The Master Sleuth of Shadow Magazine, Shadow Comics and Radio
On the Screen at Last!

CHICK CARTER, DETECTIVE
MASTER MYSTERY-SMASHER

Lyle Douglas Julie Pamela Eddie George
Talbot Fowley Gibson Blake Acuff Meeker

Screenplay by George H. Plympton and Harry Fraser
Based upon the celebrated character of Shadow Magazine, Shadow Comics and Radio
Produced by SAM KATZMAN • Directed by DERWIN ABRAHAMS

A COLUMBIA SERIAL

Copyright 1946 Columbia Pictures Corp.
CHICK CARTER, Detective

PRE-SOLD in a Giant Street & Smith Magazine Promotion to 10,000,000 Readers of 12 Magazines

Coming to the Screen!
The SUPER-SLEUTH of Shadow Comics, Radio and Shadow Magazine in a Columbia SUPER-SERIAL!

MASTER MYSTERY-SMasher

News distributors of these magazines from coast to coast are ready and eager to cooperate with you!

This full-page ad in full color ran in these magazines:

ASTOUNDING DETECTIVE
ROMANTIC RANGE
LOVE STORY
SUPER MAGICIAN

ASTOUNDING
DOC SAVAGE
SHADOW
AIR ACE
SUPER SNAPE

WESTERN
SHADOW COMICS
TRUE SPORT

SEE

Exploitation Section, page 4, for complete details on how to cash in on this big tie-up!
EXPLOITATION

CUTOUT POSTER
The stock three-sheet can be made into an exciting attention-getter for your lobby by cutting it apart and mounting it on compo board, as shown. Separate the small art work from the main figures and mount on two panels extending outward from the base in the form of a letter V. At the bottom of the panels, use credits. The base should carry playdate.

COTTON SNOWBALLS
An imitation snowball made of cotton, containing a rare diamond, plays a large part in the plot of "Chick Carter, Detective." Take advantage of this by announcing in your lobby and out front, a few days prior to your opening, that each youngster leaving the theatre after the first chapter showing will receive a cotton snowball of which twenty-five will contain passes for the second installment. In this inexpensive way you will succeed in stirring up plenty of interest among the youngsters and increase the attendance for the all-important Chapter Number One.

FAMOUS SONS QUIZ
Inspired by the fact that Chick Carter is the son of Nick Carter, persuade the editor of a friendly newspaper to run a one-shot contest in which readers are asked to list the names of famous personages with the names of their sons who have successfully followed in their fathers’ footsteps. Award guest tickets to the first 15 contestants sending in lists of ten or more father-son combinations. Examples: John Adams-John Quincy Adams; William Howard Taft-Robert Taft; Douglas Fairbanks-Douglas Fairbanks, Jr.; Ed Wynn-Keenan Wynn; Arthur MacArthur-Douglas MacArthur, etc.

BOOK SHOPS
Begin now to contact the book shops and libraries in town, setting up displays featuring books dealing with famous fictional crime fighters. Here are a few of the more famous ones: Perry Mason, Nero Wolfe, The Thin Man (Nick Charles), The Shadow (Lamont Cranston), The Saint (Simon Templar), Chick Carter, etc. Supply the stores with credit cards and stills.

POLICE TOURS
Arrange with both the schools and the police department for teacher-escorted tours of the police department's facilities, including its laboratory, in advance of opening. With the cooperation of the teacher, have the students write a 100-word essay on the department’s operations. Award guest tickets to the winner and runners-up.

DIME STORE DISPLAYS
Capture the attention of thrill-hungry youngsters by arranging for toy shop and dime store window and counter displays of toy pistols, gun holsters and children's police badges. Include a neat credit card and plenty of action stills in each display.

ADVANCE TRAILER
A thrill-packed trailer has been made with the exclusive intention of luring in the serial fans. Order now from your local branch office of National Screen Service.

Page 3
UNUSUAL CLUB CARD

This off-the-beaten-track club card will be an invaluable aid in making your boxoffice hum happily. One side rewards the youngsters having perfect attendance records with a free admission to see the last chapter. The unusual reverse side has provision for the youngster’s fingerprints, a gimmick that will get the unanimous approval of your youthful audience. An inexpensive inking pad is all the equipment you need. Do the fingerprinting in your lobby for a week prior to opening day of “Chick Carter, Detective.” Advertise the fingerprinting and the club cards via out-front and lobby boards three weeks in advance of playdate.

Radio — ATTENTION! — Radio

The publicity pages of this pressbook contain plenty of fine material that is readily adaptable for radio use. Edit the articles to suit the needs of a local children’s show or Hollywood gossip program.
ADVERTISING

THE MASTER SLEUTH OF SHADOW MAGAZINE,
SHADOW COMICS AND RADIO
IN A SERIAL
THRILLER-DILLER!

Cracking the most
terrifying of mysteries
with fists,
wits and
bullets!

CHICK CARTER
DETECTIVE
Master Mystery-Smasher

with
LYLE TALBOT • DOUGLAS FOWLEY • JULIE GIBSON
PAMELA BLAKE • EDDIE ACUFF • GEORGE MEeker

Screenplay by George H. Plympton and Harry Fraser
Based upon the celebrated
character of Shadow Magazine,
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Produced by
SAM KATZMAN
Directed by
DERWIN ABRAMS

COLUMBIA
SERIAL

Ad Met No. 202
200-Line Ad — 2Cols. x 100 Lines
Order All Mats, Posters and Stills Direct from National Screen Service

Ad Mat No. 102 — 71 Lines

3 Art Stills
You'll find many uses for these 8" x 10" stills of the art work used throughout the ads and posters, so order them now from your nearest National Screen office.

Art Still No. 1

Art Still No. 2

Art Still No. 3

Ad Mat No. 103 — 98 Lines
USE THESE AD SLUGS FOR EACH CHAPTER

After you have used the larger ads to popularize the new serial around town, you'll want these two convenient ad slugs to pre-sell each of the fifteen thrilling chapters. All you have to do is to insert the chapter title in the mortised area. Here are the titles:

1. "Chick Carter Takes Over"
2. "Jump to Eternity"
3. "Grinding Wheels"
4. "Chick Carter Trapped"
5. "Out of Control"
6. "Chick Carter's Quest"
7. "Chick Carter's Frame-Up"
8. "Chick Carter Gives Chase"
9. "Shadows in the Night"
10. "Run to Earth"
11. "Hurled into Space"
12. "Chick Carter Faces Death"
13. "Rendezvous with Murder"
14. "Chick Carter Sets a Trap"
15. "Chick Carter Wins Out"

Official Billing

CHICK CARTER, DETECTIVE

Master Mystery-Smasher

LYLE TALBOT DOUGLAS FOWLEY JULIE GIBSON
PAMELA BLAKE EDDIE ACUFF GEORGE MECKER

Screenplay by George H. Plympton and Harry Fraser

Produced by SAM KATZMAN
Directed by DERWIN ABRAHAMS

A COLUMBIA SERIAL

Ad Catchlines

The master sleuth of Shadow Magazine, Shadow Comics and radio in a serial thriller-diller!

... cracking the most terrifying of mysteries with fists, wits and bullets!

A super-sleuth in a super-serial!

Now cheer him on the screen in the most hair-raising of serials!

Chick Carter, Detective ... master mystery-sleuth!
1. Chick Carter Takes Over

In order to pay his debts to Nick Pollo (George Meeker), Joe Carey (Charles King), proprietor of the Century Club, the owner of the famous Blue Diamond, plans to have the jewel stolen by a henchman and collect the insurance of $100,000. But Sherry Marvin (Julie Gibson), one of Carey's henchmen, fails to wear the diamond, conspires to give the real one, hidden in a cotton snowball, to Nick and allow a fake jewel to be lifted.

During the show, a newspapers photographer (Eddie Acuff), with Farrel (Douglas Fowley), a reporter, playfully snatches one of the snowballs from Sherry's basket, causing her to throw Nick the wrong one.

Sherry gives the alarm, and police arrive with Lieutenant Chick Carter (Lyle Talbot) in charge. Soon afterwards Nick's tug, Vasky (Leonard Penn) forces Farrel and Hoyt, a jeweler expert, to drive away in a police car. The speeding auto crashes into a gas pump and the car bursts into flame.

2. Jump to Eternity

Vasky leaps from the flaming car and escapes. Parrell saves the badly injured Hoyt, who is sent to the hospital. Later, at his apartment, Nick questions Sherry when he finds that the snowball which she threw to Carey, is not the real diamond, Sherry says that the snowball containing the diamond was marked with lipstick. Sherry is found by the flautist, Stephen (Robert Elliott), private investigator for the insurance company, enters the room, Vasky, draws his gun and backs out the window. Spud and Farrell are on the fire-escape, listening to the conversation, Farrell, in trying to chase after the fleeing Vasky, falls headlong into an air-shaft, crashing through a skylight floors below.

3. Grinding Wheels

Farrell escapes serious injury when he lands on a platform which gives way. Later, instructed by Dan, Farrell warns Joe of Dan's arrival at the Club with a search warrant. The investigator instead tails Joe's henchman. And overtakes him. But Vasky, hidden in the latter's car, gets the drop on them both. Now, in Dan's car, Vasky forces Mack to turn over a box he is carrying which contains the precious jewel. Dan para a false crossing and speeds away, the jewel in the car.

4. Chick Carter Trapped

Mack leaves from Dan's car before the train hits, but Dan is killed. Vasky, a return warrant, gives him the jewel box. They find it empty after the train hits the diamond, which is the imitation one. He hides it in Joe's desk, but Sherry gets it after the information that Mack has run to a mountain hide-out. Mack is in the cabin by Chick, Farrel and Sherry and questions concerning Dan. Sent, by Nick, Vasky sets fire to the cabin. With the windows boarded and the door locked, all inside are trapped as the flames mount.

5. Chick Carter's Quest

Saved by policemen who see the vehicle coasting out of control, Farrell is revived and turns later to his office, Spud tells him of a conversation between Sherry and the women who work at the Blue Diamond and a snowball marked with lipstick. Recalling the one week she took from Sherry's basket, they race out to the city dump where the office rubbish has been sent. Chick hears of a case of explosives picked up in error by a city collection truck, and races there too. Meanwhile, Spud gets into a fight with a truck driver and is knocked unconscious. Chick arrives to see the explosives dumped near Spud, lodging in a blazing brougha nearby. They go off.

6. Chick Carter's Frame-Up

Spud just manages to duck for cover before the blast occurs. Questions Spud and Farrell about the snowball, which is found to be empty! At the club, a new employee, Ellen (Jeanne Regan), mysteriously searches Sherry's dressing room. She finds the diamond. Mack sends a note to Sherry, it is suspected by Sherry, Ellen drops the gem into Spud's pocket without his knowledge. Later in the cabin by Chick, Farrell and Sherry and questions concerning Dan. Sent, by Nick, Vasky sets fire to the cabin. With the windows boarded and the door locked, all inside are trapped as the flames mount.

7. Chick Carter's Frame-Up

Ellen escapes when Sherry grabs the wheel, thus swerving the car. Chick's police car approaches Mack and Sherry flee. Spud and Farrell caught by the women, Sherry's trap is inside the house just as Vasky and two aides draw near. Concealed in a trap, Mack and Sherry escape, Coal to see Vasky prepare to drive a car, and when Chick is through, Chick and Farrell arrive at the ranch as Vasky crashes into the trees. Mack and Spud are inside.

11. Hurdled into Space

Though badly injured, Mack escapes pursued by Vasky. Spud is revived, and the things are taken into custody. Chick learns from Sherry that Vasky was found wounded and has since died. When Spud and the two girls leave for town, they find Vasky in the back of their car. Nick is captured, and Drives off. Warned by Ellen, the police continue to follow Vasky and recover a gamblers' handkerchief from his pocket (which held the broken snowball), and out comes the real Blue Diamond!
PUBLICITY

(Review)

‘Chick Carter’
Serial Thriller-Diller

The screen of the……… Theatre flashed out a record-breaking high in excitement yesterday when Columbia Pictures’ thriller-diller of a new serial, “Chick Carter, Detective,” was dramatically unfolded for local cinema fans. Based on the celebrated character of Shadow Magazine, Shadow Comics and radio, the first chapter sets a sizzling pace and promises to have the customers coming back regularly, each succeeding……… , to follow this engrossing yarn to its finish. The slam-bang action of “Chick Carter, Detective” and all of its hair-raising mystery, center around the strange disappearance of a fabulous jewel, the glittering Blue Diamond, worth $100,000, and the subsequent efforts of a night club proprietor, his glamorous singing star, a gang of thugs, a newspaper reporter, a photographer, a beautiful girl of mystery, and Chick Carter of the police, to find it.

The popular Hollywood actor, Lyle Talbot, takes over the reins as Chick Carter in a part that’s made to order for his rugged good looks, and we’ll undoubtedly be seeing a lot more of Lyle as a result of his fine performance. Douglas Fowley as the reporter, Julie Gibson as the singing star, Pamela Blake as the girl of mystery, Eddie Acuff as the photographer, and George Meeker as a gangland bigwig, lend splendid support.

George H. Plympton and Harry Fraser devised an artful screenplay that employs all the tricks of serial excitement. The film was directed by Derwin Abrahams and produced by Sam Katzman, a team that received rave notices recently when another one of its serials, “Hop Harrigan,” broke existing box-office records everywhere.

(Feature)

Write Comic Strip
to Win Film Fame

Now the talk among authors is that if you want to sell a story to a Hollywood studio, all you have to do is write a comic strip. And that, according to latest statistics, should shoot up your chances by about thirty percent.

The latest in a long line of motion pictures to be based on a comic strip character is Columbia Pictures’ new action serial, “Chick Carter, Detective,” playing each……… at the……… Theatre. Chick, a well-known hero, having appeared in Shadow Magazine, Shadow Comics and radio, is portrayed by Lyle Talbot.

Probably the pioneer of all these comic strip stars was Edgar Rice Burroughs’ “Tarzan,” first popularized in 1918 by Elmo Lincoln, then by James Pierce in 1927, both of them silent films. Later, professional swimmers Johnny Weismuller and Buster Crabbe took their turns at being “King of the Apes Men.” There were more comic strip films of the early silent days, too, the most notable of which were “Little Orphan Annie,” “Ella Cinders,” “Tillie the Toll” and “Harold Teen.”

Then, in 1931, era of the talking picture, little Jackie Cooper skyrocketed to fame in a film version of Percy Crosby’s “Skippy.” “Little Orphan Annie” was remade in 1932 with Mitzi Green and then again in 1938 with Ann Gillis playing the role first created by Colleen Moore. In 1934, “Harold Teen” was also re-done.

Along about 1937 or 1938, the more adventurous type of cartoon strip appeared. These were quickly adapted to the movie scenario and the majority of them were made in serial form. “Dick Tracy” was probably the first, which was made in 1937, then in quick succession came “Mandrake, The Magician,” “The Lone Ranger,” “Buck Rogers” and “Flash Gordon.”

More recently, the field has been held by the lighter type of “funnies.” Outstanding of these are a new version of “Tillie the Toll” made in 1941 with Kay Harris as Tillie, “Dixie Dugan” filmed in 1943 and starring Lois Andrews and the currently popular “Blondie” series, starring Arthur Lake and Penny Singleton.

(General Advance)

‘Chick Carter, Detective’
New State Action Serial

Columbia Pictures, producer of the recent serial hit, “Hop Harrigan,” has announced the release of a similar venture, “Chick Carter, Detective.” Fifteen chapters in all, the first will open at the……… Theatre on……… with each succeeding episode to appear every………

This marks the first screen appearance of the master mystery-smasher, Chick Carter, of Shadow Magazine, Shadow Comics and radio fame. Advance reports indicate that this latest offering should top a long list of serial hits turned out by Columbia. Each reel is said to be packed to the limit with the life-blood of all good serials, rousing action and thrilling adventure, with Chick Carter having the case of his career, constantly brushing with death as he tracks down the fabulous Blue Diamond, $100,000 gem of death.

The screenplay, written by George H. Plympton and Harry Fraser, introduces the Blue Diamond as a treasure owned by a night club operator who is heavily indebted to a mob boss. To raise the money, the bistro owner decides to “steal” his own jewel and then collect from the insurance company.

But, the plan backfires and the diamond disappears. Lt. Chick Carter of the police force is called in and immediately finds himself knee-deep in a swirling pool of murder, mystery and intrigue. Asking help from the elusive stone, and the men who kill to get it, he engages in a series of pulse-pounding escapades.

The title role has been placed in the capable hands of handsome Lyle Talbot. The cast also has Douglas Fowley, Julie Gibson, Pamela Blake and Eddie Acuff. Derwin Abrahams directed.

Feels at Home

Blonde songstress Julie Gibson waited for three years in Hollywood for her break in the movies. During this time she earned her coffee and doughnut money by entertaining at night clubs and over the radio. When she reported to Columbia Pictures for her assignment in “Chick Carter, Detective,” and the new action serial playing each……… at the……… Theatre, she found herself portraying a night club entertainer!
Pamela Blake Always Wanted To Be Actress

As a youngster in Oakland, Cal., Pamela Blake had a single-track mind and knew what she wanted. More than anything else in the whole wide world she wanted to be a motion picture actress. That little flaxen-haired girl, now grown up, followed her single-ness of purpose to Hollywood in 1938, where she happily accepted an obscure opportunity as an extra. Petite and blue-eyed, and chronically ambitious, it was not long until she had won a screen test for a minor role, which she made a stand-out, in "Sorority House" with Anne Shirley. Miss Blake now has the feminine lead opposite Lyle Talbot in the Columbia Pictures' action serial playing each ....... at the ...... Theatre, "Chick Carter, Detective." Upsetting the rather common fallacy that actresses are lost to extend helping hands to one another, Ann Sothern, already an established star, began to trumpet the newcomer's potential talents. Her persistence had its reward when Miss Blake was tested for the lead in "Ox Train." Her success was immediate. Included among her recent pictures are: "This Gun For Hire," "The Omaha Trail," "Slightly Dangerous," "Swing Shift Maisie," "Three's a Crowd," "Mysterious Intruder" and currently, "Chick Carter, Detective." "Heavy" Douglas Fowley Reforms in New Film

The life of a movie villain is not a happy one. His demise, while not always swift, is definitely certain. Movie fans of Douglas Fowley, screen heavy par excellence, will therefore be glad to know that in his latest film, "Chick Carter, Detective," Columbia Pictures' action serial playing each ...... at the ...... Theatre, he portrays a newspaper reporter, friend of the hero, Lyle Talbot, and it means that Fowley will be alive and kicking at the end of the picture.

Important Role

One of the most talented of the younger dramatic starlets, Pamela Blake is currently playing an important role in Columbia Pictures' action serial, "Chick Carter, Detective," appearing each ...... at the ...... Theatre, Lyle Talbot is Chick, while Douglas Fowley and Julie Gibson are also prominently featured.
ACCESSORIES

6" x 18" Four-Page Comic Strip HERALD

Chick Carter, based on the celebrated character of Shadow Magazine, Shadow Comics and radio and pre-sold to more than 10,000,000 readers of these and other popular Street & Smith publications, is now on the screen in the most hair-raising of serials. Follow through on this unprecedented popularity with extensive distribution of this 6" x 18", four-page, comic strip herald. The 6" x 9" front cover and 6" x 18" center flash are illustrated here while the back cover is blank so you can arrange cooperative advertising to defray costs. Order this serial-selling herald direct from your nearest office of National Screen Service for throwaways, package inserts and envelope stuffers. Price: $3.00 per M.

Order Posters,
Accessories and
Stills Direct
From National
Screen Service

Use These Two Still Sets
In Your Selling Campaign

PRODUCTION SET (25): A selection of action-filled stills depicting the production highlights of the serial. Use them for displays, in your lobby and out front photo frames and plant 'em with your newspaper editors.

ART SET (3): The special art work used throughout the ad and poster campaign is available on 8" x 10" stills for any special displays, poster or advertising material you decide to make up. See page 6 of the pressbook.
In this space will be chapter title and highlight scene from each chapter.

A NEW SET OF FOUR 11 x 14'S AND A SLIDE ARE AVAILABLE ON EACH CHAPTER
More than 700 magazine distributors, including the gigantic force of the American News Company, distribute the SHADOW COMICS containing the "Chick Carter" stories. They supply the nation's newstands. Contact your distributor to cooperate.