JACK SCHWARZ PRODUCTIONS PRESENTS

Buffalo Bill Rides Again
SYNOPSIS

In one of the small townships of the early pioneering west, lawlessness and outlawry reign, causing much terror to the early settlers. A band of outlaws had been going through the countryside burning, robbing and murdering the ranchers in an attempt to drive them away from the virgin territory.

The townspeople are at a complete loss as to what to do. As the film opens an Indian comes riding into town with a sledded of fur pelts and is shot by three outlaws. The outlaws steal the furs, as the riderless, but thoroughly trained horse, returns to the Indian settlement nearby.

The henchmen then take the furs and plant them in the barn owned by the Harringtons, who have a large ranch on the edge of town. Per their plan, the Indians attack the ranch to avenge the death of one of their Red Brothers.

Steve Harrington (Lee Shumway) and his daughter, Dale, (Jennifer Holt), own the ranch, while Tom Russell (John Dexter) manages it for them. Steve and Tom try holding off the Indians while Dale is sent for help. One of the Indians sees Dale escaping and follows her. Just as he is about to overtake her, a white man on horseback nears and is at once identified as Buffalo Bill (Richard Arlen), friend of pioneers and Indians alike.

Dale, Buffalo Bill and the Indian start back for the ranch just in time to stop the Indians from ambushing Tom and Steve, although Tom has been shot in the arm.

Meanwhile one of the outlaws, Sam (Ted Adams), has told the sheriff that he saw Tom kill the Indian and steal the pelts. The sheriff and Sam ride out to the ranch in time to hear Buffalo Bill promise the Indian Chief that he will turn over the real bandits to them within three days.

Due to Sam’s testimony the sheriff is forced to take Tom to jail. Meanwhile the outlaws are afraid to operate with Buffalo Bill in the vicinity and they set a trap to catch him. Their plan backfires and instead, Buffalo Bill manages to catch one of the bandits whom he promptly jails.

By this time Buffalo Bill has discovered that the reason why the outlaws are so anxious to drive out the settlers is because there is oil in the territory.

Buffalo Bill finally evolves a plan. He rides into town causing a great deal of commotion, and states that an Indian scout who is working with him has followed the henchmen to their hide-out. The trick works, for Simpson (Gil Patrick), keeper of the town’s general store, starts out to warn the outlaws and Buffalo Bill realizes that he is the leader of the gang.

In one last desperate effort, the outlaws kidnap Dale and force Steve to sell his ranch to them for one dollar in lieu of her life. Buffalo Bill, riding with the Indians, arrives at the hideout just in time to save Dale and the Harrington ranch.

Having finished his work, Buffalo Bill leaves the township and rides into the wilderness to help other people establish peace and lawfulness in their communities.
JACK SCHWARZ PRODUCTIONS PRESENTS

BUFFALO BILL RIDES AGAIN

STARRING

RICHARD ARLEN

AND

JENNIFER HOLT

WITH

LEE SHUMWAY  GIL PATRICK

EDWARD CASSIDY  EDMUND COBB

PRODUCED BY

JACK SCHWARZ  BERNARD B. RAY

DIRECTED BY

DISTRIBUTED BY

SCREEN GUILD PRODUCTIONS
NO MAN COULD MATCH HIS COURAGE!

JACK SCHWARZ presents
Buffalo Bill Rides Again
STARRING
Richard ARLEN • Jennifer HOLT
with
Lee Shumway • Gil Patrick
Edward Cassidy • Edmund Cobb
Original Story and Screen Play by
BARNEY SARECKY • FRAN GILBERT

Distributed by
SCREEN GUILD PRODUCTIONS
Ad Mat No. 204

THAT MAN'S IN AGAIN
AT HIS FIGHTINGEST BEST!

JACK SCHWARZ presents
Buffalo Bill Rides Again
STARRING
Richard ARLEN • Jennifer HOLT
with
Lee Shumway • Gil Patrick
Edward Cassidy • Edmund Cobb
Distributed by SCREEN GUILD PRODUCTIONS
Ad Mat No. 203

HE Fought FOR Justice—To ALL Men!
The West's Great Hunter Rides TO Glory Again!

JACK SCHWARZ PRESENTS...
Buffalo Bill Rides Again
STARRING
Richard ARLEN • Jennifer HOLT
with
Lee Shumway • Gil Patrick
Edward Cassidy • Edmund Cobb
Original Story and Screen Play by
BARNEY SARECKY • FRAN GILBERT
Distributed by SCREEN GUILD PRODUCTIONS
Ad Mat No. 301

EPIC OF THE OLD WILD WEST!

JACK SCHWARZ presents
Buffalo Bill Rides Again
STARRING
Richard ARLEN • Jennifer HOLT
with
Lee Shumway • Gil Patrick
Edward Cassidy • Edmund Cobb
Distributed by SCREEN GUILD PRODUCTIONS
Ad Mat No. 105
ROUND UP THOSE RECORDS WITH SMASH Exploitation!

SELL BUFFALO BILL WITH RADIO SPOTS

Don't pass up the pathway to bigger business on Buffalo Bill by neglecting radio spots. Remember, Buffalo Bill is an historical figure whom everyone knows. His name automatically means excitement, thrills and adventure to hundreds of movie-goers! Here are a few sample spot announcements:

25 Words

35 Words
ANNOUNCER: The West's great man-hunter rides to glory again! See Richard Arlen bring law and order to the Wild West in the title role of "Buffalo Bill Rides Again," now showing at the Strand Theatre.

50 Words
ANNOUNCER: He fought for justice in order that you and I might live in a peaceful, lawful America. Another great film about the adventures of Buffalo Bill. Don't miss Richard Arlen and Jennifer Holt in "Buffalo Bill Rides Again" now playing at the Strand Theatre for a run of six days.

INDIAN SONGS

A quartet dressed up as Indians singing some of the more popular Indian songs around an artificial campsite, will give your lobby that touch of realistic atmosphere which smart showmanship demands. Your "campsite" can consist of a set of electric logs plugged into a wall socket by a concealed wire. Hire a local male quartet, preferably one that includes a drummer and a guitar player, and have them sing such numbers as, "By the Waters of Minne- ticka." "The Indian Love Call," "Pole Moon," etc. If the artificial campsite presents budgetary or other problems, you can have your quartet do their stuff in front of the theatre, or even wandering about town displaying show-selling bannors.

FANS POSE

Give the men—and the ladies, too—a chance to see how they look in Buffalo Bill's real western outfit! It's a lobby stunt that'll grab their attention, and one that fits this picture like a glove.

Put a life-size color board cutout of Richard Arlen as Buffalo Bill in his historical western regalia in your outside lobby, with the face cut out of the figure. Invite all comers to stand behind the cutout with their hands showing where Buffalo Bill's ought to be. The effect will give them an idea of what they would have looked like had they lived in the nineteenth century when America's west was first being pioneered. You might set up a large mirror opposite the cutout so that they can take a look at the result.

LOBBY SHOWMANSHIP

Use your lobby for show-selling space! Here are some of the ways in which you can dramatize the appeal of your picture to the ticket-buyers.

"Bucking Bronco" In Lobby

Borrow or rent the biggest hobby horse you can get hold of. Dress it up with a real bridle and cowboy saddle, and install it in your lobby with an invitation to patrons to "Ride the Bucking Bronco." When a rider mounts the horse, have an usher rock it to and fro, at first gently, but with gradually increasing force until it takes a good rider to hang on. Surround the hobby horse with mattresses to protect tenderfeet who fall off—and award guest tickets to those who succeed in holding on for the specific time.

An electric horse installed in your lobby, borrowed from a gym, and decorated to look like a gag cowboy pony, is an amusing alternate stunt. Offer free rides on it to all comers.

"Rope Buffalo Bill" Stunt

Put a life-size cutout of Richard Arlen as Buffalo Bill, blown up from the stills or paper, in your outside lobby. Offer all comers a chance to "rope Buffalo Bill" with a lasso, which you can provide. Have them toss the lasso at, say, ten paces, and offer a novelty prize or free admission to those who make it. To add novelty and amusement to the gag, you might get hold of a ten-gallon hat and a pair of cowboy gauntlets and make each lasso contender wear them when he tries the stunt.

PACK YOUR LOBBY WITH AN ARCHERY STUNT

Is there a professional archer available in your territory? Then why not use it either as a stage feature with Richard Arlen in "Buffalo Bill Rides Again" or better yet in the lobby of your theatre to attract crowds. Copy in conjunction with the act might read: "If you think this exhibition of archery is exciting, see what happens when Chief White Mountain and his savage tribe of Indians attack the white settlers in "Buffalo Bill Rides Again," now showing at this theatre."

STAGE A RIDING CONTEST

If there is a riding academy in your town, get their cooperation to stage a "Buffalo Bill" horsemanship competition—a swell promotion stunt for your picture and a funful event for the riding fans.

Tie with the academy to offer prizes for the best riding feats in the male and female groups, which you might call the Richard Arlen and Jennifer Holt riders, after the stars of your picture. If your town boasts any really expert riders, you might also put on a stunt-riding contest or an amateur rodeo. Such an event is sure to get wide publicity, and it's obvious how you can link up your show with this stunt!
"BUFFALO BILL" PROVES TO BE UNUSUAL ADVENTURE ENTERTAINMENT

"Buffalo Bill Rides Again," the exciting and thrilling outdoor adventure film unreeling on the screen of the... Theatre, is really a monument to the great American historic figure, Buffalo Bill.

With a top-notch cast, headed by such luminaries as Buffalo Bill Service Co., Ltd., Shawshank, Gil Perkins, Edward Cassidy, and Edmund Cobb, this production magnificently brings the ball again with their latest action hit.

That Buffalo Bill roamed from territory to territory unloading law and order on history. In "Buffalo Bill Rides Again," the audience is given a thrilling look at the exciting and wonderful exploits of this small cowboy who was to a small township which is just being settled by the pioneers.

Butch in this Gallipolis, on a large band of outlaws are wrecking and looting, and terrorizing the settlers, and murdering the pioneers. Neither the sheriff nor armed posses are able to do anything to stop it or locate the leader of the gang who is terrorizing the Indians against them in a desperate effort to get them to abandon the township.

The bandits main target has been the arrival of the new settlers. They have tried threatening and murdering. Finally, the Indians, with a desktop, is issued with no apparent protection.

Buffalo Bill is sent to the town by a Colonel in the United States Army to help them clean up the situation. As soon as he arrives, he is driven out by the settlers, but is the oil on the land.

From his first day, Buffalo Bill really goes to work and the results are not long in coming. The badmen are out and the enterprising buffalo hunter is sitting on a rock in the sun with no apparent protection.

Richard Arlen as Buffalo Bill comes into his own in this role of "wild west savant" and friend of the Indians and the leader of the bandits.

Duke Harrington provides the romances and the fun. Lee中华 as his wife, starts Harrington, is released through Screen Guild Productions, Inc., "Buffalo Bill Rides Again," of which he is no outsider to the outdoors, adventure, and adventure films!

Arlen Has Large Collection of Guns

Richard Arlen, star of "Buffalo Bill Rides Again," Screen Guild Productions picture, now current and most praised for the exciting act of the past few days, has one of Hollywood's largest collections of guns.

Of his friends in Texas recently sent him a hand designed .45 revolver with a solid sterling silver grip and an engraved drawing of Buffalo Bill on the handle.

Arlen Owns Boat Building Yard

Richard Arlen, who stars with Jennifer Holt in Screen Guild Production's "Buffalo Bill Rides Again," opening at the... Theatre, in the following manner which involves the entire production, is the story of a man who has his boat building yard.

Located near the Film Capital, Arlen spends most of his spare time there and works on the job with his employees.

Indians Insure Accuracy

Technical accuracy in "Buffalo Bill Rides Again," the Screen Guild Production picture which comes to the... Theatre for a run of... days, is insured by a number of Indian chiefs, White Mountain Missoula. The Chippewa Nomads actually fought Buffalo Bill in engagements shortly after the opening.

Fashions

Jennifer Holt, who plays the top female role in "Buffalo Bill Rides Again," now showing at the... Theatre, owns an interest in the most fashionable women's apparel shops.

STAR RICHARD ARLEN HAS MANY DIFFERENT OUTSIDE INTERESTS

Probably no actor in Hollywood has more "outside" interests than Richard Arlen, who stars with Jennifer Holt in Screen Guild Productions' "Buffalo Bill Rides Again," which comes to the... Theatre for an engagement of... days.

In addition to his screen work, Arlen is half-owner in the Arlen-Project Flying Service, Inc., located at McPolin Airport, Van Nuys, Cal., which operates a hangar and 20 planes, including the "Flying" Arlen, which flies from Los Angeles to Minneapolis, a ranch in southern California, and a shipyard.

Born in Charlotteville, Va., Arlen entered, then joined the Cadet Corps at West Point and then entered St. Thomas College. His father, James M. Arlen, is engaged in the real estate business and is a recognized authority on California wines and commission as a second lieutenant. Returning to civilian life, Arlen finds a job as a fashion illustrator on a Dutch newspaper and also became an aviation instructor.

Fortune-minded, Arlen afterwards farmed in California and in 1923 sold his farm for $16,000, capital from which he was able to start the Screen Guild Productions, Inc., which produced such pictures as "Buffalo Bill Rides Again," "The Big House," and "The Young Lions.

Arlen is also a collector of antiques and a connoisseur of wines.

friend of "Bill"

Richard Arlen, who is starred with Jennifer Holt in Screen Guild Production's "Buffalo Bill Rides Again," now showing at the... Theatre, is a close friend of the film industry. In 1923, when he was a boy of 15, Arlen was a "house kid" on a Paramount crew, he became interested in the executive saw screen possibilities in his own and gave him an opportunity to act in pictures.

After extra and "bit" work, Arlen developed into a full-fledged star when the story was taken up by Paramount to a long-term contract. Arlen entered the Picture magazine "Wings," the immortal flying ace of Charles Lloyd, as a "friend of "Bill," Arlen has been working with the Navy Department to help in the battle against Japanese submarines.

"Most Lovely"

Jennifer Holt, who stars with Richard Arlen in Screen Guild's "Buffalo Bill Rides Again," is one of the most lovely young women of 41 American universities.

BROADWAY PLAY

Richard Arlen went to New York to star in the Broadway play "Drums of Peace," a new musical, at the Theatre for a run of... days at the... Theatre.

RACING SLOPES

Richard Arlen, who stars with Jennifer Holt in Screen Guild Productions' "Buffalo Bill Rides Again," which opens at the... Theatre, has entered two championship racing slops.

JENNIFER HOLT AND RICHARD ARLEN ARE CURRENTLY BEING CALLED "THE THRILLING AND EXCITING PRODUCTION," "BUFFALO BILL RIDES AGAIN," WHICH IS BEING RELEASED THROUGH SCREEN GUILD PRODUCTIONS.
Actress Is Real Native Of California

One of the few natives of Los Angeles appearing in the movies, Jennifer Holt, who stars with Richard Arlen in Screen Guild's "Buffalo Bill RIDES AGAIN," cut her initial "break" in pictures as an expert horsewoman, when, as a matter of fact, she had never ridden a horse. The entire masquerade was strictly her own idea, despite protests of Miss Holt, who nowadays is actually one of the best feminine riders in the movie colony.

Miss Holt was educated in Belgium, France, Chile and England before embarking upon her professional career. She studied drama with famed Madame Pyatoff of Paris, then set out on her own. Breaking into show business, Miss Holt played in stock in Peterboro, N.Y., where she scored in various roles. Then her career took her to Broadway, where she appeared in more than seven hit shows, including Theatre Guild Productions.

While rehearsing for "Two for the Show" on Broadway, Shereman, noted Hollywood producer of his outdoor pictures, signed her for the feminine lead opposite Hopalong Cassidy. Later, she worked at virtually all the major pictures, her last major picture being before Buffalo Bill RIDES AGAIN," which is now showing at the . . . . . . . Theatre for . . . days, was "Along the Santa Fe Trail."

In 1940, Miss Holt married actor Billy Beall, who chanced to buy some scenery and costuming from the service. She is the daughter of Jack Holt, one of many a motion picture. Miss Holt has kept a record of the various sympathetic records, which are their principal hobby, and live in a house bor- dering San Diego and Hollywood Lake, Hollywood.

Arlen Taught To Use Bow and Arrow On Set

Richard Arlen, who stars in the Screen Guild Production's "Buffalo Bill RIDES AGAIN," now the attraction of the . . . . . . Theatre for . . . . . days, was taught how to use the bow and arrow while playing opposite Jennifer Holt in outdoor scenes for the picture.

While on location at the Iverton ranch, Chief White Mountain, prominent in the part, gave Arlen lessons. On the final day's shooting, the company including Miss Holt and Lee Shumway staked a camp. First prize for the most accurate shot half dozen white shirts, was won by Arlen by the envy of the other male contestants.

George Shereman, who won the consolation award, received a ten cent corncob pipe. Donor of the prize was Jack Schwartz, who also acted as umpire, or whatever you call the chap who referees an archery competition.

Arlen Invents "Indian Golf"

While on location with "Buffalo Bill RIDES AGAIN," Screen Guild Productions' picture now current at the . . . . . . . . . . . . . . . . . Theatre for . . . days, Richard Arlen invented a new game he dubbed "Indian Golf."

Between "rattles," Arlen, who stars with Jennifer Holt, laid out a crude golf course, with boulders and dry creek beds offering the principal hazard. To his embarrassment, Miss Holt detected him in their first match, and Arlen regularly plays with such top- flight players as Bing Crosby and Bob Hope, too.

Film Duplicates Real Activities Of Buffalo Bill

When, as youngsters, we attended grammar school and learned our geography, the only Native American of our country, one of our favorite historical characters was usually the one with the longest war- dance and adventure that followed this request. This was until his days in the early west was certainly not exciting — if not more exciting — than the activities of most of our modern heroes of today.

Screen Guild Productions is really proud to present Buffalo Bill RIDES AGAIN," the basis of their production "Buffalo Bill RIDES AGAIN," which opens at the . . . . . . . Theatre . . . . for . . . days. Nowhere do you find a film that has a group of robins or survived the experience with only slight damage.

Boys Knit

Jennifer Holt, star of "Buffalo Bill RIDES AGAIN," Screen Guild Productions' release now current at the . . . . . . . . . . . Theatre for . . . . . . . . . . . days, told the unique experience of teaching kniting to three Indian boys while on location with the picture at Corr- iam ranch. Holt was teaching this to a group of robins or survived the experience with only slight damage.

Intrigued by her skill, the boys, all of their team, asked Miss Holt to instruct them in the art. It was an unusual sight to see the three boys in Indian costumes, handling with the needles at the direction of star Miss Holt.

Veteran Actor

Lee Shumway, who plays "Shaw" in Screen Guild Productions' "Buffalo Bill RIDES AGAIN," was signed by the studio for a period of 39 years. Unlike most actors, Shumway started his career playing characters, although he was young in years.

Shumway adds a colorful chart to his distinguished record in "Buffalo Bill RIDES AGAIN," which opens a run of . . . days at the . . . . . . . Theatre.

Arlan owned Large Library

Richard Arlen, who stars in "Buffalo Bill RIDES AGAIN," Screen Guild Productions' "Buffalo Bill RIDES AGAIN," is known as one of the screen's most effective "menacing." Shumway has played more than 200 "lively" parts during his career but plays a very sympathetic role in Buffalo Bill RIDES AGAIN," which comes to the . . . . . . . Theatre Monday for . . . days.

Former Writer

Richard Arlen, who plays the top role in Screen Guild's "Buffalo Bill RIDES AGAIN," opened at the . . . . . . . Theatre for . . . . . . . days, was formerly a newspaper reporter and sports writer in Duluth.

Shumway Known As Real "Meanie"

Lee Shumway, featured in Screen Guild Productions' "Buffalo Bill RIDES AGAIN," is known as one of the screen's most effective "meanies." Shumway has played more than 200 "lively" parts during his career but plays a very sympathetic role in Buffalo Bill RIDES AGAIN," which opens in the . . . . . . . Theatre for . . . days.

Daughter

Jennifer Holt, star of Richard Arlen in Screen Guild Productions' "Buffalo Bill RIDES AGAIN," recently at the . . . . . . . Theatre, is the daughter of Jack Holt and one of Hollywood's promising young leading men.

Shumway Returns To Screen After Five Long Tears

Absent from the screen for five years, Lee Shumway resumes his motion picture career in "Buffalo Bill RIDES AGAIN," Screen Guild Productions' picture starring Richard Arlen, which begins a run of . . . . . . . . . . . . days at the . . . . . . . Theatre.

Shumway was born in Salt Lake City in 1894. He received his education in that locale and, while a young man, taught dramatics. In 1897 he made his debut in show business playing kid roles in both vaudeville and legitimate productions. In 1911 he appeared in unattributed national attention through his performances in "The Fortune Hunter" which star- red colorful John Barrymore.

Shumway got his initial taste of screen acting in 1912 when, playing a small role, he went to work for the Lubin company in Philadelphia. He was the first actor to participate in "double exposure," the picture being "His Honor, The Mayor." Later he repeated this same "unique" stunt in the outstanding success "As The Twig Is Bent."

Trekking to Hollywood in 1914, Shumway appeared in Cecil B. De Mille's films and other famous productions, including a series made in the old Fox Studio. Five years ago he retired from pictures to devote his time to a real estate agency he established.

Shumway spent his spare time at his ranch near Grover Pass, in Oregon. Producer Jack Schwartz persuaded him to resume his acting career through the offer of an exceedingly good role in Buffalo Bill RIDES AGAIN."
BUFFALO BILL RIDES AGAIN
STARRING
Richard ARLEN
Jennifer HOLT
WITH
LEE SHUMWAY - GIL PATRICK
EDWARD CASSIDY - EDMUND COBB

EPIC OF THE OLD WILD WEST!
Where the fighting was thickest—there was Buffalo Bill!

Distributed by SCREEN GUILD PRODUCTIONS

Ad Mat No. 202

BUFFALO BILL RIDES AGAIN
STARRING
Richard ARLEN
Jennifer HOLT
WITH
LEE SHUMWAY - GIL PATRICK
EDWARD CASSIDY - EDMUND COBB

Distributed by SCREEN GUILD PRODUCTIONS

Ad Mat No. 201

BUFFALO BILL RIDES AGAIN
STARRING
Richard ARLEN
Jennifer HOLT
WITH
LEE SHUMWAY - GIL PATRICK
EDWARD CASSIDY - EDMUND COBB

Distributed by SCREEN GUILD PRODUCTIONS

Ad Mat No. 204

BUFFALO BILL RIDES AGAIN
STARRING
Richard ARLEN - Jennifer HOLT
WITH
LEE SHUMWAY - GIL PATRICK
EDWARD CASSIDY - EDMUND COBB

Distributed by SCREEN GUILD PRODUCTIONS

Ad Mat No. 108

BUFFALO BILL RIDES AGAIN
STARRING
Richard ARLEN
Jennifer HOLT
WITH
LEE SHUMWAY - GIL PATRICK
EDWARD CASSIDY - EDMUND COBB

Distributed by SCREEN GUILD PRODUCTIONS

Ad Mat No. 103

BUFFALO BILL RIDES AGAIN
STARRING
Richard ARLEN - Jennifer HOLT
WITH
LEE SHUMWAY - GIL PATRICK
EDWARD CASSIDY - EDMUND COBB

Distributed by SCREEN GUILD PRODUCTIONS

Ad Mat No. 102
“Buffalo Bill Rides Again” provides you ... Mr. Exhibitor ... with two entirely different ways of selling your show ... that the picture is a superb and exciting western outdoor production ... is unquestionable! ... but it is also an educational and historical film! ... cash in on this film natural ... exploit your show to the hilt!