COLUMBIA MOVES FURTHER OUT FRONT WITH SOCK SERIALS!

...Designed to win the approval of every showman, parent, child!

HITTING NEW HIGHS IN ENTERTAINMENT!

FURTHER OUT FRONT IN EXPLOITATION POSSIBILITIES!

FAR AHEAD WITH SENSATIONAL PRE-RELEASE DEMAND!
THE HOTTEST IN THE BIGGEST

AN EXTRAORDINARY SELLING CAMPAIGN FOR AN EXTRAORDINARY SERIAL!

- Special transcriptions to plug playdates on the ABC air show!
- All-out, coordinated publicity by Columbia, General Mills and American Broadcasting Co.
- General Mills sales staff of more than 700 to cooperate in every possible way with exhibitors!
  ...and many, many more!*

*Complete list in pressbook

A COLUMBIA SERIAL

JOHN HART as JACK
JOE BROWN as BILLY

Screenplay by Arthur Hoerl, Directed by WALLACE FOX
SERIAL HEROEVER... SERIAL SCOOP YET!

Radio's All-American boy crashes from the world of sport into an all-thrill serial adventure designed to win the approval of every showman... parent... and child!

ARMSTRONG

AMERICAN BOY

ROSEMARY LaPLANCHE as BETTY
PIERRE WATKIN as UNCLE JIM

Lewis Clay, Royal Cole and Leslie Swabacker
Produced by SAM KATZMAN

15 YEARS ON THE AIR!
Broadcast 5 times weekly over 183 stations of ABC, coast-to-coast!
Read 'em and Cheer!

The first "Jack Armstrong" trade reviews received as this goes to press!

"Adapted from the radio feature, this will have terrific following based on its name alone . . . will undoubtedly draw a large juvenile following and is capable of entertaining adults as well."

FILM DAILY

"Very good. The fact that 'Jack Armstrong' has been one of the most popular radio serials for youngsters for many years assures a pre-sold juvenile audience . . . there is enough excitement and suspense in the closing of each chapter to keep the younger element in a state of agitation from week to week."

BOXOFFICE

"Columbia has given the serial better than usual production values and Wallace Fox keeps the action moving swiftly . . . exploitation possibilities are almost unlimited . . . plenty of ideas in Columbia's voluminous pressbook . . . good for any theatre's weekend audience."

SHOWMEN'S TRADE REVIEW

"The kids will love it and with the tremendous aid the radio show gives it, this is a natural for exploitation . . ."

EXHIBITOR

All definite proof that with "Jack Armstrong", Columbia moves further out front with sock serials!

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. . . Further OUT FRONT in Exploitation Possibilities!

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