strip landrush. What distinguishes his lightning ride over rough and rocky country is the fact that Hart was close to sixty years of age when he performs it!

"The Great Chase" also shows Douglas Fairbanks, Sr.'s swashbuckling prowess which brought him fame, and other daredevil pioneers of the industry who established the art of the chase in motion pictures. Narrated by Frank Gallop, the film has a special musical score composed by Larry Adler, noted harmonica virtuoso. It is being released through Continental Distributing, Inc., an affiliate of the Walter Reade-Sterling Group.



THE GREAT CHASE

Scene Mat 2B

An eager Buster Keaton gets a bit ahead of himself in "The General," one of the sequences in "The Great Chase" which opens at the Theater on Containing highlights from selected silent screen classics when the movies really moved, "The Great Chase" has an original score by Larry Adler and was produced by Harvey Cort. Douglas Fairbanks, Sr., Lillian Gish and William S. Hart are also in the film which is being released through Continental Distributing, Inc., an affiliate of the Walter Reade-Sterling Group.

"GREAT CHASE" STARS FRAIL AS OXEN

(Advance Feature)

The feminine stars appearing in sequences of "The Great Chase," the cavalcade of thrill, comedy and spectacle which is coming to the Theatre, earned their fame

alongside their male counterparts the hard way. When the action in silent films got rough and dangerous, Lillian Gish, Pearl White and Ruth Roland rolled up their sleeves and pitched in without the use of doubles, processed shots or any apparent interest in a long life.

Miss Gish, one of the most exquisitely delicate stars of all time, proved conclusively that

she was as frail as an ox in "Way Down East." When the script called for her to stumble aimlessly about in a howling New England blizzard, out she went into the zero weather unburdened by a warm coat or hat. This was actually a warming-up exercise as her ultimate destination was a ride down the Connecticut River prostrated on an ice floe. Miss Gish recalled in a recent interview that five lives were lost during the filming of the picture, and most of the actors and crew suffered from frostbite. This sequence, included in "The Great Chase," remains one of the most perilous chases in screen history.

Another expert combining beauty and little expected brawn was Pearl White, Queen of the Serials. She was always good for a weekly gasp or two as she worked herself into and out of dangerous situations that would test the physical stamina of many a male athlete. Her throttle-hold on the cliff-haging type of film was challenged by Ruth Roland who blithely tossed off harrowing situations with disarming smiles and tensile muscles.

Offering competition to these intrepid women of yesteryear in "The Great Chase" are Douglas Fairbanks, Sr., Buster Keaton and William S. Hart. Produced by Harvey Cort, the unusual compilation of the great chase and pursuit classics has an original musical score by Larry Adler, noted harmonica virtuoso, and is being released through Continental Distributing, Inc., an affiliate of the Walter Reade-Sterling Group.

ADVERTISING



THE GREAT CHASE

Buster Keaton muzzles Marion Mack to safeguard their escape in "The General," one of the sequences in "The Great Chase" which opens at the Theatre on Containing highlights from selected silent screen classics when the movies really moved, "The Great Chase" has an original score by Larry Adler and was produced by Harvey Cort. Douglas Fairbanks, Sr., Lillian Gish and William S. Hart are also in the film which is being released through Continental Distributing, Inc., an affiliate of the Walter Reade-Sterling Group.

For the thrill

of your life

be sure

to catch...

!!! THE GREAT CHASE

Starring BUSTER KEATON · DOUGLAS FAIRBANKS Sr.
A PAUL KILLIAM and SAUL J. TURELL PRESENTATION
A CONTINENTAL DISTRIBUTING INC. RELEASE

1 Col. x 101 Lines

!!! THE GREAT CHASE

Starring BUSTER KEATON · DOUGLAS FAIRBANKS Sr.
A PAUL KILLIAM and SAUL J. TURELL PRESENTATION
A CONTINENTAL DISTRIBUTING INC. RELEASE

1 Col. x 32 Lines



THE GREAT CHASE

The swashbuckling Douglas Fairbanks, Sr. is one of the stars that appear in "The Great Chase," opening at the Theatre on Containing highlights from selected silent screen classics when the movies really moved, "The Great Chase" has an original score by Larry Adler and was produced by Harvey Cort. Buster Keaton, Lillian Gish and William S. Hart are also in the film which is being released through Continental Distributing, Inc., an affiliate of the Walter Reade-Sterling Group.



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Music composed and played by LARRY ADLER Narrated by FRANK GALLOP

A Paul Killiam and Saul J. Turell Presentation
A Harvey Cort Production A Continental Distributing Inc. Release
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THEATRE

2 Col. x 72 Lines — 114 Lines

For the thrill of your life be sure to catch...

!!! THE GREAT CHASE

Starring BUSTER KEATON · DOUGLAS FAIRBANKS Sr.
A PAUL KILLIAM and SAUL J. TURELL PRESENTATION
A CONTINENTAL DISTRIBUTING INC. RELEASE

2 Col. x 28 Lines — 56 Lines

IT'S BUSTER KEATON

— IN —
"THE GENERAL" and 60 Years of Great Movie Chases

— ALL IN —
!!! THE GREAT CHASE

DOUGLAS FAIRBANKS, Sr. WILLIAM S. HART LILLIAN GISH LARRY ADLER

A PAUL KILLIAM and SAUL J. TURELL PRESENTATION A HARVEY CORT PRODUCTION
A CONTINENTAL DISTRIBUTING INC. RELEASE AN AFFILIATE OF THE WALTER READE-STERLING GROUP

2 Col. x 56 Lines — 112 Lines



For the



thrill of



your life



be sure



to catch...

!!! THE GREAT CHASE

A Cavalcade Of The Screen's Most Hair-Raising Pursuits From Watery Dungeon To Steaming Jungle To Western Plain!!!

Starring **BUSTER KEATON** • **DOUGLAS FAIRBANKS Sr.**
A PAUL KILLIAM and SAUL J. TURELL PRESENTATION
A HARVEY CORT PRODUCTION
A CONTINENTAL DISTRIBUTING INC. RELEASE

1 Col. x 189 Lines AD MAT 102

ADVERTISING

IT'S **BUSTER KEATON**
IN
"THE GENERAL"
and 60 Years of
Great Movie Chases
ALL IN
!!! THE GREAT CHASE
DOUGLAS FAIRBANKS, Sr.
LILLIAN GISH HART
A HARVEY CORT PRODUCTION
A CONTINENTAL DISTRIBUTING INC. RELEASE

1 Col. x 42 Lines MAT 101

IT'S **BUSTER KEATON**
IN
"THE GENERAL"
and 60 Years of
Great Movie Chases
ALL IN
!!! THE GREAT CHASE
DOUGLAS FAIRBANKS, Sr. WILLIAM S. HART LILLIAN GISH LARRY ADLER
Jetta Gaudel Pearl White Richard Barthelmess Noah Berry Ruth Roland Marion Mack
A PAUL KILLIAM and SAUL J. TURELL PRESENTATION A HARVEY CORT PRODUCTION
A CONTINENTAL DISTRIBUTING INC. RELEASE AN AFFILIATE OF THE WALTER READE-STERLING GROUP

3 Col. x 68 Lines — 204 Lines

AD MAT 302

IT'S **BUSTER KEATON**
IN
"THE GENERAL"
and 60 Years of
Great Movie Chases
ALL IN
!!! THE GREAT CHASE
DOUGLAS FAIRBANKS, Sr. WILLIAM S. HART LILLIAN GISH LARRY ADLER
Jetta Gaudel Pearl White Richard Barthelmess Noah Berry Ruth Roland Marion Mack
Music Composed by LARRY ADLER
A PAUL KILLIAM and SAUL J. TURELL PRESENTATION A HARVEY CORT PRODUCTION
A CONTINENTAL DISTRIBUTING INC. RELEASE AN AFFILIATE OF THE WALTER READE-STERLING GROUP

3 Col. x 85 Lines — 255 Lines

AD MAT 301

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