"COLE YOUNGER, GUNFIGHTER"

THE FASTEST GUN TO KINGDOM COME!
From Tombstone to Abilene even the best of them feared Cole Younger!

"Never give them an even chance to draw!"

"COLE YOUNGER, GUNFIGHTER"

STARRING FRANK LOVEJOY
JAMES BEST • ABBY DALTON • JAN MERLIN

An ALLIED ARTISTS Picture

Produced by BEN SCHWALB • R. G. SPRINGSTEEN • DANIEL MAINWARING
COYLE YOUNG, GUNFIGHTER

MEET LOVEJOY
Frank Lovejoy,饰化了James Best和Alfy Dalton，这场戏是与De Luxe Color Film公司合作，为Cold Young，Gunfighter，"Action drama filmed in Cinemascope and De Luxe Color." This film is about the codes of honor and loyalty in the Old West.

EXCITING ACTION DRAMA OF GUNFIGHTER WILL OPEN SOON

[Article]
"Colt Young, Gunfighter," one of the best outdoor adventure films to grace the screen in recent months, is currently being filmed in Cinemascope and De Luxe Color. James Best and Alfy Dalton starred.

THE CAST

Younger FRANK LOVEJOY Kit JAMES BEST Lacy ABBY DALTON Frank JAN MERLIN Price GEORGE KEYSMA Conwell JOHN MAXWELL Williams FREDERICK BERG Sonnambula MYRON HEALEY Phelps DAN SHERIDAN Wombat DOUGLAS SPENCER Folyard AINSLEY PRYOR Cole DR. JOSEPH H. HAMILTON

CReditS

PROMISING
James Best, the actor who portrays the protagonist, is one of the most promising stars of Hollywood in the near future. He stars with Frank Lovejoy and Alfy Dalton, two of the most exciting actors of our time. They are filmed in Cinemascope and De Luxe Color. The film was directed by R. G. Springsteen.

STARRRED
Frank Lovejoy, James Best and Alfy Dalton are starred as Cold Young, Gunfighter. This film is being filmed in Cinemascope and De Luxe Color. It is about the codes of honor and loyalty in the Old West.

DEADLY

[Article]
"Colt Young, Gunfighter," takes place in the Old West where the law is useless and the outlaws are in control. The main character, played by Frank Lovejoy, is a man who is determined to bring justice to the land.

The Story

The young man is the son of a wealthy father, who is killed by the outlaws. The young man, played by Frank Lovejoy, is determined to bring justice to the land. He is aided by Alfy Dalton, played by James Best, who is the right-hand man of the outlaws.

The picture stars Frank Lovejoy, James Best and Alfy Dalton, who are all well known in the film industry. They are filmed in Cinemascope and De Luxe Color. The film is about the codes of honor and loyalty in the Old West.

GUNFIGHTER

[Article]
"Colt Young, Gunfighter," is a story of a young man who is determined to bring justice to the land. He is aided by Alfy Dalton, played by James Best, who is the right-hand man of the outlaws. The picture stars Frank Lovejoy, James Best and Alfy Dalton, who are all well known in the film industry. They are filmed in Cinemascope and De Luxe Color. The film is about the codes of honor and loyalty in the Old West.

[Image]
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COLE YOUNGER,
GUNFIGHTER

CINEMASCOPE
COLOR
BY DE LUXE

STARRING
FRANK LOVEJOY
JAMES BEST • ABBY DALTON • JAN MERLIN
An ALLIED ARTISTS Picture

Produced by
Directed by
Screenplay by
BEN SCHWALB • R. G. SPRINGSTEEN • DANIEL MAINWARING
DEADLY AS A COBRA!
QUICK AS A BULLET!
COLD AS STEEL!...
...he had to be!

"COLE YOUNGER, GUNFIGHTER"
CINEMASCOPÉ · COLOR BY DE LUXE
STARRING
FRANK LOVEJOY
JAMES BEST
ABBY DALTON

Produced by BEN SCHWALB · R. G. SPRINGSTEEN · DANIEL MAINWARING
Directed by
Screenplay by

THE FASTEST GUN TO KINGDOM COME!
"COLE YOUNGER, GUNFIGHTER"
CINEMASCOPÉ COLOR
STARRING
FRANK LOVEJOY
JAMES BEST
ABBY DALTON

Produced by BEN SCHWALB · R. G. SPRINGSTEEN · DANIEL MAINWARING
Directed by
Screenplay by
THE FASTEST GUN TO KINGDOM COME!
From Tombstone to Abilene even the best of them feared Cole Younger!

"Never give them an even chance to draw!"

CINEMASCOPE COLOR

STARRING:
FRANK LOVEJOY
JAMES BEST • ABBY DALTON • JAN MERLIN
An ALLIED ARTISTS Picture

Produced by Ben Schwalb • R. G. Springsteen • Daniel Mainwaring
Directed by Screenplay by

301
Ad Mat No. 301 3 cols. x 6" [336 Lines]

COLE YOUNGER, GUNFIGHTER

COOLEST, CRUELEST OF ALL THE GREAT OUTLAWS!

FRANK LOVEJOY
JAMES BEST • ABBY DALTON • JAN MERLIN

202
Ad Mat No. 202 2 cols. x 2" [56 Lines]

204
Ad Mat No. 204 2 cols. x 4" [112 Lines]
COMPLETE CAMPAIGN MAT

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

ORDER "COLE YOUNGER, GUNFIGHTER" SPECIAL MAT NO. 1 FROM NATIONAL SCREEN

NOTE: Any of These Mats May Be Ordered Singly at the Regular Price. Order by Number Under the Cut.

COLE YOUNGER, GUNFIGHTER

COLDST, QUICKEST OF ALL THE GREAT OUTLAWs!

"Never give them a chance to draw!"

COLE YOUNGER, GUNFIGHTER

CINEMASCOPE COLOR BY DE LUXE

FRANK LOVEJOY

Ad Mat No. 305
2 cols. x 6" [148 Lines]

Ad Mat No. 201
2 cols. x 1" [28 Lines]

Ad Mat No. 101
1 col. x 1" [14 Lines]

Ad Mat No. 102
1 col. x 2" [28 Lines]

Ad Mat No. 103
1 col. x 3½" [49 Lines]

COLE YOUNGER, GUNFIGHTER

NO. 3
EXPLOITATION

"WANTED" POSTER OR HERALD

WANTED
EVERYONE IN BLAKTOWN TO SEE

"COLE YOUNGER, GUNFIGHTER"
FOR FURTHER INFORMATION
PHONE (Theatre Number)

'BUGGY RIDE' STREET BALLY

Check around town and see if you can dig up a buggy like the one shown on the right. There are still quite a few of them around, especially in the rural areas and in library stables in the big cities. Banner the vehicle in back of the seat. Driver and girl should be garbed in western style. The vehicle should be driven through the heavily traveled downtown areas where it will command most attention and perhaps tie up traffic.

'FAST DRAW' COMPETITION

A "fast draw" contest, staged on a vacant lot, (with permission of the local authorities) is bound to create plenty of local interest. Tell them that Frank Lovejoy as "Cole Younger, Gunfighter," was one of the most feared gunslingers of the old west. He could complete a draw in a fifth of a second. Ask local marksmen, sportsmen, policemen, members of the armed forces to try their luck in attempting to tie or beat Cole Younger's time. You may be able to have a contest sponsored by a gunsmith or sports goods store.

PROVEN WESTERN ANGLES

HITCHING POST: Have your utility man build a rustic looking hitching post in front of your theatre and "park" a horse there. Banner the steed with a sign reading — HAVE GONE IN TO SEE "COLE YOUNGER, GUNFIGHTER."

DISC JOCKEYS: Most radio stations program a regularly scheduled period devoted to the spinning of western and hillbilly tunes. Promote a contest with tickets as prizes for listeners identifying a "mystery" tune, or any other gimmick.

KIDDIE SHOWS: Go after the juvenile trade with a special Saturday morning show. Offer tickets to the youngster wearing the most elaborate western outfit. Promote gun & holster sets for prizes.

WESTERN MAGS: Arrange with local distributor to set up display of western paperback books.

RADIO TRANSCRIPTIONS

Don't underestimate the power of radio! In spite of the terrific inroads made by TV, radio has gone along its merry way and there are more sets in use in the U.S. than ever before. No other medium can reach the millions of motorists, going to and from work or just out for a pleasant jaunt. Additionally, only radio can reach the housewife as she goes about her daily chores and the millions of portables in daily use.

The free radio transcription contains 2 spot announcements on one platter. One is a 5 second spot and the other 20 seconds, allowing an additional 10-second intermission for announcer to come in with local tie-in copy. For your free transcription write directly to the Allied Artists Publicity Dept., 4767 Sunset Drive, Hollywood 27, Calif., or 1580 Broadway, New York, N.Y.

TELEVISION SLIDE

The television slide illustrated below has been made in such a manner that it can be used with or without station ID. On the upper right hand corner of a space is left open for this purpose. If you want the station ID, please be sure to include the station call letters and channel number in addition to the theatre name and address on your order. The slides is the perfect ad for that 10 second station announcement which is an annoyance while slide is being shown. Slides cost $4.00 and this includes all imprinting and postage. Orders must be accompanied by money order or check. Order directly from: CHATIS ART DISPLAYS. 6455 SUNDAY BLVD., HOLLYWOOD, CALIFORNIA.

Frank Lovejoy, starved in the title role as "Cole Younger, Gunfighter," has won millions of new fans through his TV series "The Adventures of McGraw," over the NBC network. Take advantage of this new-found popularity by placing stories and art on the TV pages of your newspaper as well as inserting a small ad. Additionally, you may wish to spot the TV slide shown on this page, directly following one of the "McGraw" episodes. For the front of your theatre, have your sign artists make up a poster and mount two or three slides showing Lovejoy in western garb and using copy along these lines: SEE YOUR TV FAVORITE FRANK LOVEJOY (McGraw Series) IN ALLIED ARTISTS "COLE YOUNGER, GUNFIGHTER" IN CINEMASCOPE AND DE LUXE COLOR.

WHO WAS COLE YOUNGER?

Here are a few facts concerning Cole Younger for use on radio, TV and newspaper quiz contests. The data is from the book "The Younger Brothers," written by A. C. Apple and first published in 1892 while the Younger brothers were well known. The data is in part a dramatization about the adventures of Cole Younger, the celebrated bandit of the old west.

Thomas Coleman Younger (Cole) was born January 15, 1844.
He was one of 14 children born to Mr. and Mrs. Henry Younger. There were eight boys and six girls.
Cole was the oldest of the four brothers who embarked on a life of crime. Cole, Robert, James and John were the four who destined to go down in history as notorious outlaws.
The Younger boys joined in a series of capers with Frank and Jesse James and the Dalton Boys.
When Quantrill's Raiders sacked Lawrence, Kansas, the Younger Brothers, especially Cole and Robert, were among those participating.
In 1891 in a picture titled "The Younger Brothers," Wayne Morris was there as Cole Younger.
In the new Allied Artists' picture "Cole Younger, Gunfighter," the title role is played by Frank Lovejoy.

"GOOD GUYS" vs. "BAD GUYS"

The small fry usually refer to their screen heroes as the "good guys" and the heavies as the "bad guys." A contest in your newspaper, or on an herald in which you ask the youngsters to identify as "good" or "bad" a list of western characters, should prove interesting. Award ticket prizes for the first-so-many correct answers. Here's a list (with the answers):

Billy The Kid — Bad
Wild Bill Hickock — Good
Cole Younger — Bad
Bat Masterson — Good
Johnny Ringo — Good
Wyatt Earp — Good
Sam Bass — Bad
Hank McGee — Bad
Jack McColl — Bad
Jesse James — Bad
The Maverick Boys — Bad
Bob Younger — Bad
The Dalton Boys — Bad
POSTERS and LOBBIES

This Full Line of POSTERS and LOBBIES is available through NATIONAL SCREEN SERVICE EXCHANGE

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ALLIED ARTISTS PICTURES CORP.
4378 Sunset Drive, Hollywood 37, California
1560 Broadway, New York 36, N. Y.