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ALLIED ARTISTS presents

WHITE LIGHTNING

starring

**STANLEY
CLEMENTS**

with

STEVE BRODIE

Gloria Blondell

Barbara Bestar

PRODUCED BY **BEN SCHWALB**

DIRECTED BY **EDWARD BERNOS**

ASSOCIATE PRODUCER **EDWARD MOREY, JR.**

WRITTEN BY **CHARLES R. MARION**

FIXED GAMES EXPOSED BY KING OF HOCKEY STARS!

Gambling Syndicate
Smashed In Clean-Up!

ALLIED
ARTISTS
presents

Savage,
speed-paced
story of the
world's roughest, toughest sport
... and the racket boys
who try to muscle in with
dollars and dames!

WHITE LIGHTNING

starring
STANLEY CLEMENTS
with
STEVE BRODIE
Gloria Blondell • Barbara Bestar

PRODUCED BY BEN SCHWALB DIRECTED BY EDWARD BERNOS
ASSOCIATE PRODUCER EDWARD MOREY, JR. WRITTEN BY CHARLES R. MARION

AD MAT NO. 53/208-201 2 Cols. x 112 lines-224 lines

HOCKEY STAR EXPOSES GAMBLING RACKETEERS!

Underworld Syndicate
Fixed Games

Savage,
sizzling story of
the nation's most thrill-
streaked sport... and the
men who play it
for keeps!

AN
ALLIED
ARTISTS
PRODUCTION

WHITE LIGHTNING

starring
STANLEY CLEMENTS
with
STEVE BRODIE
Gloria Blondell • Barbara Bestar

PRODUCED BY BEN SCHWALB DIRECTED BY EDWARD BERNOS
ASSOCIATE PRODUCER EDWARD MOREY, JR. WRITTEN BY CHARLES R. MARION

AD MAT NO. 53/208-202 2 Cols. x 84 lines-168 lines

HOCKEY STARS EXPOSE FIXED GAMES!

Gambling Syndicate
In Ice Hockey Bribe

WHITE LIGHTNING

AN
ALLIED
ARTISTS
PRODUCTION

starring
STANLEY CLEMENTS

with **STEVE BRODIE** • Gloria Blondell • Barbara Bestar

PRODUCED BY BEN SCHWALB DIRECTED BY EDWARD BERNOS
ASSOCIATE PRODUCER EDWARD MOREY, JR. WRITTEN BY CHARLES R. MARION

AD MAT NO. 53/208-204 2 Cols. x 42 lines-84 lines

HOCKEY STARS EXPOSE SPORTS BRIBE SCANDAL!

WHITE LIGHTNING

AN
ALLIED
ARTISTS
PRODUCTION

starring **STANLEY CLEMENTS**
with **STEVE BRODIE** • Gloria Blondell • Barbara Bestar

AD MAT NO. 53/208-102
1 Col. x 42 lines

SIZZLING, SHOCK-STREAKED INSIDE STORY:

WHITE LIGHTNING

AN
ALLIED
ARTISTS
PRODUCTION

starring
STANLEY CLEMENTS

AD MAT NO. 53/208-206 2 Cols. x 14 lines-28 lines

PUBLICITY

HOCKEY PROFESSIONALS SEEN IN DRAMA OF THRILL SPORT

Two teams composed of the top ice hockey players in the game today found themselves in the role of motion picture actors when Allied Artists filmed "White Lightning," which is the popular attraction now playing at the theatre.

The picture stars Stanley Clements and Steve Brodie and is a drama played against the background of one of the fastest and most dangerous sports in team play.

Clements had to do a lot of gruelling training for his role as an ace hockey player. Many weeks before the picture started he spent hours on one of Hollywood's largest ice rinks each day, taking instruction in the basic stratagems of the game.

He started off with the advantage of being an expert figure skater, which saved him many a bruising hip block, but he could not escape all of them, and came out of every practice lesson with fresh black and blue trophies to show for it.

"White Lightning" was produced by Ben Schwalb and directed by Edward Bernds from a screenplay by Charles R. Marion.

In the story Clements, unbeatable on the hockey rink, becomes so unbearably cocky that even his closest friends on the team, and the team owner himself, grow to hate him.

Even his girl friend, sister of the team owner, turns against him. His resentment of this treatment forces him into a strange decision. Motivated by a perverse thought of revenge, he agrees to sell out his

team to a group of gamblers on game, but here the story takes a surprise turn, and his regeneration is accomplished.

BEAUTY



WHITE LIGHTNING No. 2
The fresh young beauty of Barbara Bestar graces the new Stanley Clements starring picture for Allied Artists, "White Lightning," at the theatre.

Months Spent In Film Preparation

Months before his most recent picture was to start, screen star Stanley Clements began preparing for his role, that of an ice hockey player.

The picture, with an ice hockey background of course, is "White Lightning," now playing to thrilled audiences at the popular theatre.

Clements had a decided advantage when he started learning to play the game, for he was a better than average speed and figure ice skater.

Steve Brodie is his co-star. The picture was produced for Allied Artists by Ben Schwalb and was directed by Edward Bernds from a screenplay by Charles R. Marion. Barbara Bestar and Gloria Blondell head the featured cast.

SISTER

Gloria Blondell, sister of Joan Blondell, has a featured role with star Stanley Clements in "White Lightning," his latest starring picture for Allied Artists, now playing at the theatre. It is a story of professional ice hockey.

LIGHTNING

The lightning-fast game of professional ice hockey is the background of "White Lightning," Stanley Clements' latest starring picture for Allied Artists, which is the current attraction at the theatre.

YOUNG LOVE



WHITE LIGHTNING

No. 21

There is tender romance and torrid action in the new Allied Artists picture "White Lightning," now playing at the theatre. The drama stars Stanley Clements with lovely Barbara Bestar.

CHILLY

One of the largest ice skating rinks in the west was used as a setting for many of the scenes in "White Lightning," Stanley Clements' latest starring picture for Allied Artists, which is the current attraction at the theatre. The film has a professional ice hockey background.

WORKED

Stanley Clements had to work daily on an ice rink for three months preparing for his role as a professional ice hockey player in "White Lightning," in which he and Steve Brodie are starred. The Allied Artists film is the current attraction at the theatre.

EXPLOITATION

Radio and TV Sportscaster

Contact your radio and TV sports announcers and furnish them with copy on "White Lightning." Most stations have sport broadcasters who devote their entire program to various sport items and they are always on the alert for material. You may be able to arrange for an interview with a local coach. Another suggestion would be to contact announcers at sporting events such as boxing, basketball and wrestling, and promote plugs over their PA system. They may also agree to put the name of the picture on their coming sports events bulletin spotted in the lobby of the arena. A few passes will do the trick!

Invite Hockey Teams

If your theatre is located in a town that boasts a professional franchise, you can create a great deal of excitement on opening night of "White Lightning" by inviting the team to attend in a body. You might have the local sports editor present "a most valuable player award," presenting to the winner a locally promoted trophy.

If you do not have a professional hockey team in town then perhaps you can invite your local high school or college hockey team.

NEWSPAPER CONTEST FOR SPORTS PAGE

A contest that should be simple to plant with your sports editor is one in which the readers are asked to name the sports with which the ten trophies or cups, listed below, are identified. For prizes, promote tickets to local athletic events, or award guest tickets to your own theatre.

1. The STANLEY CUP
2. The DAVIS CUP
3. The BENDIX TROPHY
4. The WALKER CUP
5. The JOHN W. HEISMAN TROPHY
6. The THOMAS CUP
7. The HELMS WORLD TROPHY
8. INTERNATIONAL GOLD CUP
9. The BORG-WARNER TROPHY
10. The EDW. J. McNEIL TROPHY

CORRECT ANSWERS: 1—Ice Hockey; 2—Tennis; 3—Aviation; 4—Golf; 5—Football; 6—Badminton; 7—World's Best Athlete 8—Polo; 9—Indianapolis Speedway; 10—Boxing.

Use Hockey Ticket As A Throwaway!

Have your printer whip up a quantity of pasteboard hockey tickets similar to the one suggested below. Distribute them at sporting events, drug stores, smoke shops, etc., and to your patrons at all breaks.



Unusual Lobby Stunt Sells

In ice hockey, the "penalty box" is the proverbial "dog-house" for unruly players. When the referee happens to detect a deliberate infraction of the rules, the guilty player is banished from the game and sent to the "penalty box" for a definite period. This is your cue to dress a strong-looking young man in a hockey player's outfit and have him sit dejectedly in the "penalty box" which you will erect in the lobby. The box can be a three-sided affair, inexpensively made of beaver board, and should be appropriately bedecked with explanatory copy and picture plugs.

Lobby and Front

The art work on the "White Lightning" one and three sheets has caught the spirit of the fast action, roughness and toughness of ice hockey. These posters, cutout and mounted, will make real eye-catching displays.

Order these colorful lithos from your National Screen Exchange and spot them in your lobby far in advance of playdate.

Sports Page Ad

An ad on the sports page will serve two purposes. It will help in selling "White Lightning" to the sports-minded readers and may be instrumental in inducing the sports editor to use the contest which is described in detail elsewhere on this page.

COMPLETE CAMPAIGN MAT 35c

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

ORDER SPECIAL MAT "AA" FROM NATIONAL SCREEN.

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

GAMBLERS' BRIBE OF HOCKEY STAR BARED!
Underworld Syndicate Fixed Games

ALLIED ARTISTS presents



WHITE LIGHTNING
starring **STANLEY CLEMENTS**
with **STEVE BRODIE** - **Gloria Blondell** - **Barbara Bestar**

PRODUCED BY BEN SCHWALB DIRECTED BY EDWARD BERNOS ASSOCIATE PRODUCER EDWARD MOREY, JR. WRITTEN BY CHARLES R. MARION

AD MAT NO. 53/208-203 2 Cols. x 57 lines-114 lines



GAMBLERS' BRIBES EXPOSED BY KING OF HOCKEY STARS!

AN ALLIED ARTISTS PRODUCTION



WHITE LIGHTNING
starring **STANLEY CLEMENTS** with **STEVE BRODIE** **Gloria Blondell** - **Barbara Bestar**

AD MAT NO. 53/208-205 2 Cols. x 28 lines-56 lines

SPORTS GAMBLING SYNDICATE SMASHED!

He could do anything with a puck . . . anything for a buck—or a babe!



ALLIED ARTISTS presents

WHITE LIGHTNING
starring **STANLEY CLEMENTS**
with **STEVE BRODIE** **Gloria Blondell** **Barbara Bestar**

PRODUCED BY BEN SCHWALB DIRECTED BY EDWARD BERNOS ASSOCIATE PRODUCER EDWARD MOREY, JR. WRITTEN BY CHARLES R. MARION

AD MAT NO. 53/208-101
1 Col. x 70 lines



WHITE LIGHTNING
starring **STANLEY CLEMENTS**

AN ALLIED ARTISTS PRODUCTION

AD MAT NO. 53/208-104
1 Col. x 14 lines

SPORTS SCANDAL EXPOSED!

ALLIED ARTISTS presents



WHITE LIGHTNING
starring **STANLEY CLEMENTS** **STEVE BRODIE**

AD MAT NO. 53/208-103
1 Col. x 28 lines



PUBLICITY



FAST WORKER



WHITE LIGHTNING

No. 22

Stanley Clements is lightning-fast on the ice hockey rink and faster in a romance with lovely Barbara Bestar in "White Lightning," new Allied Artists action-drama, now playing at the theatre.

TRAINED MONTHS TO PREPARE FOR DIFFICULT PICTURE ROLE

(Advance)

Months before the starting date of Stanley Clements' new starring picture for Allied Artists, the young screen actor was conditioning himself for it.

His role is that of a professional ice hockey player, and he had to be skilled in the fundamentals of the lightning-fast sport not only to be convincing on the screen, but to keep from being injured when he stepped out on the ice with the professional players signed for the hockey scenes.

The picture, "White Lightning," with Steve Brodie co-starred, will be the next attraction at the theatre, opening on It was produced for Allied Artists by Ben Schwalb from a screen play by Charles R. Marion and was directed by Edward Bernds with Edward Morey, Jr. as associate producer.

In the story, Clements is unbeatable on the ice, but his brashness and egotism win nothing but dislike from his teammates, who endure him only because his presence on the team changed it from a losing squad to a winning one.

On the eve of the championship game Clements sells out to a ring of gamblers, but his regeneration comes just in time to enable him to hold on to his self respect, and to win back the respect of his fellow players.

The supporting cast is a large one, headed by Barbara Bestar, Gloria Blondell, Lyle Talbot, Paul Bryar, Myron Healey, Frank Jenks and Lee Van Cleef.

The skating scenes, filmed on one of the largest ice rinks in Los Angeles, are exceptionally exciting.

Professional hockey players were used for all of these scenes, and Clements trained for months before production started to keep up with them.

Cast

Mike.....**STANLEY CLEMENTS**
Jack.....**STEVE BRODIE**
Ann.....**GLORIA BLONDELL**
Margaret.....
.....**BARBARA BESTAR**
Rocky.....**LYLE TALBOT**
Benny.....**FRANK JENKS**
Stew.....**PAUL BRYAR**
Brutus.....**LEE VAN CLEEF**
Nelson.....**MYRON HEALEY**
Horwin.....**RILEY HILL**
Announcer.....
.....**TOM HANLON**
A Girl.....**JANE EASTON**
Tailor.....**JOHN BLEIFER**



WHITE LIGHTNING No. 3

Stanley Clements is starred as a demon hockey player in "White Lightning," new Allied Artists picture, now at the theatre.

Fastest Game On Skates Filmed

The fastest game in the field of competitive sports, ice hockey, is the exciting background of "White Lightning," starring Stanley Clements and Steve Brodie and current at the theatre.

In the Charles R. Marion screenplay, Clements plays a master at the game who, singlehanded, converts a losing team into a winning one. But during the process he becomes so boastful and arrogant that he makes an enemy of each of his teammates. Even his best girl, sister of the team promoter, turns against him.

In a perverse spirit of vengeance he sells out to a group of gamblers on the eve of the big championship game, but his regeneration comes when the story takes a sudden and unexpected turn.

The picture was produced for Allied Artists by Ben Schwalb and was directed by Edward Bernds.

Barbara Bestar has the leading feminine role, with the rest of the supporting players including such favorites as Gloria Blondell, Paul Bryar, Lyle Talbot, Frank Jenks, Lee Van Cleef and Myron Healey.

A large part of the picture was filmed on Hollywood's largest ice skating rink and two teams of professional hockey players were signed to appear in the climactic action scenes.

Star's Sister In Film Role

Gloria Blondell, sister of screen star Joan Blondell, has a comedy role as an office secretary in "White Lightning," current at the theatre.

She, as talented as her sister, has never seriously applied herself to a screen career, preferring to accept only occasional roles, and not tying herself down with a term contract to one studio.

In "White Lightning," Stanley Clements, co-starred with Steve Brodie, plays the part of an ace professional ice hockey player, the story being told against the lightning-fast background of that rough and tough game.

As a player he is unbeatable, but as an individual he is insufferable, and soon makes a personal enemy of each of his teammates.

On the verge of selling out to a group of gamblers on the eve of the final championship game, something changes him, and the story reaches a happy ending.

The picture was produced for Allied Artists by Ben Schwalb and was directed by Edward Bernds from a screenplay by Charles R. Marion. Barbara Bestar is prominently cast as Clements' sweetheart.

Hockey Experts Seen In Action

Two teams of the finest professional ice hockey players in the game today are shown in clashing action in "White Lightning," an Allied Artists film starring Stanley Clements and Steve Brodie. It is the current attraction at the theatre.

Clements plays with one of the teams, and had to practice for months before the picture started to be able to keep up with the professional players.

He had a decided advantage in that he started his training equipped with an expert knowledge and ability as a speed and figure skater.

The picture, in which Steve Brodie is co-starred, was produced by Ben Schwalb and was directed by Edward Bernds from a screenplay by Charles R. Marion.

The featured cast is large and talented. It includes such popular players as Barbara Bestar, Gloria Blondell, Myron Healey, Lee Van Cleef, Paul Bryar and Lyle Talbot.

FLASHING STEEL ADDS DRAMA TO EXCITING HOCKEY FILM

(Review)

There is no faster, rougher game in the field of sports than ice hockey.

It is into this field of action that Allied Artists has gone for the background for Stanley Clements-Steve Brodie starring picture, "White Lightning," which opened yesterday at the theatre.

Barbara Bestar and Gloria Blondell have the feminine leads.

Clements' role is that of an unbearably brash and self-assured young hockey star who single handed brings a losing hockey team up to within one game of the championship, and with that in reach sells out to a gambling ring.

He regrets his betrayal at the last moment, and his team goes on to win. His performance is outstanding.

Charles R. Marion's screenplay, Ben Schwalb's production handling and the direction of Edward Bernds take this situation and give it a crisp and refreshing treatment that makes it a very much worthwhile piece of entertainment.

There is suspense and excitement, humor and romance in well balanced proportions.

Brodie, as the team owner, and Gloria Blondell, as his secretary, are excellent in their roles.

Lyle Talbot, Frank Jenks and Lee Van Cleef are fine as the gamblers.

Barbara Bestar excels in her role as Clements' sweetheart.

Edward Bernds' direction is well-paced.

YOUNG STAR



WHITE LIGHTNING No. 1

Popular Stanley Clements is starred as an ice hockey demon in Allied Artists' "White Lightning," current attraction at the theatre.

ROMANCE



WHITE LIGHTNING No. 4

Stanley Clements and Barbara Bestar are the young lovers in Allied Artists' "White Lightning," fast action drama at the theatre.

Broke Knuckle In Film Fight

Stanley Clements suffered cuts, bruises and a cracked knuckle while at work in his latest Allied Artists picture, "White Lightning," the current attraction at the theatre. The cuts and bruises were incurred in lightning-fast professional ice hockey sequences.

He injured his knuckle in a fist fight with his co-star, Steve Brodie, who plays the owner-manager of the ice hockey team of which Clements is an insufferable, but stellar, member.

The picture was produced by Ben Schwalb and was directed by Edward Bernds from a screenplay by Charles R. Marion. The supporting cast includes Barbara Bestar, Gloria Blondell, Paul Bryar, Lyle Talbot, Myron Healey, Frank Jenks and Lee Van Cleef.

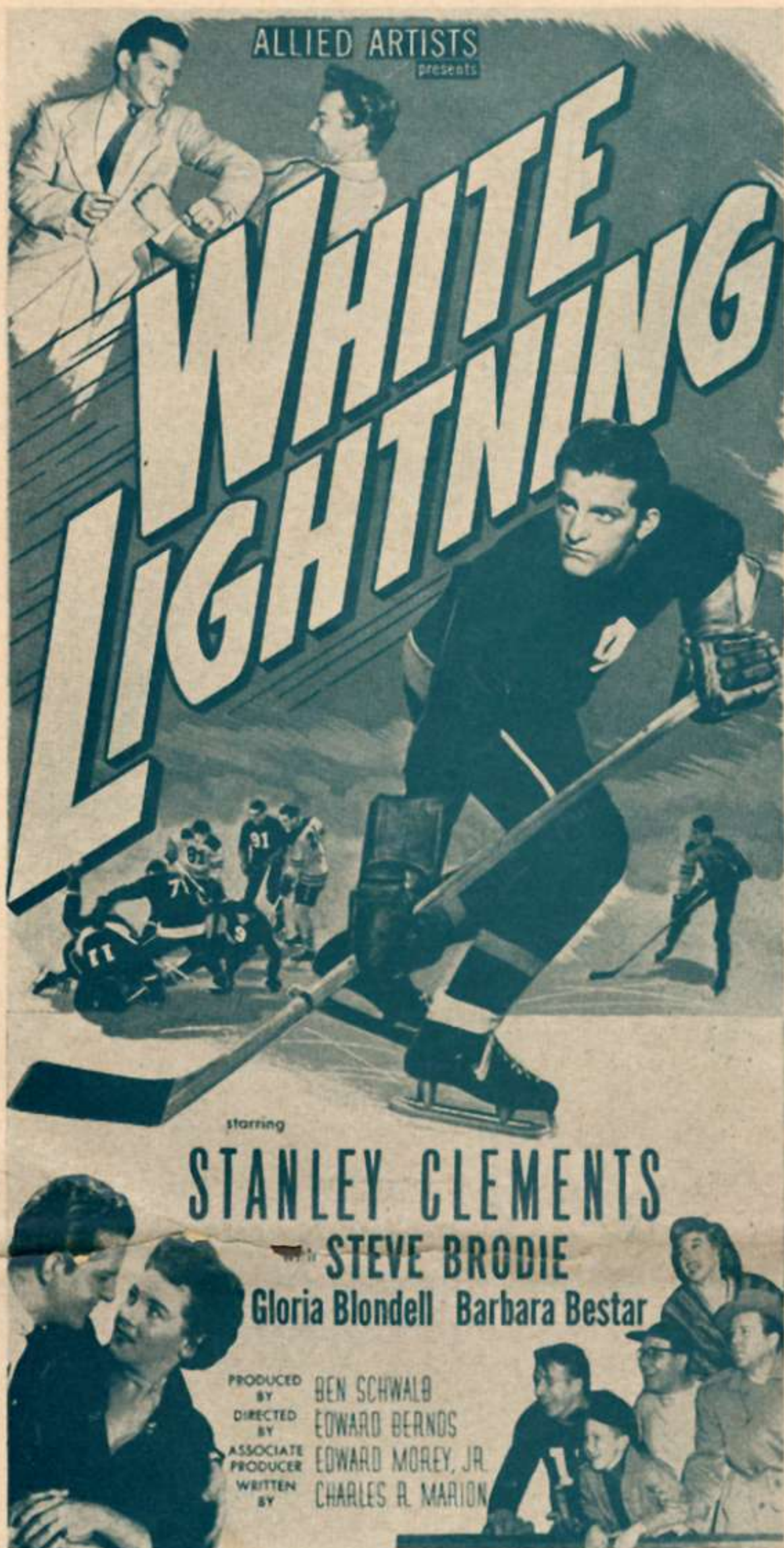
Much of the picture was made on one of the largest ice hockey rinks in the west and Clements had to prepare for many weeks before he took the ice against the professional players signed for the production.

THE STORY

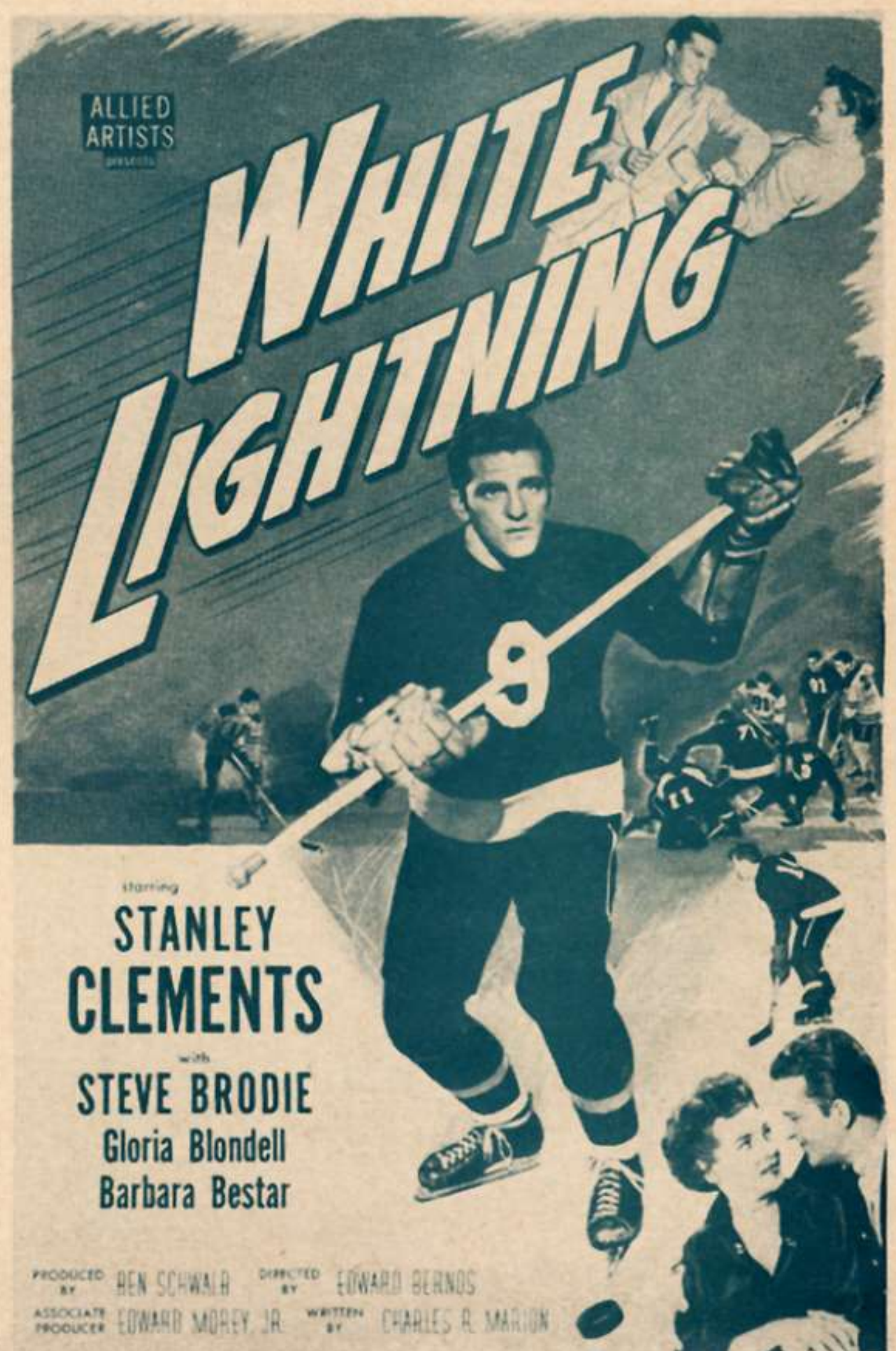
(Not for Publication)

Due to a long losing streak, the Red Devils, a professional ice hockey team owned by Jack Monohan (Steve Brodie), is in debt to a crooked investment syndicate operated by Rocky Gibraltar (Lyle Talbot), Benny Brown (Frank Jenks) and Brutus Allen (Lee Van Cleef). But when cocky, Mike Connors (Stanley Clements), boyhood friend of Jacks, joins the team, the Red Devils start to win games, much to the delight of Ann Garfield (Gloria Blondell), Jack's fiancée and secretary, and Stew Barton (Paul Bryar), team trainer. The three-man syndicate is not so happy, for their gambling losses mount. Margaret Monohan (Barbara Bestar), Jack's sister, is in love with her childhood sweetheart, Mike, who by now is so cocky that he is disliked by all of his teammates. Jack warns Mike to stay away from Margaret and this leads to a bloody fight between the two men. The syndicate offers Mike a heavy bribe to throw the big final game and he agrees. During the game the appeal of a small boy, Davey (Duncan Richardson), sets Mike straight and in the second half he does everything he can to help his teammates. They win the game. His reward is Margaret.

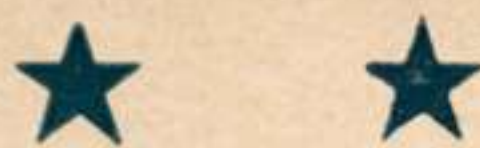
POSTERS and LOBBY DISPLAYS



THREE SHEET



ONE SHEET



SET OF EIGHT
FULL COLOR 11 x 14
LOBBY PHOTOS
ALSO AVAILABLE



TWO 22 x 28 LOBBY CARDS



INSERT CARD

37 Allied Artists Exchanges to Serve You

Albany, N. Y.	New Orleans, Louisiana
Atlanta, Georgia	New York, New York
Boston, Massachusetts	Oklahoma City, Oklahoma
Buffalo, New York	Omaha, Nebraska
Cincinnati, Ohio	Philadelphia, Pennsylvania
Charlotte, North Carolina	Pittsburgh, Pennsylvania
Chicago, Illinois	Portland, Oregon
Cleveland, Ohio	St. Louis, Missouri
Dallas, Texas	Salt Lake City, Utah
Denver, Colorado	San Francisco, California
Des Moines, Iowa	Seattle, Washington
Detroit, Michigan	Washington, D. C.
Indianapolis, Indiana	Toronto, Ontario
Kansas City, Missouri	Montreal, Quebec
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Memphis, Tennessee	St. John, N. B.
Milwaukee, Wisconsin	Calgary, Alberta
Minneapolis, Minnesota	Vancouver, B. C.
New Haven, Connecticut	



ALLIED ARTISTS PRODUCTIONS,
STEVE BRODIE, President
4376 Sunset Drive
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