

*Warner Bros.*  
CAMPAIGN PLAN



# "BLACK LEGION"



# When "Red" Kann Raves, Mr. Exhibitor, You've Got SOMETHING!

MOTION PICTURE  
DAILY

## Insiders' Outlook

By RED KANN

CELLULOID dynamite. That's "The Black Legion." Word has been trickling through from the coast for weeks now about this Warner picture. Archie Mayo spoke about little else when he was around a fistful of weeks back. But he directed and reservations seemed conservative, if not in order. Yet, now and fresh from the projection room, we recall the points he stressed, how he had persisted in his belief that this was an important job by the nature of the material and not from his part in it. In most instances, the good Hollywood folk talking about their own handiwork, must be pardoned for exaggeration; the coast air. In the instance of Mayo who has ranted and raved against routine stories and message-less vehicles, he is to be believed. Then, there was Harry Warner, who not far back, spoke off the record about this picture and urged that it be seen the minute available. . . .

Yesterday brought that minute. It brought a lot of minutes and most of them were jam-crammed through with excitement and horror and repulsion over the sorry reflection that, in this day and in these times, a monstrous, outside-the-law thing, such as the Black Legion, could exist and even thrive. Yet, of course, it did. The newspapers were full months ago and from the factual record and with little story embroidery and license the Warners have put together a crying indictment of only one phase of the political and religious bigotry that continues to stalk this land of the free and the brave. Little need was present to let Hollywood scenarists loose on an imagination tour. There was enough and more in the amazing and actual history of the terroristic organization to load any single feature with explosives. . . .

It is all there. While the foreword makes it very clear that what follows is based on no actual incidents or on fact itself, for that matter, this will deceive no one who looks and, we hope, millions will for the good it has a chance of doing. Get no idea, moreover, that the Warners went public-spirited and sacrificed

their commitment to entertain. Not at all. It merely happens that this is one of those infrequent cases where a picture not only tells a chapter that ought to be told, but also tells it in terms of brutal and easily understood drama. "The Black Legion" moves motion pictures one notch forward in the recognition, eventually to come, that, although films may be designed chiefly to entertain, they must also go beyond in the cause of social problems. . . .

All of this may sound like a wide and flying leap off the deep end on behalf of one lone attraction. It may even read like the hailing of the perfect picture. It is not the perfect picture. The earlier episodes, planting the contentment of Humphrey Bogart and his family, are extended and stretched pretty thin, no doubt to sharpen the contrast which follows his oath to the Black Legion, its incendiarisms, its floggings, its beatings and its murders. The strength is there because it is thoroughly inherent in the subject matter, the drama in the established record. Whittling its mass down, concentrating on highlights and filming them in climactic order—these are what Mayo has done. The story he was telling seemed well nigh impossible to defeat. . . .

The director grafted an excellent cast and striking types and saw to it that they did their tasks well. Bogart is splendid as the disgruntled mechanic caught up in the false passions of the Legion; Erin O'Brien-Moore is very good as the wife. Inexorably and as it happened, the story moves to its close. Bogart, ready to face the music and leaning on the court to protect his threatened wife and child, in a torrent unleashed crumbles the fake defense, indicts his brother legionnaires. The sort of newspaper headline yarn which they do better than the others, you can thank the Warners and Mayo for no compromise finish, no phony end-of-the-sunset clinch. Bogart goes to prison for the remainder of his life and along with him his criminal associates. They should have. They, or their counterparts, did in reality and on the screen they do it again. . . .



Watch Humphrey Bogart, the "Killer" of "Petrified Forest", start on his way to stardom in one of the screen's most dramatic roles.

## And We've Told 8,765,100 Readers of Fan Magazines About It! . . . . .



Full Page ad in Modern Screen, Screen Book, Motion Picture, Screen Play, Movie Classic, Romantic Movie Stories, Hollywood, Movie Mirror, Screen Guide.

From Motion Picture Daily of December 30, 1936

## WHEN YOU SEE THIS STARTLING FILM YOU'LL UNDERSTAND "RED" KANN'S ENTHUSIASM FOR A PICTURE THAT WILL MAKE SCREEN HISTORY



## Official Billing

WARNER BROS.  
Pictures, Inc. present

25%  
5%

## BLACK LEGION 100%

with

Humphrey Bogart 90%

Dick Foran—Erin O'Brien-Moore 60%  
Ann Sheridan—Robert Barrat

Helen Flint—Joseph Sawyer 30%  
Addison Richards—Eddie Acuff

• • •

Directed by ARCHIE MAYO 25%  
A WARNER BROS. PICTURE 20%

## The Story

An average young American machinist named Frank Taylor (*Humphrey Bogart*) works in an automobile factory alongside his pal Ed Jackson (*Dick Foran*), and expects to be made foreman, since there is a vacancy. But the job goes to Joe Dombrowski (*Henry Brandon*), a hard-working foreign-born mechanic, and Taylor becomes embittered.

He is persuaded by Cliff Moore (*Joseph Sawyer*), a trouble-maker, to join the "Black Legion," which purports to be a patriotic organization defending the rights of Americans against foreigners. In reality, the Legion is a racket, whose promoters make thousands out of the sales of robes and firearms.

Taylor's first job as a Legionnaire is to burn down Dombrowski's home and drive him out of town. He becomes a petty officer in the order, takes part in floggings and other tortures. He drinks and stays away from home, breaking the hearts of his faithful wife Ruth (*Erin O'Brien-Moore*) and their little son Buddy (*Dickie Jones*). They leave him.

Taylor turns for consolation to Pearl Danvers (*Helen Flint*), a blonde siren who has tried, but failed, to ensnare his pal Ed Jackson. Ed, in love with Betty Grogan (*Ann Sheridan*), is too smart to fall for Pearl's charms.

Ed and Betty try to rescue Frank Taylor from Pearl, but by now he has lost all sense of

balance. In a drunken moment he reveals to Ed his connection with the hooded order and his burning of the Dombrowski home.

Sobering up, Frank realizes what he has said. He asks his superior officer, Cliff Moore, for advice. Cliff tells him they will take Ed out that night and flog him into silence. They try this, but Ed battles the gang and is escaping when the head of the Legion orders his men to shoot the fugitive down. Frank fires—and kills his best pal.

He flees, but is soon captured. A Legion lawyer comes to him and threatens that if he reveals the truth his wife and son will be harmed. Frank keeps silent.

At his trial, Pearl Danvers is the star witness. She swears that Ed Jackson and Frank Taylor were both in love with her—that in a fit of jealousy Ed attacked Frank, and Frank killed him in self-defense.

But Frank's conscience, and his memories of his pal, can't stand for this. He demands to be put on the witness-stand, and in a stirring recital tells the whole truth about the Black Legion. He points out its officers and members sitting in the court-room.

They are all overpowered and arrested. When they are tried, they are sentenced to life imprisonment for the murder of Ed Jackson. The judge, in passing sentence, delivers a ringing denunciation of the Black Legion and all similar orders.

## Cast of Characters

Frank Taylor	Humphrey Bogart
Ed Jackson	Dick Foran
Ruth Taylor	Erin O'Brien-Moore
Betty Grogan	Ann Sheridan
Brown	Robert Barrat
Pearl Danvers	Helen Flint
Cliff Moore	Joseph Sawyer
Prosecuting Attorney	Addison Richards
Metcalf	Eddie Acuff
Mike Grogan	Clifford Soubier
Billings	Paul Harvey
Judge	Samuel Hinds
Tommy Smith	John Litel
Osgood	Charles Halton
Charlie	Francis Sayles
Jones	Harry Hayden
Alf Hargrave	Alonzo Price
Buddy Taylor	Dickie Jones
Mrs. Grogan	Dorothy Vaughan
Joe Dombrowski	Henry Brandon
Nick Strumpas	Pat C. Flick
Barham	Paul Stanton
Old Man Dombrowski	Egon Brecher

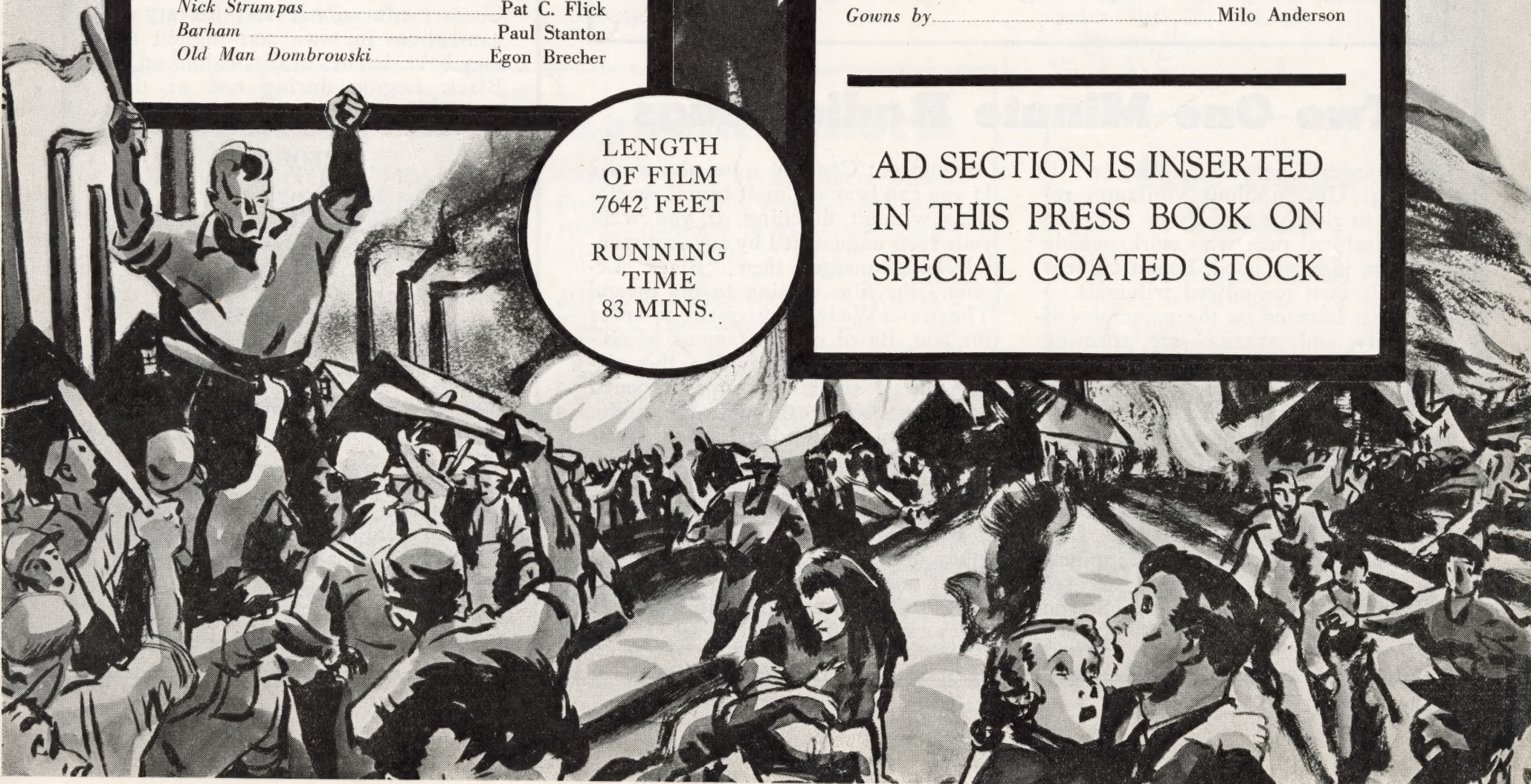
## Production Staff

Director	Archie L. Mayo
Screen Play by	Abem Finkel and William Wister Haines
Story by	Robert Lord
Photography by	George Barnes, A.S.C.
Film Editor	Owen Marks
Art Director	Robert Haas
Gowns by	Milo Anderson

LENGTH  
OF FILM  
7642 FEET

RUNNING  
TIME  
83 MINS.

AD SECTION IS INSERTED  
IN THIS PRESS BOOK ON  
SPECIAL COATED STOCK





## Smash Selling Slants . . .

### SEVEN SELLING POINTS FOR LOBBY AND FRONT

**HOODED FIGURE** in illustrated still (BL 359) can be blown up for the center of a swell lobby display. Group around it guns, whips, nooses, and other instruments of torture, with copy telling of the Legion's cruelty. Even better if you can borrow a "dummy" figure from a local store and dress it in hood and gown.

**RUNNING GAG** on your opening day—have a comedian carried out of the theatre on a stretcher by two hooded figures, and into ambulance. Pull stunt every hour or so.

**NEWS STORIES** on the Black Legion can be obtained from newspaper morgue. Blow them up for your lobby, with copy above reading *"It really happened. See what the 'Gazette' had to say about the Back Legion."*

**GIANT REVOLVER** will make a swell item for your front. In cartridge chambers of revolving cylinder put heads of the stars. In muzzle, flash title in streaming red letters.

**BLACK HAND** mounted on an eccentric run by a small motor can be placed before a strong lamp in the lobby. The large moving black shadow cast on the wall will create swell effect.

**ROGUE'S GALLERY** effect can be achieved by framing stills of the four principals in one large frame, for your lobby. Copy above it reads: *"Framed by the Black Legion."*

**CUT-OUTS** of hooded figures on your marquee can be made doubly effective if lit up at night with flaming torches.



### Moving Van for Bally

Hire a ramshackle open moving van, and fill it with some furniture. Driver of van is a harried-looking man, badly dressed. Banner the truck with signs saying: *"I have been run out of town by the Black Legion"*; or *"I'm leaving town by order of the Black Legion."* Van, driven around the town, and perhaps in neighboring villages, should net you plenty of interest. You might have a couple of kids riding along with him to make it look like a family.

### Candid Camera Shots

Send out a "candid cameraman" to take several shots of folks around town. Publish one shot each day during run, with caption with it reading: *"You are wanted by the Black Legion. Report to the Strand box office as soon as possible, bringing this picture with you."* Subjects identify themselves at the box office and get ducats. You could plant the pictures in theatre lobby frame instead of newspaper if necessary.

### Build with Talks

The timeliness of your show should be of immediate interest to civic-minded individuals and groups in town. Make the most of this interest, and it'll show up in box office receipts.

#### POLICEMEN TALK

The chief of police, chief city or county detective or U. S. Department of Justice agent in your city are always good "newspaper copy." Have one of them discuss the Black Legion for news story or on the air. Stress efforts to keep community free from such groups.

#### DEBATES

Contact educational and literary organizations in town and suggest that they have debates or discussions on the Black Legion during one of their meetings.

#### EDITORIAL

Subject is big enough to warrant an editorial. Suggest to local editor to write one and play it up big, during run of picture.

#### RADIO PLUG

Get local news commentator to mention various terrorist activities now going on in his spiel, getting in a plug for your show.

#### CHURCH PLUG

Invite local clergymen as your guests, and ask them to discuss the topic of the Black Legion and similar organizations in a sermon.

### Two One Minute Radio Plugs

Announcer: The "Black Legion" is coming! Unscrupulous vigilantes resolved to rid this country of so-called 'undesirables,' men who work outside the law, judging good, honest citizens by their own prejudiced tribunals — tribunals founded on the principles of stupidity and avarice—are roaming the Strand Theatre's screen. "The Black Legion"—a name to strike terror in the hearts of decent people,—is now a film that strikes just the right note for movie fans who want their truth undiluted, and presented in a gripping manner. Everyone who cherishes the American ideals of Life, Liberty, and the Pursuit of Happiness should make it his duty to see "Black Legion" now at the Strand Theatre.

Announcer: Can you stand the truth? If you can bear the most brutal revelations without flinching, if you want your facts unqualified by any sentimental hodge-podge, then "Black Legion," the film coming to the Strand Theatre on Wednesday is made-to-order for you. Based on the famous Michigan trial of over a year ago, this picture dares to tell all—groups of hooded figures prowling through the night, whippings, unlawful executions, none of the horrible details have been omitted. Among the players are Humphrey Bogart, Dick Foran, Erin O'Brien-Moore, Ann Sheridan and many others. Don't miss it! It's the adventure of a lifetime, and something that is the duty of every real American to see.



# "BLACK LEGION"

EXPLOITATION

## Designed to Fit Your Purse

### Snipe the Roads

Plant rough signs within a radius of two miles from your theatre, lettered in red on a black background, reading: "You're wanted at the Strand Theatre. (Signed:) The Black Legion." An effective mail campaign could be worked, using the same copy on a regular penny postcard. Be sure that you cover the whole town if you use the mails. Same idea can also be used for small herald, which can be placed in automobiles and under doorsteps.

### Cover Town with Bally

Make the town thoroughly conscious of the kind of show you have, by sending out a group of "sandwich" men. Their signs should all read something like this: "Learn how to protect the American ideal—Life, Liberty and the Pursuit of Happiness. See 'Black Legion'." Be sure that your men cover both city and suburbs. Supply them with heralds to hand out, of course. **We do not advise sending them out with hoods as trouble may result.**

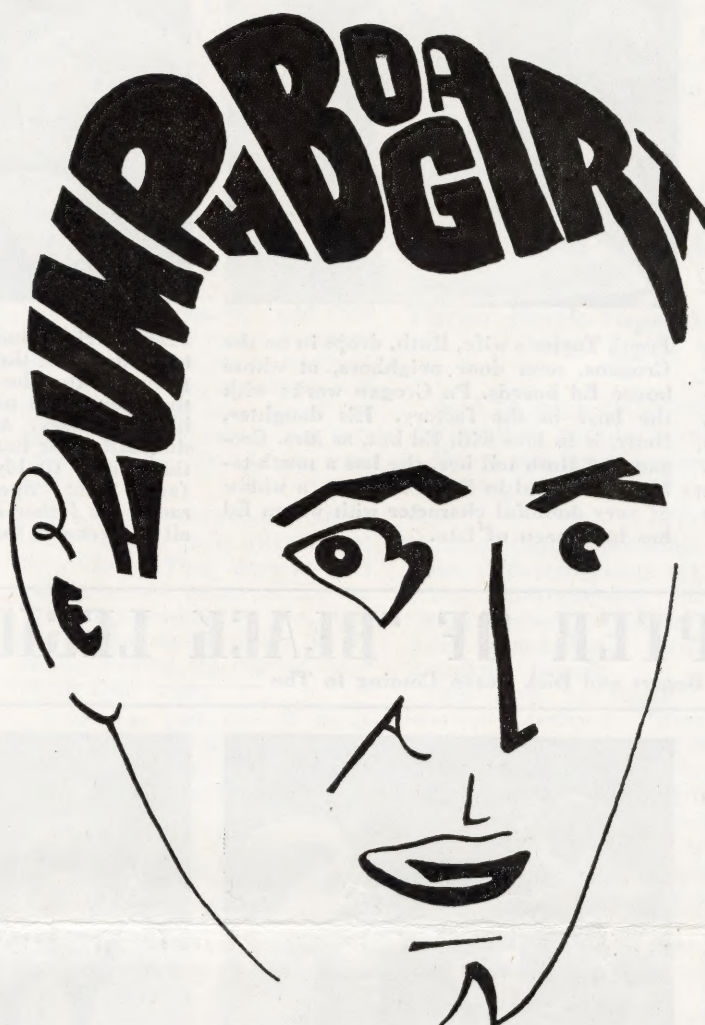
### Ducats for Essay

Offer prizes for the best 500-word essay on the sinister activities of the Black Legion. Can be done through the newspaper or as a regular lobby stunt. Ask local school teachers to act as judges, and try getting school-supply stores to give prizes.

### Lobby Display Stills

If you want to dress your lobby up in real "Black Legion" style, Art Still BL. 359 (illustrated on preceding page), 372 and 373, showing hooded members of the Legion, are made-to-order for you. Blown-up and mounted in lobby, they strike the right atmospheric note, making a sure-fire display that will attract the customers by the droves. You'll find plenty of use for them, too, if you make up your own ads. Stills cost 10c. each and can be ordered from the Campaign Plan Editor, 321 West 44th Street, New York City.

### NOVEL DRAWING CONTEST FOR AMATEUR ARTISTS



Mat No. 206—20c

Here's an interesting feature that you should be able to plant in your local newspaper. You'll notice that the face is made up from the letters "Humphrey Bogart—Black Legion." You can plant it as is, or you might make it the basis for a contest. Offer ducats for the best drawing of another one of the players in the picture. For instance, one of Dick Foran, made up of the letters in "Dick Foran—Black Legion." Get the newspaper to run the winning picture, and if you can promote a prize or two, instead of giving ducats, so much the better.

### Black Hand Plugs

Have your printer make up some small black folders in the shape of a hand. Your ad, of course, goes inside. Slip them under the doors of all the houses in town, and you should get a worthwhile return.

### Blow-up For Display

Still used on cover can be blown-up and colored red. Set in frame, it makes both an attractive and effective lobby display, and one that is sure to put passersby in the right frame of mind. Order Still No. BL 372—10c. from Campaign Plan Editor, 321 West 44th St., N. Y. C.

### A 'Legion' Of Vitaphone Shorts

**"REEL VAUDEVILLE"** (Big Time Vaudeville). Broadway's popular master of ceremonies and wit, Harry Rose, introduces a sterling array of top-notch variety performers!

(10 minutes—No. 2605)

**GEORGE HALL AND ORCHESTRA (Melody Masters)**. A top-notch radio aggregation add that certain something to their rhythms which set your feet to moving in double-quick time.

(10 minutes—No. 2507)

**MR. & MRS. JESSE CRAWFORD in "POETS OF THE ORGAN"** (Vitaphone Novelties). Organ music as it should be played by the acknowledged masters of the console!

(10 minutes—No. 2705)

**"NICE WORK"** (Color-Tour Adventures). Presenting several novel occupations indulged in by various people all over the earth.

(10 minutes—No. 2304)

**JOE AND ASBESTOS in "A HORSE'S TALE"** (Broadway Brevities). Ken Kling's popular comic strip comes to life in this hilarious comedy.

(20 minutes—No. 2019)

**"IT'S ALL OVER NOW"** (Broadway Brevities). A grand musical film starring Dan Healy.

(18 minutes—No. 2018)

**"HE WAS HER MAN"** (Merrie Melodies). The immortal 'Frankie and Johnny' are the subjects of this laugh-provoking satire.

(7 minutes—No. 2204)

### Free Radio Sketch

Twelve minutes of the dramatic action of the film with an allowance of three minutes at the beginning and end for picture plug are included in this free radio sketch. Just enough to let folks know about show without spoiling it for them. Copies for each member of the cast will be sent just as soon as the Campaign Plan Editor, 321 West 44th Street, New York City, hears from you.



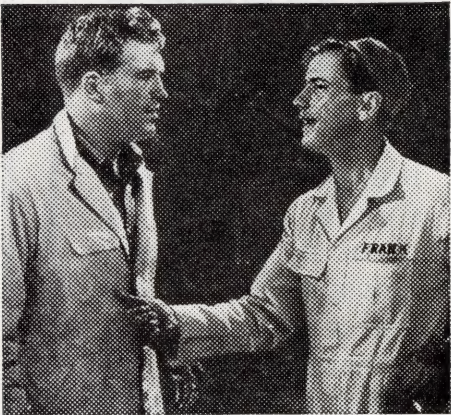
"BLACK LEGION"

EXPLOITATION

Six-Day Pictorial Serialization

FIRST CHAPTER OF "BLACK LEGION" TOLD IN PICTURES

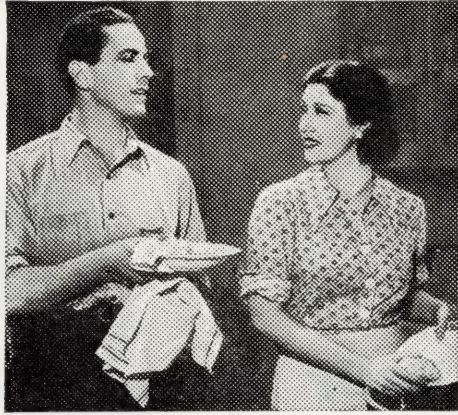
Stirring Film Drama with Humphrey Bogart and Dick Foran Coming to The Theatre on



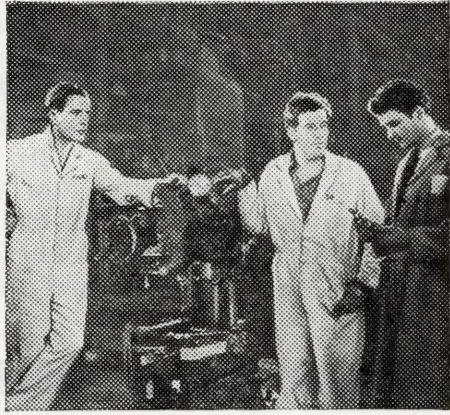
Frank Taylor and Ed Jackson, besides being pals, are co-workers in the factory of a large automobile plant. A new foreman is about to be appointed, and Frank, who feels that he is qualified to be next in line, discusses the situation with Ed. Frank, gradually convinced by Ed that the job is his, makes great plans for his family—a brand new car, for instance.



Frank Taylor's wife, Ruth, drops in on the Grogans, next door neighbors, at whose house Ed boards. Pa Grogan works with the boys in the factory. His daughter, Betty, is in love with Ed but, as Mrs. Grogan and Ruth tell her, she has a much-to-be-feared rival in Pearl Danvers, a widow of very doubtful character with whom Ed has been seen of late.



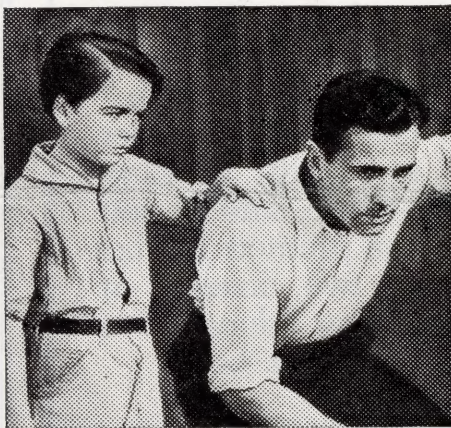
Frank arrives home and breaks the news to Ruth about the new job. Playfully, he promises that he will buy all the things they have been needing for the house on his new salary. As she listens to him, indulgently, her heart warmed by his devotion, little Buddy calls excitedly to his father that "Speed Forster" is on the radio. As father and son sit by the radio, all is serene in the Taylor household.



The next day at the factory the new foreman is appointed—Joe Dombrowski, a serious minded, hard-working young man of obvious foreign extraction. It is a cruel blow to Frank, and to Ed, too, but whereas Ed is willing to co-operate with the new foreman, Frank finds it a too difficult pill to swallow, and resents taking orders from the foreign-born Dombrowski.

SECOND CHAPTER OF "BLACK LEGION" TOLD IN PICTURES

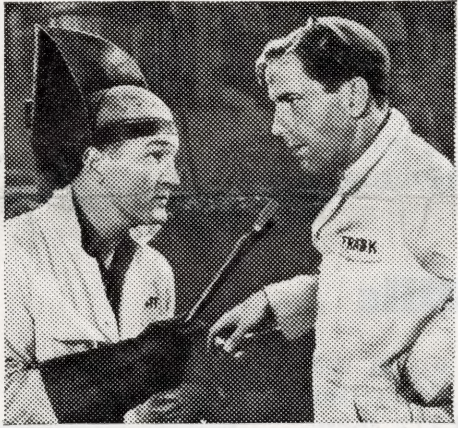
Stirring Film Drama with Humphrey Bogart and Dick Foran Coming to The Theatre on



That night Frank returns home, brooding over his failure to be promoted, and at his inability to buy the car he had selected. He is in a nasty mood and has words with Ed, when the latter tries to "snap him out of it." Tuning in on the radio, he is much affected by a typical propaganda speech on the peril to real Americans from the hordes of grasping foreigners. "Dombrowski," he mutters, contemptuously.



Meanwhile, Ed takes Betty into "Nick's" for a soda, and surprises even himself by getting up enough courage to propose marriage. As the two young sweethearts are about to leave, they come face to face with Pearl Danvers, the widow, whom Ed just can't seem to shake off. Although flustered a bit, he has the courage to tell Pearl that he is engaged to Betty.



At the factory, Frank is envious of Dombrowski and hatred has warped his reason. After a mild run-in with Dombrowski, he is approached by Cliff, one of the more surly workers around the plant. Goaded Frank on, Cliff asks him, how he likes "being pushed around by a Hunyak." Frank is in a desperate mood, and listens eagerly when Cliff tells him there are a lot of fellows in town who know how to protect themselves from foreigners.



Instructed by Cliff, Frank turns up at Osgood's drug store. Osgood is the smug sort of man, always investigating other's privacy, but whose own life, so proper on the surface, is the epitome of depravity and stupidity. Begging Frank to be quiet, Osgood leads him behind the counter and through a door to the prescription room, and then down into the cellar. Voices can be heard, as the two men approach.

THIRD CHAPTER OF "BLACK LEGION" TOLD IN PICTURES

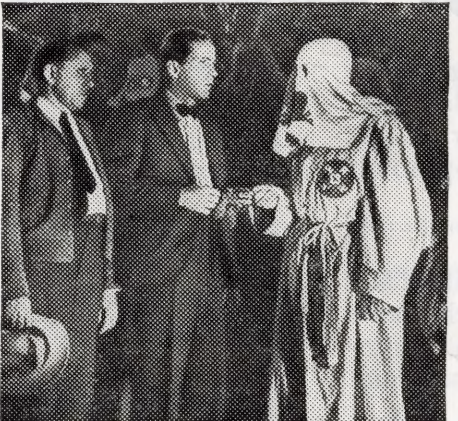
Stirring Film Drama with Humphrey Bogart and Dick Foran Coming to The Theatre on



Finally, Frank finds himself at a secret meeting of the Local Black Legion unit, which is being addressed by its Commander, Alf Hargrave. Urging to unite under the banner of the Black Legion, for their purpose of driving out undesirable foreigners, he concludes: "With fire and sword we will purge the land of these traitorous aliens . . . until . . . the Stars and Stripes will wave over a united nation of free — white — one-hundred percent Americans!!"



At a secret meeting place in the woods, Frank and some others, at the point of a pistol, take the Black Legion's oath. "In the name of God and the devil . . . here under the black arch of Heaven's avenging symbol, I pledge and consecrate my heart, my brain, my body, my limbs, and swear to devote my life to the obedience of my superiors . . . suffer the most horrible death rather than reveal a single word of this, my oath. . . . In the name of God, our Creator, Amen."



Hargrave, the Commander, extends an open hand toward Frank. Lying in his hand is a forty-five bullet cut in half. The cartridge half is given to Frank as a symbol of the Legion's trust. The lead half is kept by Hargrave, who says to Frank, "You will receive this the day you betray that trust." Frank is supplied with a uniform of the Black Legion, and is given a revolver for all of which he has to pay a stiff price.



Ruth questions Frank's sudden decision to buy a gun. Frank tells her he needs it to protect their home. She is much perplexed and is even more perplexed when, after getting a phone call, Frank decides to go out, explaining that the "lodge" was meeting again. He gives her a very perfunctory kiss, and leaves. In the garage is his Legion uniform which he packs into the car, and drives off.

SIX STRIPS ON ONE MAT. ORDER MAT NO. 501—50c DIRECT FROM CAMPAIGN PLAN EDITOR, 321 W. 44th ST., N. Y. C.



# "BLACK LEGION"

EXPLOITATION

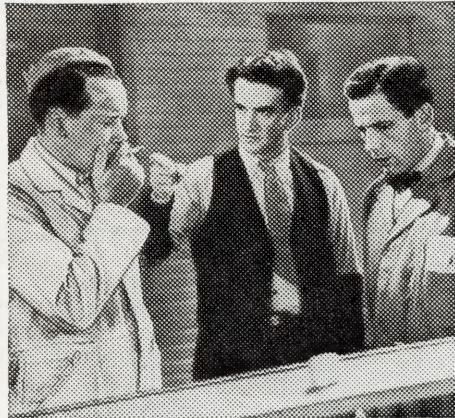
## Now Available In Mat Form

### FOURTH CHAPTER OF "BLACK LEGION" TOLD IN PICTURES

Stirring Film Drama with Humphrey Bogart and Dick Foran Coming to The Theatre on



The dreaded Black Legion strikes at the home of Joe Dombrowski. Joe and his father struggle to save their farm, but Cliff and Frank and the rest "gang up" on them, beating them into submission. The Legion destroys everything in sight, and carried away by mob hysteria, set fire to the farm. Bound and gagged, Joe and his father are dragged and pushed out of the flaming house to a waiting car. They are put on a freight train and told never to come back.



The foreman's job now falls to Frank, and he's able to carry out all of his previous plans and literally bombards Ruth and Buddy with gifts. Meanwhile the Legion continues its nefarious work. Mysterious disappearances, midnight whippings, puzzle the authorities, and have become a nation-wide scandal. Frank, ordered to bring in new recruits, talks to one of his workers in the washroom—but something goes wrong in the shop, where he should have been, and he's caught, red-handed, off duty.



Frank is demoted and Pa Grogan is made foreman. Pa is visited that night by the hooded Legion, strung up to a tree, stripped to the waist and whipped within an inch of his life. Ruth is becoming mighty suspicious of Frank's "lodge" meetings, and so are the Grogans, especially since they coincide with the mid night forays of the Black Legion. Ruth tries to get the truth out of him, and furiously, he slaps her.



Things have become unbearable, and Ruth leaves for her parents' home with Buddy. Frank, alone and dejected, starts drinking and soon is laid off by the factory. Finding it difficult to pay his Legion dues, Frank tries to give up his membership, but he is reminded in menacing tone that his oath is unbreakable. One night he meets Pearl Danvers, Ed's ex-girl, and he is so eager to forget his worries, that he invites her to his house for a little party.

### FIFTH CHAPTER OF "BLACK LEGION" TOLD IN PICTURES

Stirring Film Drama with Humphrey Bogart and Dick Foran Coming to The Theatre on



Ed Jackson, next door at the Grogan's, hears the party going on at Taylor's house. Ed breaks in on Frank and Pearl, both steeped in drink. He lifts the protesting Pearl up bodily and throws her out of the house. Returning to Frank, he upbraids him for his actions. Frank in a drunken frenzy blurts out everything about the Black Legion. Ed leaves, saying he's going to straighten Frank out with the police.



After Ed has gone, Frank gets in touch with Cliff, and tells him that Ed knows everything. Ed is carried out to the secret meeting place of the Legion, and when he is treated roughly, he defiantly strikes back at the hooded figures. He wrenches free and is making his getaway, when he is shot from behind, and killed instantly. The Legion men disperse frantically, leaving one man behind, the one who fired the shot—it is Frank!



Discarding his robe, the horrified Frank kneels over Ed's body and begs forgiveness. And then as hysteria seizes him, he breaks into headlong flight and plunges into the bushes. The police are hot on his trail and his description is broadcast everywhere. The fugitive enters a lunch car. His actions arouse the suspicions of two police officers, he is frisked, and a .38 with four used slugs is found on him.



Frank Taylor's trial is the sole topic of a much-aroused nation. An indignant democracy is horrified at the repugnant practices of the Legion mob. While in prison Frank is visited by a man named Brown—an unscrupulous man who has pocketed most of the dues paid by the gullible Legion members. Brown tells Frank to plead self-defense, and that if he implicates the Legion, something unpleasant will happen to Ruth and Buddy. Billings, Frank's lawyer, hears his story.

### SIXTH CHAPTER OF "BLACK LEGION" TOLD IN PICTURES

Stirring Film Drama with Humphrey Bogart and Dick Foran Coming to The Theatre on



Under careful tutoring by the Legion, Pearl Danvers is brought to the stand by Billings who doesn't know that Frank's story is false. She testifies that Ed resented her going around with Frank. On the night of the killing, Frank had taken her riding, and made love to her, promising to marry her as soon as he got a divorce. They had been surprised by Ed, who had whipped out a gun, threatening to kill them both. Frank struggled for the gun and it went off, killing Ed.



Frank is asked to testify in his own behalf. And although he answers his lawyer's questions satisfactorily, there is a growing ominousness in his listless tones. Suddenly, unable to lie any more about his wife, Ruth, who has stood by him, he springs to his feet, shouting: "It's all a pack of lies!! . . . The Black Legion did it! . . . I killed Ed Jackson . . . and the guys that helped me do it are sitting right over there!!"



While Ruth, Betty, and the Grogans look on, the judge addresses the prisoners. ". . . your idea of patriotism and Americanism is hideous to all decent citizens. It violates every protection guaranteed by the Bill of Rights contained in our Constitution. The Bill of Rights is the cornerstone of true Americanism and must be jealously guarded if we are to remain a free people."



"We cannot permit unknown tribunals to pass judgments or punishment to be inflicted by a band of hooded terrorists. Destroy this spirit of liberty and you have planted the seeds of despotism at your own doors." He pauses, then more deliberately, "All of you men have been convicted for the murder of Edward Jackson. Therefore it is the sentence of this court that you be imprisoned in the State Penitentiary for the rest of your natural lives."



## Co-op Ads & Display Stills

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Humphrey Bogart featured in "Black Legion" which comes to the Theatre on \_\_\_\_\_.

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Men who set the style pace like our shirts because they are distinctive and at the same time are the ultimate in workmanship and quality.

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Humphrey Bogart who appears in "Black Legion" which comes to the Theatre on \_\_\_\_\_.

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### Correct Clothes

Our styling and painstaking service assures utmost satisfaction to the careful dresser.



Worn by Dick Foran appearing in "Black Legion" now at the Theatre this suit from collar to trouser tip has been expertly and conscientiously stitched by hand.

Single and double breasted models for the well dressed man.

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PRICED**  
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DF 12

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COAT SENSATION OF THE YEAR



### FUR TRIMMED COATS

Now is the time to step in and look over our complete selection of coats. This coat, trimmed with luxurious Krimmer and worn by Ann Sheridan of "Black Legion" now at the Theatre is just one of our many suggestions to the smart shopper.

**LOW PRICED**  
**NATALIE'S**

AS 18

Mat No. 201-B—20c



Ann Sheridan who appears in "Black Legion," which comes to the Theatre on \_\_\_\_\_.

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AS 49

Mat No. 202-B—20c



# "BLACK LEGION"

PUBLICITY

(Lead-Off Story)

## Secret Night Riders Seen In "Black Legion" Picture

Michigan Fanatics in Hoods Come to Grief in Movie As In Real Life

Taking a news-subject that is hot in the minds of the paper-reading public, and transforming it into a motion picture that everyone wants to see, seems to be a Warner Bros. specialty.

They've done it again with "Black Legion," a melodrama based upon the pernicious activities of the secret order of that name which operated in Michigan, and some of whose leaders recently were sentenced to life imprisonment for murder.

Other examples of this type of movie-making were "China Clipper," which was showing in the theatres of the country before the actual flying boat made its first passenger trip; "Mountain Justice," based upon the case of the young Southern girl who killed her father in self-defense; "G-Men," and, further back, "I Am a Fugitive From a Chain Gang."

"Black Legion" has been booked by the Theatre, and will have its first local showing on.....

Humphrey Bogart, who has the leading role, plays the part of a young automobile mechanic, a decent enough fellow, who gets into the clutches of the grafting and hatred-breeding secret society, and who goes altogether to the bad through his mistaken loyalty to the order and its commanders.

He is estranged from his loyal wife, played by Erin O'Brien-Moore, and their baby son, and falls victim to the wiles of a flamboyant blonde.

He goes so far, even, as to kill his best pal, played by Dick Foran. But he makes reparation, to a certain degree, when he is on trial for the murder, and as a result the leaders of the cowardly night-riders are arrested, tried, and—just as they were in Michigan—sentenced to life imprisonment.

A splendid cast presents "Black Legion," including Joseph Sawyer, Erin O'Brien-Moore, Ann Sheridan, Helen Flint, little Dickie Jones, Samuel Hinds, Paul Harvey, Addison Richards and others. Archie Mayo directed the picture from a screen play by Abem Finkel and William Wister Haines. Robert Lord wrote the original story.

Burnings of houses, floggings, torture of innocent victims, secret night meetings of the men in black robes and gowns—all these are said to be portrayed vividly in "Black Legion." It sounds like a real thriller.

### Apple Tree Root Makes Foran's Favorite Pipe

Off screen, Dick Foran, a featured player in various shorts of Warner Bros. pictures, is a pipe-smoker, though his usual cowboy parts call for him usually to smoke cigarettes, hand-rolled while in the saddle.

The prize specimen of his pipe collection is one made out of an old root of an apple-tree, which his great grandfather picked up during the battle of Bull Run. Dick says it is the sweetest-tasting pipe of all.

In "Black Legion," which comes to the Theatre on..... Foran is not a cowboy, but a young mechanic who falls victim to the cruel hooded night-riders of Michigan.

(Opening Day Story)

## "Black Legion," Thriller-Movie, At Strand Today

The films write a page of current history in "Black Legion," a thrilling melodrama produced by Warner Bros., which will open at the Theatre today.

Recently, in Michigan, a band of masked and hooded men took the law in their own hands and killed their chosen enemies without semblance of justice or mercy.

Newspaper accounts of its activities shocked the law-abiding elements of the entire country. Outraged opinion demanded swift justice and got it. Confessional testimony of the chief suspect brought out incredible ruthlessness on the part of the night riders.

On the mere rumor that a man had beaten his wife, the man was killed. That the rumor was without the least foundation made this lawless execution the more horrible.

In another case, some of the members—according to the confession of the suspect—deliberately shot a colored citizen because they wanted "to see how it felt to kill a Negro."

Investigation clearly showed that the Black Legion was founded on the prejudices, race-hatred and bigotry of half-baked mentalities, herded together by glib organizers, who were making fortunes out of the sale of hooded gowns and firearms.

The story of the organization as it is filmed is the more dramatic for being based on fact. The havoc wrought in the families of its victims, as well as in the families of its members is stark melodrama.

The main character in the screenplay is a young working-man deluded into the belief that it is a duty to take the law into his own hands.

Because the job which he thought he deserved was given to a foreigner, he feels that he has been cheated of his rights as an American citizen.

By so doing, he spoils a beautiful romance, utterly destroys the happiness of his neighbors, and in the end kills his own best friend. The part is played by Humphrey Bogart, who was the outstanding bandit in "Petrified Forest."

As a picture of an actual phase of America's complicated social struggle, "Black Legion" is said to be unusually interesting and possessed of greater dramatic force than any previous movie "from the headlines."

Dick Foran, Erin O'Brien-Moore, Helen Flint, Ann Sheridan, Joseph Sawyer and other well known players are among the principals. Archie Mayo directed the picture from a screen play by Abem Finkel and William Wister Haines.

## Victims of Black Legion



Humphrey Bogart, the killer of "Petrified Forest," and Erin O'Brien-Moore, in "Black Legion," Warner Bros.' daring expose of the mad mob behind 50,000 bloody murders, which comes to the Theatre, on.....

Mat No. 201—20c

(Review)

## "Black Legion" Picture Exposes Cowardly Order

Hooded Night Riders' Reign of Terror Brought Red Hot to the Screen

Lifted directly from the banner-lines and news columns of the daily papers of a few weeks ago is the thrilling melodrama "Black Legion," which opened yesterday at the Theatre.

This Warner Bros. production was begun a few days after the press revealed that such a secret organization was operating in Michigan, and was concluded, according to studio officials, on the very day a Detroit judge sentenced the hooded order's officials to life imprisonment.

As timely as today's newspaper, "Black Legion" gripped the interest and won the applause of deeply-moved audiences at the Theatre. If it were purely a fictional story, it would have been an excellent movie. But containing, as it does, so many close parallels to the truth about the dastardly night-riders, it has tremendous additional power as a social document.

"Black Legion" will probably take rank alongside that other Warner "spot news" film of several years ago, "I Am a Fugitive From a Chain Gang," which was one of the most successful pictures any studio ever turned out.

The story concerns a young automobile mechanic, played by Humphrey Bogart, who joins the Black Legion—purportedly a patriotic order—in a fit of bitterness over losing the foremanship of his shop to a foreign-born fellow-worker. The Legion, of course, is portrayed as a racket, enriching its promoters.

The young mechanic takes part in house-burnings, floggings, tortures—all vividly shown and finally kills his best pal, Dick Foran. He loses his wife and child—Erin O'Brien-Moore and Dickie Jones—and has to stand trial for murder.

In a stirring court-room scene,

the deluded youth makes what reparation he can, and justice closes in upon the leaders of the fanatical Legion, who have been stirring up racial and religious hatred.

Bogart, well remembered as the bandit in "Petrified Forest," excels in "Black Legion" even that remarkable performance. This is the best thing he has done on stage or screen. Incidentally, the same man who directed him in this—Archie Mayo.

Miss O'Brien-Moore, a veteran stage actress, gives a convincing performance as Bogart's wronged but loyal wife. Dickie Jones is splendidly cast as their son. Dick Foran and his sweetheart in the picture, Ann Sheridan, are more than adequate in their romantic roles. Joseph Sawyer is impressively cruel and heartless as the leader of the Black Legion. Helen Flint is excellent as a siren partly responsible for Bogart's aberrations.

The rest of the cast, including Samuel Hinds, Henry Brandon, Paul Harvey, Addison Richards and Eddie Acuff, give believable and admirable performances. Mayo's direction is perfect.

"Black Legion" is a picture to be seen and remembered.

## "Black Legion" Truest To Life Film Ever Made

On the very day—almost at the same hour—that Judge Joseph A. Moynahan of Detroit passed sentence in the Black Legion case, the exact thing was being enacted on a Hollywood stage, with Samuel Hinds, character actor, as the Judge.

The film version of "Black Legion," now showing at the Theatre, is a Warner Bros. production based on the activities of the society of that name, and the big trial scenes are the climax of the story, with Humphrey Bogart as the guilty night rider.

The coincidence of time is heightened by the fact the words of the screen judge in passing sentence were almost identical with those used in Judge Moynahan's indignant castigation.

Both the real Judge and the actor Judge uttered scathing exhortations of secret societies that stir up racial and religious hatred among American citizens.

"Black Legion" is a daring and thrilling melodrama based upon the actual operations of the secret, hooded, night-riding order which terrorized Michigan recently.

The cast includes, besides Bogart, Dick Foran, Ann Sheridan, Erin O'Brien-Moore, Helen Flint, Joseph Sawyer, Dickie Jones and others.

### Fish Notifies Actor That He's On the Line

Gooey gadgets interest Humphrey Bogart, featured in the sensational "Black Legion" picture, more than anything else when he isn't working. He invents them, and, if possible, makes them himself.

"Bogie's" latest is a fishing outfit with a small electric bulb on the reel, which will light up when a tug of two pounds or more pulls the line.

"Black Legion," which comes to the Theatre on....., shows Bogart as a young workman who is deluded into joining the Michigan order of hooded night-riders.

### Again A Killer



Humphrey Bogart, whose sensational characterization of the killer in "Petrified Forest" brought him instant film fame, is starred in "Black Legion," Warner Bros.' authentic story of what really happened when the brothers of butchery met behind black hoods. It opens at the Theatre, on.....

Mat No. 102—10c



## Screen Villain Wants To Cease Acting Bad Men

One of the screen's most convincing heavies, Joseph Sawyer, has his own reasons for wanting to change his type of roles.

He argued his case convincingly between scenes of "Black Legion," the Warner Bros. drama now showing at the..... Theatre.

Sawyer starts his argument by asking two questions:

"Did you ever know a heavy who did not sooner or later develop an inferiority complex? Did you ever know a heavy who was not self-conscious off stage?"

"Being associated with mean roles," he continues, "is fun at first. It tickles the vanity to have people remark how nasty you appeared in this or that role. Then you begin to wonder if folks see a clear difference between your roles and your real personality."

"As time passes on, you listen eagerly for someone to say, 'He's not a bad fellow in real life.'"

"Slowly, but surely, you accept the possibility that you are generally regarded as a pretty bad character. Then you do not even find comfort in knowing you are not."

"I hope that before these things happen to me, I will be playing less desperate characters."

"Black Legion" is a daring and thrilling melodrama based upon the actual operations of the secret, hooded, night-riding order which terrorized Michigan recently, and whose leaders were condemned to life imprisonment. The cast includes, besides Sawyer, Humphrey Bogart, Dick Foran, Ann Sheridan, Erin O'Brien-Moore, Helen Flint, Dickie Jones and others. Archie Mayo directed the picture from a screen play by Abem Finkel and William Wister Haines, made from Robert Lord's original story.

## Broadway Actors Have Lead Parts In 'Black Legion'

The designation "All Broadway Cast," once so proudly announced for stage plays, was the boast of Director Archie Mayo when he was making "Black Legion" for Warner Bros.—the exciting melodrama now showing at the..... Theatre.

Humphrey Bogart, famous killer of "Petrified Forest," headed the list.

Charles Halton, remembered as Glogauer, the film magnate, in "Once In a Lifetime," has an important role.

Erin O'Brien-Moore, who plays Bogart's wife, won acclaim in New York and London for her success in "Street Scene," as well as in "The Music Master," "My Country," "Lally," "Men Must Fight," "Riddle Me This" and "Merrily We Roll Along."

Patsy Flick, Joseph Crehan, Henry O'Neill, Joseph Sawyer and Alonzo Price all won fame on the Great White Way.

Dick Foran and Ann Sheridan, as the young lovers in the story, are the only players in the cast developed entirely by screen experience.

"Black Legion" is a daring and thrilling melodrama based upon the actual operations of the secret, hooded, night-riding order which terrorized Michigan recently. The cast includes besides Humphrey Bogart, Dick Foran, Ann Sheridan, Erin O'Brien-Moore, Helen Flint, and others.

## The Story Behind the Headlines



Based on the actual story behind the year's most sensational headlines, "Black Legion" unmasks America's secret fraternity of fiends. The role of the Legion killer is taken by Humphrey Bogart (centre) who jumped to film fame as the killer of "Petrified Forest." "Black Legion" is the Warner Bros. picture now at the..... Theatre.  
Mat No. 301—30c

## Movies Don't Preach, But Sometimes Teach Lessons

"Black Legion" Not Propaganda Picture, Yet  
Exposes Evils of Vicious Secret Order

When a motion picture stirs national discussion, it is because of the subject rather than any attempt of the producer to start something.

This was true even of "I Am a Fugitive from a Chain Gang," which became the center of a whirlwind of debate several years ago. No showman would think of using an important picture as propaganda.

Humphrey Bogart, featured player of the Warner Bros. melodrama "Black Legion," which comes to the..... Theatre, on..... made this point strongly in a recent interview.

"If there is one thing that has no place in a theatrical show it is an attempt to preach. The province of a film play is to entertain. If there happens to be a lesson in it, the audience puts it there."

"In making 'Black Legion,' for instance, we knew that America was wrought up over newspaper accounts of the masked terrors in Michigan. It was humanly interesting and full of drama."

"We did not hedge. We dramatized it fully and truthfully. We showed why men joined the Black Legion. Why they wore masks and robes. Why they did not stop at murder."

"It is strong melodrama and we tried to get it all. If there is any lesson in it, I had nothing to do with that. My business is entertainment, and I simply tried to show how a deluded Black Legionnaire would conduct himself."

Bogart is comparatively a newcomer to films. His very first appearance was a sensational success. He played Duke Mantee, the bandit who killed Leslie Howard, in "Petrified Forest." Later he was the daring and likable pilot of the "China Clipper."

"Black Legion" is a daring and thrilling melodrama based upon the actual operations of the secret, hooded, night-riding order which terrorized Michigan recently.

The cast includes, besides Bogart, Dick Foran, Ann Sheridan, Erin O'Brien-Moore, Helen Flint, and others.

## Cowboy Foran Is Martyr To Art's Unpleasant Call

Art is an exacting mistress. Consider this lusty buckaroo who blusters into a saloon and slaps the bar for a whiskey straight, who would even unlimber his six-gun if anybody suggested water for a chaser.

He's Dick Foran, a rootin', tootin' he-man cowboy hero of many virile Westerns.

But for all his six foot two of brawn, he has a certain romantic appeal. That was his undoing. When Warner Bros. sought a big handsome player for a romantic role in "Black Legion," the thrilling melodrama which comes to the..... Theatre on....., Archie Mayo, the director, suggested Dick for the part.

As a good trouper, Dick welcomed an opportunity to play a new type of role. But one scene threw him harder than the wildest mustang ever could.

It was the scene where he must calmly face the camera and order—how he hated it—an ice cream soda.

With long shots, medium shots and close-ups the scene was shot seven times. And each time Dick—hoping against hope that his cowboy friends would never see it—drank ice cream soda.

"I'll never be able to look my pals in the face if they find out about this," he told the director ruefully, after the scene was finally finished.

Afterward, he commented, in some embarrassment, "Scenario writers can sure make an actor do humiliatin' things."

"Black Legion" is a daring and thrilling melodrama based upon the actual operations of the secret, hooded, night-riding order which terrorized Michigan recently, and whose leaders were condemned to life imprisonment. With recent headlines for its inspiration, it is a timely offering. The cast includes, besides Foran, Humphrey Bogart, Ann Sheridan, Erin O'Brien-Moore, Helen Flint, Joseph Sawyer, Dickie Jones and others. Archie Mayo directed the picture from a screen play by Abem Finkel and William Wister Haines.

## Proper Girl In Real Life Plays Bad 'Un In Film

She made all the trouble in "Ah! Wilderness," ruined two lives in "Gentlemen of the Press," disgraced her friends in "The Marriage Bed," was a terrible villainess in "Little Lord Fauntleroy," and has broken up happy homes in 27 Broadway plays.

At present, she tries to steal Humphrey Bogart away from his wife in "Black Legion," the exciting Warner Bros. drama of the notorious hooded order, which comes to the..... Theatre on.....

To look at her, you would never suspect Helen Flint of being a bad 'un.

She is a trim little person with a soft voice and merry eyes. She hates profanity, will not listen to off-color jokes and likes novels with a religious flavor.

Nobody in the New York theatre knows how she ever came to be cast in tough roles, but Charles Halton, who appeared with her in "Nigger Rich," explains:

"I think it's because a good actress can play what she isn't better than a bad actress can play what she is."

Asked if she modeled her characterizations on actual people she may have met, she said,

"I never think of a role as a person but simply as a collection of traits."

"I never wear exaggerated costumes. My method is to wear simple things and then play against them. The very contrast between manner and dress marks the character."

"Black Legion" is a daring and thrilling melodrama based upon the actual operations of the secret, hooded, night-riding order which terrorized Michigan recently. The cast includes besides Miss Flint, Humphrey Bogart as star, Dick Foran, Ann Sheridan, Erin O'Brien-Moore and others.

Archie Mayo directed the picture from the screen play by Abem Finkel and William Wister Haines, made from Robert Lord's original story.

## Legion Victims



Lovely Ann Sheridan is teamed with Dick Foran as the unhappy victims of mob hatred in "Black Legion," Warner Bros. expose of the cult of killers who menaced America, now playing at the..... Theatre.  
Mat No. 101—10c



## Lips Frozen With Fear



"Death to squealers" was the only law of the bloody legions, but a woman's kisses made Humphrey Bogart blast a confession in the most daring expose ever filmed. It is "Black Legion," the Warner Bros. picture which comes to the Theatre, on \_\_\_\_\_  
Mat No. 203—20c

## Film Life Easy Compared To Stage, Asserts Bogart

### Leading Man of "Black Legion" Tells of Theatre Actors' Upward Struggles

Screen players who have reached success without stage experience do not realize what an easy time they have had. At least so declares Humphrey Bogart, who is featured in "Black Legion," the Warner Bros. melodrama now on view at the \_\_\_\_\_ Theatre.

"Before an actor gets to Broadway," he said, "he must serve an apprenticeship. A hard one. He must know what it is to fight his way to a job. To rehearse hopefully without pay. To work for years without any reward except experience.

"When he was on the way up, he didn't have swell dressing-rooms and hair-dressers and make-up assistants. There wasn't anybody standing around waiting to bring him a chair."

"No, sir! He had to battle for actual necessities in his dressing room. Often, he didn't have even enough light."

"When he finally reached Broadway and featured roles, he got a little extra respect from the stage hands, but mighty little extra service."

"He looked after his own make-up. If he wanted to sit down, he found himself a chair, if he could. If he had quick changes and needed help, he hired a dresser and paid him personally."

"To the directors, he was part of a machine and had to do his share of the work. Hours meant nothing. Feelings meant nothing. It was a hard school, but a thorough one."

"These young screen players, who are waited on hand and foot have a cinch. They are treated with kid gloves by directors. Babied by make-up people. Have their shoes changed for them."

"I wonder if they appreciate their success like those of us who had to fight tooth and nail to get anywhere?"

Bogart speaks from experience as a tried troupier.

He played in stock and traveling companies for years, and ultimately chalked up at least eight Broadway successes. "Cradle Snatchers," "Saturday's Children," "Most Immoral Lady," "Hell's Bells" and "Petrified Forest" were some of them.

"Black Legion" is a daring

and thrilling melodrama based on the actual operations of the secret, hooded, night-riding order which terrorized Michigan recently.

## Hooded Outlaws' Crimes In "Black Legion" Film

### Daring Movie Based on Michigan Order's Reign of Terror Soon Shown

By ARTHUR ZELLNER

The news of recent headlines was reenacted a few weeks ago at the Warner Bros. studios in Hollywood.

The Night Riders rode again.

The "Black Legion" once more spread its reign of terror. Hundreds of masked men in flowing robes slipped from the shadows of a little cottage. Behind its lighted windows was a scene of peace and comfort. A young man studying at a table. An old man reading.

Outside a figure darted forward with a lighted torch. Hooded figures banged on the door. In a moment a tongue of flame licked about the little porch. Inside, peace became panic.

The door opened and the masked cowards easily overpowered the helpless young man and his old old father. Resistance was useless. Dazedly they heard the threat of death unless they left town at once. The flames were spreading.

The victims were shoved ahead—the guns of their attackers at their backs. They were allowed only a single backward glance. That was enough to see their earthly possessions going up in smoke, leaving the charred ruins of all their hopes.

This was just one of many thrilling scenes directed by Archie Mayo for the gripping melodrama that comes to the \_\_\_\_\_ Theatre on \_\_\_\_\_ Alonzo Price was the leader of the "Black Legion"; Joseph Sawyer, his cruel henchman; Henry Brandon the young man whose home was burned; Humphrey Bogart, the bewildered newest member of the "Black Legion," not yet aware of the horror of his offenses against law and order.

"Black Legion" is a daring and thrilling melodrama based upon the actual operations of the secret, hooded, night-riding order which terrorized Michigan recently.

The cast includes among others, Dick Foran, Ann Sheridan, Erin O'Brien-Moore.

## Studio Lingo Acquires New Slang Word

Even those who thought they knew the studio lexicon from cover to cover were puzzled when Archie Mayo, who directed "Black Legion," now at the \_\_\_\_\_ Theatre, for Warner Bros. shouted:

"It's a Lindquist."

What does it mean? It's the name of the announcer on the Los Angeles police radio, who always signs off with the words, "Lindquist speaking. That is all."

So now a Lindquist in the movies is a final scene—a wind up—finis to the day.

## Redheads Not Hotheads Say Titian Film Stars

### Three Brick-Tops in "Black Legion" Deny They Have Violent Tempers

Add to your collection of exploded myths the one about red-headed people being hot-tempered.

Three red-headed stars (yes, and freckled, too) appearing in a single picture, Warner Bros.' "Black Legion," now at the \_\_\_\_\_ Theatre, compared notes the other day to slay that superstition. Dick Foran, Ann Sheridan and Erin O'Brien-Moore all denied they're quick-tempered.

The quick-tempered star of "Black Legion" isn't a red-head. He's dark-haired, dark-eyed Humphrey Bogart.

"I'm slow to anger," Ann Sheridan declared. "Moreover, when thoroughly angered I'm also slow to forgive, which is another trait that doesn't agree with the traditional one about red-heads. They're supposed to flare up easily, forget and forgive quickly."

"Of course, Indian blood in my veins might explain my slowness to forget anger. An Indian, you know—like the elephant—never forgets!"

Foran scoffs at the idea of any possible connection between anything so deep-seated as temper and temperament, and anything so superficial as one's complexion.

"Some of the best-natured, hardest-to-anger fellows I ever knew had hair as red as mine," he declared.

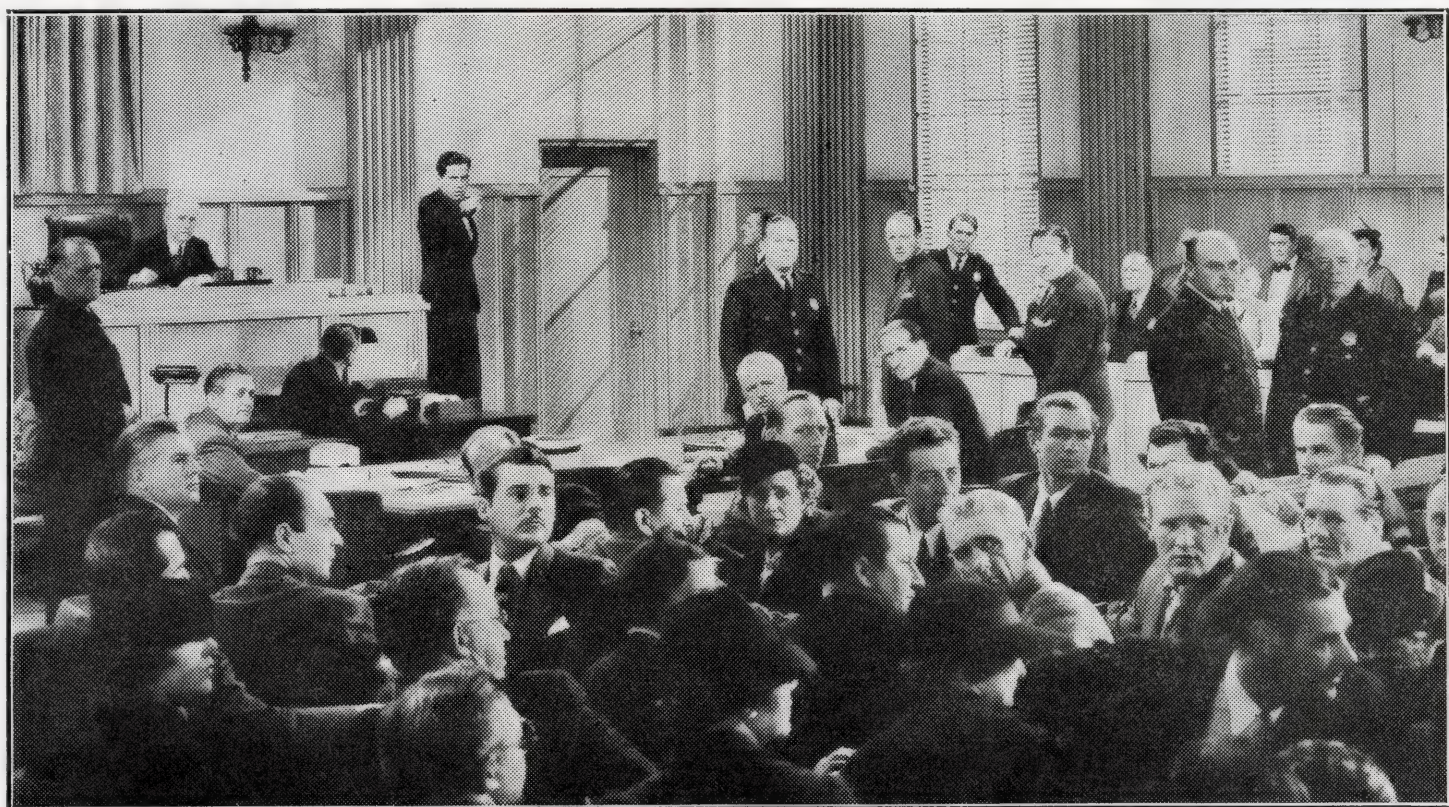
"Naturally," said Miss O'Brien-Moore, "there are red-heads who

flare up quickly. But no more in proportion than blondes or brunettes. My red hair comes from Irish ancestry, but I assure you a black-haired Irishman isn't a bit safer to plague than a red-headed one. An Irishman's emotionalism is a racial trait, and fortunately his sense of humor tempers any tendency to temper."

"Black Legion" is a daring and thrilling melodrama based upon the actual operations of the secret, hooded, night-riding order which terrorized Michigan recently, and whose leaders were condemned to life imprisonment.

The cast includes Humphrey Bogart, Dick Foran, Ann Sheridan, Erin O'Brien-Moore, Helen Flint, Joseph Sawyer, Dickie Jones and others. Archie Mayo directed the picture from a screen play by Abem Finkel and William Wister Haines, made from Robert Lord's original story.

## His Confession Blasted the Brotherhood of Butchery



In one of the most dramatic scenes ever filmed from the inside story of the year's headline sensation, Humphrey Bogart blazes forth the truth about the murderous legion whose torch and torture terrorized the world in "Black Legion," Warner Bros.' daring expose of America's greatest racket, which comes to the \_\_\_\_\_ Theatre, on \_\_\_\_\_  
Mat No. 401—40c



# "BLACK LEGION"

PUBLICITY

## Bogart's "C.M.A." Helps Him Portray Good Scenes

Star of "Black Legion" Film Places Himself in Correct Mental Attitude

Although it may take only half a minute to shoot the scene, it always takes Humphrey Bogart, screen star, ten minutes to get into what he calls his "Correct Mental Attitude."

Bogart, who has the leading role in Warner Bros. exciting melodrama "Black Legion" at the Theatre, devised his mental contortion idea while working on the

New York stage. When he came to Hollywood to play the part of the ruthless killer, "Duke Mantee" in "The Petrified Forest," he brought it along with him. It remains with him today now that he has signed a long term contract to remain in the film city.

"A mental attitude isn't exactly a mood," explains Bogart. "The usual formula for getting into a mood runs into the physical. Some actors, called to play the part of a hard-boiled army officer, spend their spare moments tearing up and down the set and striking at other actors with imaginary words. Others, asked to play a tear-jerking, sympathetic scene, get ready for it by pulling their own hair until their ocular ducts let loose with a goodly supply of genuine tears.

"My mental formula is a little different. I merely sit and think. What do I think of? Well, that I won't say. I have my own private channels of thought direction when it comes to thinking out an attitude for a forthcoming scene. All I ask is ten minutes of relaxation in my chair and I'll be ready to do a scene.

"There's no secret about how it is done. Any actor or actress can do it. It's just a matter of thinking it out for yourself. There is no reason on earth for becoming a virtual raving maniac before the camera turns. Think it out for yourself and then get in there and play the part!"

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The cast includes, besides Bogart, Dick Foran, Ann Sheridan, Erin O'Brien-Moore, Helen Flint, Joseph Sawyer, Dickie Jones and others. Archie Mayo directed the picture from a screen play by Abem Finkel and William Wister Haines, made from Robert Lord's original story.

### Firemen Man Hose As Picture Is Made

Four fire-engine companies—one on each side of the structure—stood by ready for action when a house was burned, purposely, for a scene in "Black Legion," a Warner Bros. melodrama recently completed.

It stood on a ranch near the studio, and after a long, rainless summer the nearby vegetation was dry as tinder. A spark might have started a disastrous fire sweeping across the Hollywood hills. The hosemen had wet down all the surrounding territory, but they were still taking no chances.

"Black Legion," based on the Michigan hooded order, comes to the Theatre on.....

## Auction Brings Bargain to Foran, Film Star

Dick Foran, Warner Bros. player, bought a begrimed old Mexican saddle at auction for \$11, and found after cleaning it that it had about \$30 worth of silver mountings hidden by the dirt of years.

Foran has one of the leading parts in "Black Legion," thrilling melodrama dealing with that notorious hooded order, now showing at the Theatre.

## Their Password—A Curse!



Meeting in a deserted wood, these black robed killers, whose bloody code was "Talk and Die," plot to spill the blood of 1000 loyal Americans in "Black Legion," Warner Bros. picture starring Humphrey Bogart, which comes to the Theatre on.....

Mat No. 202—20c

## Screen Director Sheds 55 Pounds Guiding Picture

Movie Director Archie Mayo weighs 55 pounds less than he did last summer.

He shed the avoirdupois with no effect except better general health, an absence of mid-afternoon fatigue, and a natural pride of accomplishment.

For men whose wives are beginning to call attention to their belt lines, he tells how he did it, as well as why.

"It was when I was directing 'Black Legion' for Warner Bros. that I started to worry about it. The picture was difficult and required long hours of work. At the end of a day, I was more tired than I should have been. The reason was the extra weight I was carrying." "Black Legion," to which Mayo referred, is a melodrama that will come to the Theatre on.....

"I weighed myself the day I finished shooting on 'Black Legion,' and tipped the scales at 195, which is about right for my height, 6 feet.

"My main exercise was swimming. This I supplemented with a series of simple exercises for the abdominal muscles. About once a week, I had a body massage. All of this helped, but a good strict diet is what did the work."

"Black Legion" is a daring and thrilling melodrama based upon the actual operations of the secret, hooded, night-riding order. The cast includes Humphrey Bogart, Dick Foran, and others.

## Stressing Film Technique Bunk, Bogart Believes

So far as the actor is concerned, stressing screen technique is the bunk, in the emphatic opinion of Humphrey Bogart, ex-Broadway star and now featured player in Warner Bros.' "Black Legion," which comes to the Theatre on.....

"A player can either act or he can't," said Bogart, "whether he is on a stage or facing a camera. If there's any difference in technique involved, it's in the camera. That's why the screen is a director's medium and not the actors'."

"On the stage nothing can save a bad performance. On the screen a good director like Archie Mayo knows a thousand clever ways to do it.

"For instance, two people have a long sustained scene on the stage. They save it from monotony and sustain interest by changes of pace, vocal light and shade, carefully calculated timing. If they fail the scene is flat.

"On the screen, the same general effects are created by camera movement, manipulation of light and timed cutting.

"That's where screen technique is found. Right in the use of the camera. The only acting technique is to know how to act, whether in front of a camera or an auditorium."

"Black Legion" is a daring and thrilling melodrama based upon the actual operations of the secret, hooded, night-riding order.

## News Events Filmed For "Black Legion" Picture

Dramatic Truths of Hooded Night Riders' Cruelties Shown in Thrilling Movie

While there was plenty of precedent at their own studios for a picture directly from front pages of newspapers, Warner Brothers have never before tackled so immediately current a topic as "Black Legion," which comes to the Theatre on.....

A few months ago, American newspaper readers were horrified at published accounts of so-called "Black Legion" activities in Michigan. The story broke when a young mechanic was taken out by a group of masked men and cruelly flogged, then shot, because of an allegation that he had beaten his wife.

After his death, it was proved that the unfortunate victim was a kindly man whose wife denied vehemently he was ever anything but gentle and considerate. According to a later confession made by a captured Legionnaire, he had taken part in the ruthless killing of another victim because he was a Negro.

Further developments brought out that the deluded members of the "Black Legion" had been led to believe themselves patriots fighting for the rights of true Americans and that religious prejudice and racial hate served the cause of justice.

In numerous instances, they took the law in their own hands but always hiding in cowardly fashion behind masks and hoods. They invariably outnumbered their victims and always struck in the dark.

Finally trapped by the police, their cloak of patriotism was stripped away and found to cover nothing more noble than puny jealousies and resentments against their victims on whom they had inflicted horrible punishments.

The dramatic details of this story from real life form the basis of the film, "Black Legion." The result is said to be a powerful indictment of secret organizations of the kind that undermine Americanism.

The cast is headed by Humphrey Bogart, whose portrayal of Duke Mantee in "Petrified Forest" was so widely acclaimed. Others are Dick Foran, Erin O'Brien-Moore, Alonzo Price, Ann Sheridan.

## Girl With Three Irish Names Has Played 73 Parts

If there's any doubt as to where the bright crown of red hair and flashing blue eyes came from, the name of Erin O'Brien-Moore settles it. Irish ancestry and nothing else but.

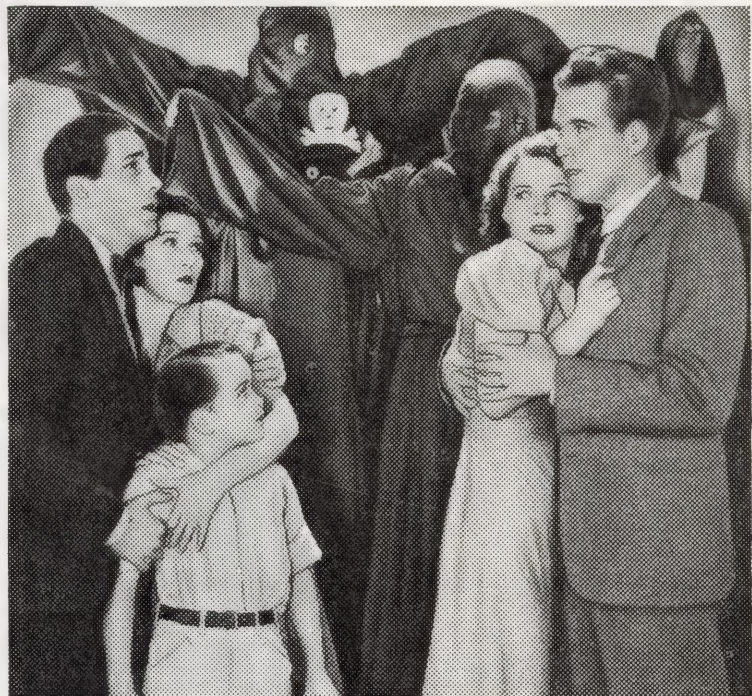
The part of a factory worker's wife in Warner Bros.' production of "Black Legion," which comes to the Theatre on....., is her seventy-third acting role; her tenth in pictures.

Among her notable stage engagements were "The Music Master," which like "Street Scene" and "Yoshe Kalb," she played both in New York and London; "Lally" with Claude Rains; "Men Must Fight," with Douglas Montgomery; "Riddle Me This," with Frank Craven; "Merrily We Roll Along" and many others.

The first of her family to be born outside of Ireland, Miss O'Brien-Moore first saw the light of day in Los Angeles, but moved to Arizona where her father became publisher of the Tucson Citizen, and then to West Virginia when he acquired the Charlestown Gazette. She is a niece of Ainsworth O'Brien-Moore, noted Professor of Greek and Latin at Yale University.

"Black Legion" is a daring and thrilling melodrama based upon the actual operations of the secret, hooded, night-riding order which terrorized Michigan recently. The cast includes Humphrey Bogart, Dick Foran, and others.

## Black Legion Hits Again



(Left to right) Humphrey Bogart, Erin O'Brien-Moore, Dickie Jones, Ann Sheridan, and Dick Foran as victims of a black-hooded band of assassins, in Warner Bros.' "Black Legion," now playing at the Theatre.

Mat No. 204—20c



# "BLACK LEGION"

PUBLICITY

## House Built Burned, For Screen Show

A two-story modern house, complete in all details, was built to be burned for the Warner Bros. melodrama "Black Legion."

After the home life of its residents has been shown, in various rooms, there is a visit by the black-robed terrors of the night, who put the torch to the place, and it is completely destroyed, as its inhabitants flee.

"Black Legion," featuring Humphrey Bogart with Dick Foran, Ann Sheridan and Erin O'Brien-Moore, is now to be seen at the ..... Theatre.

## Hill-Billy Youngster Now a Film Player

Radio's pioneer hill billy, "The Cowboy Rambler," is in pictures. He is Dicky Jones, for two years a star of Station WRR in Dallas, Texas. Dickey is eight.

He was brought to Hollywood by Hoot Gibson for his Rodeo. His first screen appearance was in the Warner Bros.' Western film, "Moonlight on the Prairie." His current role is in "Black Legion," which is now showing at the ..... Theatre.

## Erin O'Brien-Moore Created Hit Parts

Erin O'Brien-Moore, who has the most important feminine part in "Black Legion," newest melodramatic thriller produced by Warner Bros., created two great roles while she was on the stage.

One was in David Belasco's "The Music Master," which starred David Warfield for so many years. The other was in Elmer Rice's "Street Scene."

"Black Legion" comes to the ..... Theatre on .....

## When the Hooded Killers Strike



Warner Bros., who filmed "G Men" and "I Am a Fugitive From a Chain Gang" have taken the stories an avenging nation forced from the lips of cringing killers, and made them into the most daring expose ever screened in "Black Legion," which is now playing at the ..... Theatre with Humphrey Bogart, the "killer of "Petrified Forest" in the leading role. Mat No. 302—30c

## How To Be A Success

It's dramatic arithmetic. That's what Humphrey Bogart, leading man in Warner Bros. "Black Legion," now playing at the ..... Theatre, calls it. He figures this way: Actor plus Role equals Performance. Good Actor plus Bad Role equals Fair Performance. Bad Actor plus Good Role equals Good Performance.

## "Black Legion" True to Michigan Facts

Two research experts spent a month in Michigan, tracing the activities of the notorious night-riding hooded order which terrified that State last summer, so that there might be absolute accuracy in Robert Lord's story "Black Legion," which Warner Brothers filmed.

One returned last Fall and attended the trial of the ring-leaders, which resulted in a large number of them being condemned to life imprisonment.

"Black Legion," with Humphrey O'Brien-Moore and Ann Sheridan Bogart, Dick Foran, Erin dan in the leading parts, under the direction of Archie L. Mayo, is now at the ..... Theatre.

## Screen's "Bad Girl" Is Goody-Goody

Helen Flint who almost invariably plays wicked women on the stage and screen, is deceiving her public when she pretends to be a thoroughly abandoned character.

Helen does not drink and has never even once been in a nightclub. Yet in "Black Legion," the Warner Bros. melodrama featuring Humphrey Bogart now at the ..... Theatre, she's a bad girl.

## Texas Cowgirl Kills Rabbits From Saddle

Shooting jackrabbits from horseback was a week-end amusement of Ann Sheridan, leading woman in "Black Legion," during the making of that melodrama by Warner Bros. Ann drove to Palm Springs, the health resort in the desert, with her little 25-20 rifle, each Saturday afternoon, and rented a horse with which to chase the tough bunnies. She learned the trick on the plains of her native Texas.

"Black Legion," dealing with the Michigan night terrorists, is now showing at the ..... Theatre, with Humphrey Bogart, Dick Foran and Erin O'Brien-Moore in the other featured parts.

## Entertainer for Years, Sees First Circus

Helen Flint, although a stage actress for 15 years, never had a chance to see a circus until she turned to the films and took up her abode in Hollywood. The Clyde Beatty show spread its tents on a lot within a couple of miles of the Warner Bros. studios, where Miss Flint was working in "Black Legion," and she was so delighted with her first glimpse that she went twice again.

Miss Flint plays an evil siren in "Black Legion," which features Humphrey Bogart, and which is now showing at the ..... Theatre. It is an unmasking of the notorious hooded order of Michigan, whose leaders were recently condemned to life imprisonment. The cast includes, besides Miss Flint and Bogart, Dick Foran, Erin O'Brien-Moore, Ann Sheridan, Joseph Sawyer, Dickie Jones and others.

Archie Mayo directed, from a screen play by Ahem Finkel and William Wister Haines, made from Robert Lord's original story.

## Who's Who

HUMPHREY BOGART

DICK FORAN

One of Hollywood's quick, sensational successes—Has been in pictures less than a year—Was brought from Broadway stage to play in film the part he created on stage in "The Petrified Forest" with Leslie Howard—Triumphed immediately, then went to further success in "Two Against the World," "Bullets or Ballots," "China Clipper" and "The Great O'Malley"—Is native New Yorker, tall and dark — Now playing deluded young mechanic who is induced to join a hooded, night-riding order, in "Black Legion," which will open at the ..... Theatre on .....

Engaged as "singing cowboy" to play Western pictures — Has done five or six of these successfully, also various unmounted roles—Was midshipman in "Shipmates Forever," socialite in "The Golden Arrow," ex-gridiron hero in "The Petrified Forest," and other diversified characters — Born in Flemington, N. J., attended Princeton—At college was noted track, baseball and football athlete—Is 6 feet 2, weighs 185, has bright red hair and splendid baritone voice—At present playing young workman who falls victim to "Black Legion" cruelties in melodrama of that name at the ..... Theatre.

## ERIN O'BRIEN-MOORE

Only one of her family to be born outside Ireland's green area, Erin is a native of Tucson, Arizona, arriving when her father was running a newspaper in that town—Always longed to be an actress—Got into stock company work when only 15—Finally reached Broadway and the top—Was creator of two famous roles: the girl in Belasco's "Music Master," which she played in New York, then London—Also girl in Elmer Rice's "Street Scene"—Was engaged by Warner Bros. a few months ago for "Green Light," made from famous Douglas novel—Current picture is "Black Legion," now showing at the ..... Theatre.

## ANN SHERIDAN

Less than one year in films, this redheaded girl from Dallas, Texas, already has her second leading-lady job in important pictures—Got into screen work by being chosen in world-wide beauty contest, but advises girls against hoping such things will ever get them anywhere—Is above average size and weight of stars, being 5 feet 5½ and 126 pounds, as against usual 5 feet 4 and 116 pounds—May set new fashion in leading women—Got top girl spot with Pat O'Brien in biggest picture, "The Great O'Malley"—Gets it again with Humphrey Bogart and Dick Foran in her current picture, "Black Legion," coming to the ..... Theatre on .....

## Erin O'Brien-Moore Has All Celtic Beliefs

Erin O'Brien-Moore, all of whose names are thoroughly Irish, though she is American-born, has all the superstitions of the green island, as well as those of the stage.

On her way to the Warner Brothers studio one day during the making of "Black Legion," she saw a white mule—certainly a rare enough beast—grazing in a field. Rather than pass it, she made a detour of four miles.

"Black Legion," featuring Humphrey Bogart with Dick Foran, Ann Sheridan, Joseph Sawyer and Miss O'Brien-Moore, is now showing at the ..... Theatre.

## Who Says Movie Bride Can't Make Pie?

Here's a bride who routs all the joke writers and kills forever the old gag about Mrs. Newlywed and her pies.

Ann Sheridan, married only two weeks, baked a pie that was good enough to be used in a big movie, "Black Legion," and then was eaten by Humphrey Bogart, Erin O'Brien-Moore and other Warner Bros. players. "Black Legion" comes to the ..... Theatre on .....

## The Man Who Sold His Soul



Pen portrait of Humphrey Bogart as he appeared to the staff artist in his portrayal of the killer of a hooded mob of hate torn fiends in "Black Legion," Warner Bros.' expose of 50,000 bloody murders that shocked the nation and which is now showing at the ..... Theatre. Mat No. 205—20c



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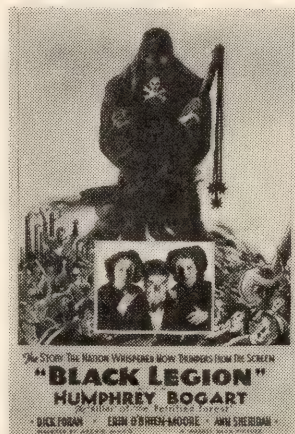
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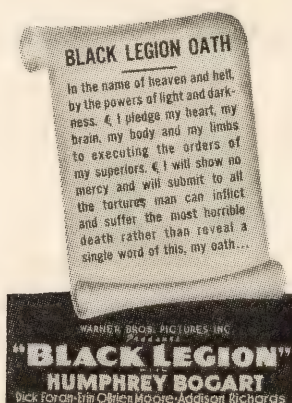


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# BLACK PLAGUE

## HUMPHREY BOGART

DICK FORAN • ERIN O'BRIEN-MOORE • ANN SHERIDAN • HELEN  
FLINT • JOSEPH SAWYER • ADDISON RICHARDS • EDDIE ACUFF  
Directed by ARCHIE MAYO  
A WARNER BROS. PICTURE

DEADLIER THAN THE  
BLACK PLAGUE! . . .

A legion of hooded  
marauders—killing,  
burning, flogging in-  
nocent American  
citizens whose only  
crime was decency!  
See the full fury  
of the screen un-  
leashed against the  
hooded fiends of the

THE STORY THE  
NATION WHISPERED  
NOW THUNDERS  
FROM THE SCREEN!

Warner Bros. have  
torn this thrilling  
story from every  
frontpage in Amer-  
ica—to expose the  
black-cloaked  
group who perpe-  
trated the blackest  
deeds in the his-  
tory of the nation!

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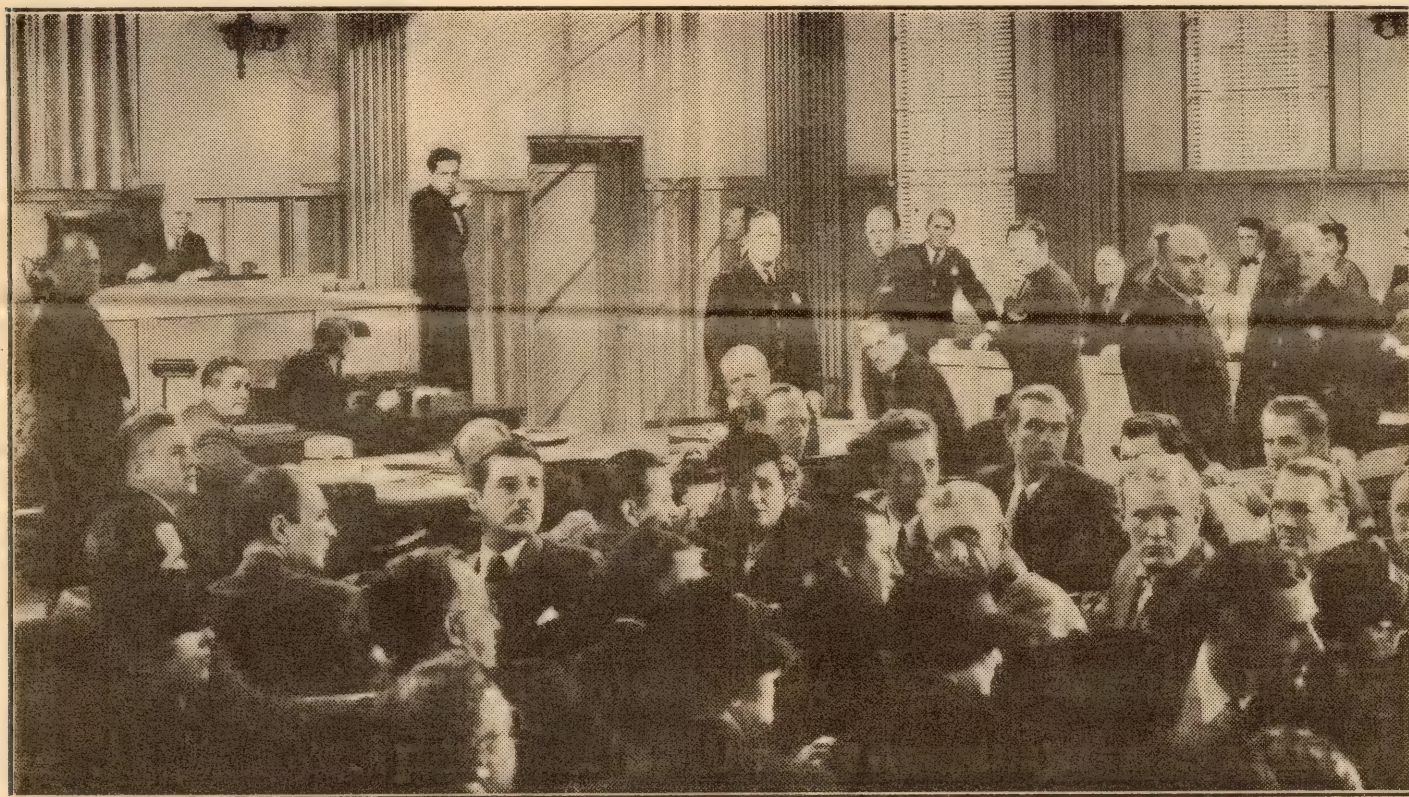
Vol. 1.

Special Extra Edition

No. 3

# 'BLACK LEGION' CRIMES EXPOSED!

## *Nation Shocked at Outrages!*



**'LEGION' CRIMES EXPOSED!** Unexpected drama was provided in Federal Court when an accused murderer turned State's witness to blast to light the heinous crimes of the notorious BLACK LEGION!

**THE TORCH,  
THE WHIP,  
THE GUN!**  
Burnings, floggings, shootings are uncovered as WARNER BROS. turn the merciless searchlight of the screen on the "BLACK LEGION" in the year's most dramatic film!



**SQUEALER!** The Legion's revenge on those who talked too much was quick and sure!

## Confession by 'Legion' Member Smashes Hooded Gang!

Story on Pages 2 and 3



# THE STORY THE NATION WHISPERED

**"I SWEAR TO MURDER!"**



With a loaded pistol at his head, this man breathes the oath of allegiance to the Black Legion, reproduced on next page. This is an authentic re-enactment of initiation scenes which took place throughout the country.

## Warner Bros. Film Exposes Killings of 'Black Legion'

The newest menace to American Democracy. The 'Black Legion', is completely exposed in Warner Bros.' thrilling production of the same name, scheduled to appear in a local theatre in the near future.

Not since the Klu Klux Klan, has any organization proved as devastating in influence as the Black Legion. Nationwide in its scope, brutal in its methods, ruthless in its dealings, despicable in its ideals, the Legion stands for everything un-American and unethical.

Fortunately, before the group had time to become truly menacing, outraged American citizens and a righteously indignant government put a stop to it. 'The Black Legion' is a thing of the past — but still a pertinent enough problem to merit the attention of every thinking person.

Warner Bros. have garnered facts from newspapers, court room records, and original investigations, to produce a film that ranks among the year's most dramatic. Don't miss it!



Because in some manner this hulk that was a man had offended the Legion, he was flogged unmercifully . . . and left for dead! Nefarious deeds such as this are brought to light for the first time in Warner Bros.' thrilling motion picture, 'The Black Legion'.

## Bogart Happiest Playing Villain Roles, He Avers

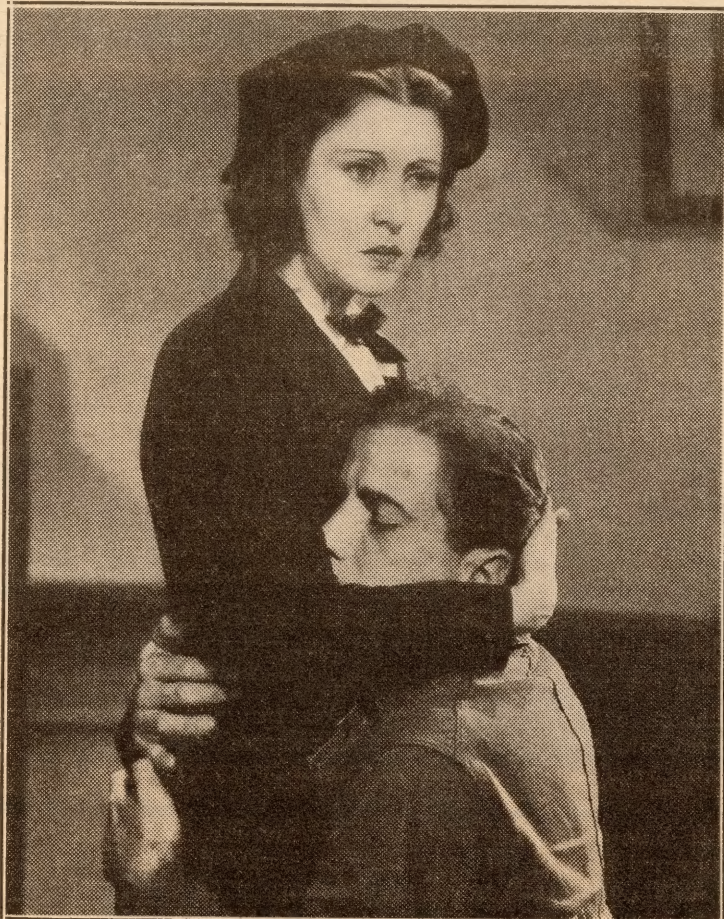
Humphrey Bogart, talented Warner Bros. — First National star, doesn't want to be a hero! Unbelievable as that may sound, it's true. To dispel the doubts arising when a Hollywoodite speaks in that vein, let Humphrey talk for himself.

"I have no desire to be a matinee idol", he told this reporter, "that is, in the accepted sense. I like a good substantial part, the kind with lots of dramatic power—a real person. Let the good-looking boys play the hot love scenes."

Not so bad looking himself, Humphrey was seated on the set during the filming of 'Black Legion', Warner Bros.' sensational expose of thuggery and violence, in which Bogart plays the leading role.

"The part that really got to me — next to my role in this picture, of course", he said, "was that of 'Duke Mantee' in 'The Petrified Forest'. Back of the Duke's killer instinct I could sense all the struggle of a kid battling against a tough environment. Poor folks, bad friends, and before he knew it, a life of crime. Then ping — a bullet — and he was finished! Be a hero? Win the girl? Not for me!"

Before stepping into the starring role of 'Black Legion', Mr. Bogart had a similar role in 'The Making of O'Malley'. He feels, however, (and rightly so) that his current effort marks the high-water mark of his career.



Humphrey Bogart, enroute to prison for his part in the Black Legion deaths, finds momentary comfort in the arms of his wife, played by Erin O'Brien-Moore.

**...And Every Bullet-R**



Every honest American citizen looks down upon the misguided men who at one time proudly called themselves "Black Legion". Black were their cloaks; black were their hearts.

But America has awakened in time! And with the fall of the external Legion, gone is the racket-inspired crime-trust which for years has been the bane of the land.

The story behind "The Black Legion", the picture which has been dramatized by Warner Bros. in their sensational new picture, "The Black Legion".

Every scene is based on actual fact, and every scene shows you the horror and futility of organizations which threaten with a family that might be your own — it might well be yours.

See "The Black Legion" when it plays at a local theatre. It is an American citizen to benefit by the lesson it teaches — government in preventing any recurrence of this.



# NOW THUNDERS FROM THE SCREEN!

**Muddled Word Is True!**



... with scorn upon those thousands of  
... ed themselves members of "The Black  
... e their deeds; black were their hearts!

... erica has smashed the "Black Legion"!  
... s the internal machine, that devilish  
... has preyed upon Americans in every cor-

... story behind America's crashing ven-  
... ally and faithfully reproduced by War-  
... The Black Legion."

... every scene is calculated to drive home to  
... such as the Legion. The picture deals  
... shows lives shattered and wrecked that

... t your local theatre. It is your duty as  
... it smashes home—and to assist the gov-  
... s menace.

## *The Oath of The Black Legion*

**Note:**—This is the actual, authentic oath taken by members of the Black Legion upon their initiation into that organization. It was uncovered by newspaper reporters along with many other startling disclosures, incorporated in Warner Bros.' film, "Black Legion".

In the name of God and the devil, one to reward and the other to punish, — and by the powers of light and darkness—good and evil—here under the black arch of Heaven's avenging symbol, I pledge and consecrate my heart, my brain, my body and my limbs—and swear by all the powers of Heaven and Hell to devote my life to the obedience of my superiors, and that no danger or peril shall deter me from executing their orders.

I swear that I will die fighting those whose serpent trail has winnowed the fair fields of our allies and sympathizers. I will show no mercy—but strike with an avenging arm as long as breath remains!

I further pledge my heart, my brain, my body, my limbs, never to betray a comrade; and that I will submit to all the tortures mankind can inflict and suffer the most horrible death rather than reveal a single word of this, my oath. Before violating a single clause or implied pledge of this, my obligation, I will pray to an avenging God and an unmerciful devil to tear my heart out . . . and roast it over the flames of sulphur; that my head be split open and my brains scattered over the earth; that my body be ripped up, my bowels be torn out and fed to carrion birds; that each of my limbs be broken with stones and then cut off by inches that they may be food for the foulest birds of the air; and lastly — may my soul be given unto torment that my body be submerged into molten metal and stifled in the flames of hell and that . . . this punishment may be meted out to me through all eternity.

## IN THE HANDS OF THE LAW!



"I got nothin' to say, I tell you, nothin' to say," Humphrey Bogart avoids questioning reporters in this scene from 'The Black Legion'. How dared he speak with the threat ringing in his ears, "Betray the Legion and you'll never see your wife and child again!"

## Weird Ritual, Blood-Thirsty Oath Used To Win Loyalty From 'Legion' Members

Director Archie L. Mayo, the man responsible for 'Petrified Forest' and numerous other Warner Bros. hits, found 'Black Legion' his most engrossing problem. A story ripped hot from the headlines, timely as tonight's newspaper, powerful in its dramatic intensity, it gave Director Mayo a chance to exercise a full measure of his ingenuity and love of original research.

For example, he discovered that behind the menace of the hooded Black Legion, there stood a carefully-planned, amazingly-executed scheme, designed to flim-flam those men who fell within its toils. On every item included in the uniform of the well-dressed Legionnaire, the officials of the organization made a substantial profit.

For the sum of \$21.45, the candidate received a cloak, a hood, and a gun. The net value of this equipment approximated \$3.00. Add another dollar for necessary secretarial work and the balance was a clear margin of profit for the scheme's backers.

In order to prevent any questions concerning finances, an elaborate ritual, of which secrecy was the key-note, was formulated. Each candidate was blind-folded, led to a secret hide-out, and there with a pistol pointed at his head, was given the oath of allegiance.

This oath, brutal in its context, was designed solely to silence those unfortunates who accepted it. This it did—until one man saw the error of his ways and talked! His revelations, which ultimately led to the downfall of the entire 'Black Legion', form the basis for Warner Bros.' thrilling production of the 'Black Legion', starring Humphrey Bogart, Dick Foran, Erin O'Brien-Moore and Ann Sheridan. Critics hail this film as among the year's most important. See it yourself and learn how America crushed the greatest menace in fifty years!



NOW YOU CAN LEARN THE WHOLE TRUTH ABOUT---

# "THE BLACK LEGION"

Warner Bros.' Greatest Dramatic Triumph, Starring

## HUMPHREY BOGART

### DICK FORAN • ERIN O'BRIEN-MOORE

### ANN SHERIDAN • HELEN FLINT • JOSEPH SAWYER ADDISON RICHARDS • EDDIE ACUFF

Directed by ARCHIE L. MAYO

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At the special low prices quoted below you can include your imprint and tie-up ads when these tabloids are ordered direct from Post Publishing Company, Appleton, Wis. Take this sample out to advertisers in your city and sell part of this space for tie-up ads and thereby offset part or all of the cost of these tabloids.

Tabloids with this space blank available from Post Publishing Company at \$3.00 a thousand F. O. B. Appleton, Wis.

### TABLOID ORDER BLANK

To POST PUBLISHING CO.  
Appleton, Wis.

Date \_\_\_\_\_

Ship to: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Quantity \_\_\_\_\_

BLACK LEGION Tabloids \_\_\_\_\_

With the following imprint \_\_\_\_\_

PRICES including imprinting  
FOB Appleton, Wisconsin

3M to 10M	.....	\$3.25 per M
10 M to 50M	.....	\$2.75 per M
50M to 100M	.....	\$2.50 per M
Over 100M	.....	\$2.25 per M

Minimum order of 3M

Post Publishing Co. will accept  
telegraph orders for C. O. D.  
shipment.

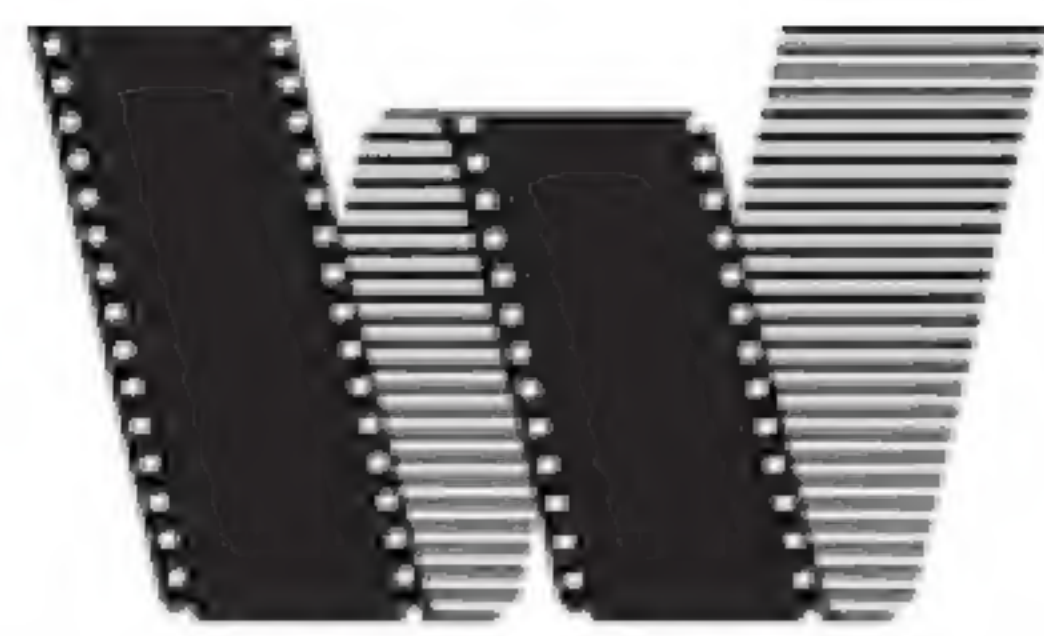
All orders shipped within 24 hours after receipt of order

SHIP: { Express  
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ENCLOSED: { Theatre Manager  
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Money Order  
C. O. D.



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