THE NEW KING OF THE WILD WEST

Buster Crabbe

and His Horse "Falcon"

in

THE DRIFTER

A POWERFUL RED-BLOODED ACTION DRAMA

With

AL ST. JOHN And a Great Supporting Cast

Produced by SIGMUND NEUFELD
Directed by SAM NEUFIELD

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Get The Kids To Save Dixie Lids

CARRY BUSTER CRABBE PHOTO IN NATIONAL PROMOTION

Here is exploitation news. The Dixie Cup Company has included Buster Crabbe in their series of movie star premium pictures. This means that PRC's western favorite will be featured in one of the most widely-covered promotions in motion picture history.

Buster Crabbe will be prominent in this plan which embodies publicity via the Dixie lid folders and the fine premium pictures, which are distributed to millions of youngsters throughout the entire country.

Additionally important is the information that theaters can participate in a tie-up between their houses and ice cream manufacturers. Tie-ups of this sort have been very successful in the past and an arrangement between the manufacturer and eighteen local theaters in New Orleans recently brought added business to the house. The Dixie Company supplied material for lobby displays and film trailers, informing the children that for saving twelve ice cream Dixie lids they could obtain a picture of the star of the production. The ice cream company has lid folders ready for distribution to the children, so that they could begin at once to collect lids.

For complete information as to how you can profit from this promotion, write now to:

J. D. CATLIN
DIXIE CUP COMPANY
EASTON, PENN.

KID COLORING CONTEST
BOX OFFICE MAGNET

Through your local newspaper, or handled directly through your theatre and commercial contacts, this coloring contest can be made a profitable promotion stunt.

The subject, Buster Crabbe, posed on his famous white stallion, is well-known to all the kids and can be tied in with any of the Buster Crabbe pictures you may happen to show.

It offers exceptional possibilities for youngsters with real artistic talent to produce unusual color effects, a fact which will be recognized at once by the art-teachers and artists in your locality.

Arrange with your local editor to run the outline cut shown here (order as cut or mat No.), offering a small cash prize or war stamps for the best coloring fill-in.

Tie in with the schools and local juvenile art classes, and arrange to have a notice of the contest posted on the school bulletin boards, with the announcement of opening date of the picture.

Order Coloring Mats From: —
HAROLD J. FLAVIN, INC.
250 WEST 54th STREET NEW YORK, N. Y.
Pat Harper's Career Is More Exciting Than Film Tales

Al St. John Was The Original Keystone Kop

Buster Crabbe in a tight spot in the PRC Western thriller, "The Drifter." 1 Col. Scene Cut or Mat No. 5

BUSTER PLAYS DOUBLE ROLE

Film fans seeing PRC's "The Drifter" starring Buster Crabbe and featuring Al (Fuzzy) St. John, which opens at the Theatre, will find an unusual treat in store for them. A departure from the usual, "The Drifter" is an outdoor picture chock full of action, filled with comedy, and laid against a background of an old time medicine show.

Crabbe plays a peculiar type of role, that of the hero, that of the villain, and their respective impersonations of each other. In it, he acts as the sharpshooting star of the medicine show which is used by a band of bank robbers as the "front" for their activities. Acrobats and dancers appear in the show which is run by Sally Dawson, played by Carol Parker.

Fuzzy supplies the comedy and has resurrected his old bicycle which he used when years ago he was one of the original Keystone Kops. He joins the show to add his film pal uncover the plots of the bandits, and succeeds in messing things up.

In addition, there is plenty of hard riding and fast shooting which characterize the PRC westerns starring Crabbe, produced by Sigmond Neufeld and directed by Sam Newfield.

THE HORSES ARE TREATED SWELL

With several hundred western scenes for his credit, Director Sam Newfield holds a perfect record with no cowboy mount ever having been seriously injured, although the riders have suffered plenty of bruising falls and frayed reigns. Neufeld's current dexterity effort is the PRC thriller, "The Drifter," which opens next at the Theatre.

He insists that no rider allow his horse to take any unnecessary risks. Only his stunt riders, whose horses are trained to certain trick falls, can take hazards with their four-footed partners. These horses are perfectly trained to certain stunts that look more dangerous to the horses than they really are. It is the rider who really takes the risk of breaking his neck or a leg.

THE STORY

Billy Carson, who is a sort of Robin Hood of the range, discovers that Drifter Davis, an exact double of him, has been impersonating him in order to cover up a series of bank robberies.

When the sheriff tells Davis, believing him to be Carson, Billy sees his chance to turn the tables and clear his name. He in turn impersonates Drifter and takes his place as sharpshooter with a medicine show which is traveling through the country. The show is run by Sally Dawson.

Just about the time that Billy gets a lead which ties up Dirk Trent, the show's publicity man, with the bank robberies, Billy's ubiquitous pal, Fuzzy Jones, appears on the scene and causes complications by helping Drifter escape from jail, thinking that he is the real Billy Carson.

When Fuzzy realizes his mistake he leaves Drifter prisoner in a deserted house and rides after Billy to straighten out the mixup. Drifter subsequently escapes and contacts Trent informing him that the game is up.

Trent plans one last coup but Billy and Fuzzy follow him and his henchmen to the hideout shack, arriving just as Trent is about to split the proceeds of the bank robbery with Simms, the terrorist bank examiner, who had been acting as tip-off man.

Trent kills Drifter thinking he is a liability and in doing so prefers a noose around his neck for murder, as well as robbery.

Billy and Fuzzy listen to Sally Dawson's pleas and decide to finish up the season with the medicine show. Billy continuing in Drifter's place as sharpshooter.

Buster Proved Prowess In New P R C Western

Buster Crabbe's long practice shooting rifles and revolvers stood him in good stead while making PRC's "The Drifter," which opens on the Theatre. Crabbe, in one of his roles as the sharpshooting star of a western medicine show, had to shoot out lighted candles near the head of Carlyton, the feminine lead, and do other difficult shots.

The star, a noted athlete, is an excellent shot, and did all of his own trick shooting in the picture. A sportsman, Crabbe had returned from a hunting trip just before starting the "Drifter" under Sam Newfield's direction. Crabbe never fails to get his limit while hunting.

However, it did take some convincing of Miss Parker to have her agree to let Crabbe do his own shooting, and after watching him take several practice shots, she agreed.

EXCHANGES
ORDER ALL ACCESSORIES DIRECTLY FROM

Harold J. Flavin, Inc.
250 W. 54th St.
New York City

BUSTER CRABBE AND AL (Fuzzy) ST. JOHN IN "THE DRIFTER" A new PRC Western Production at the Theatre.

Quite A Gal

Carole Parker, currently appearing on the Theatre screen with Buster Crabbe in "The Drifter," has played engagements in Shanghai, with Baty Valley in night clubs, made pictures for Paramount and M.G.M., and has driven a truck for the Army Air Force. Now, to add to her achievements, she's ridin' the range in prairie pictures.

THE CAST

Billy Carson Drifter Davis... BUSTER CRABBE
Sally Dawson... CAROL PARKER
Jack Kermert Maynard... Jack Irgang
Dirk Trent Jack Irgang
Sam Roy Berts
Blackie George Cheesman
Simms... Ray Bennett
Sheriff Perkins... Jimmy Aubert
Marshall Hodges... Slim Whitaker

-ADVANCE CURRENT STORIES-

-EXCHANGES-
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Harold J. Flavin, Inc.
250 W. 54th St.
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Top Cowboy Authorress Is A Graduate From The Chorus

( Current Feature )

Probably the last person in the world to be expected writing western stories for the screen would be a pretty ex-chorus girl.

But nevertheless, bidding fair to become one of the most prolific of the western film story writers is attractive Patricia Harper, who through some mysterious alchemy transformed herself from one of the pedestri-

nous backgrounds of the early Warner Brothers and Goldwyn musicals double bill made up of two of what she called the most trite stories she's ever seen. That constituted a challenge and since then, she's been writing western scripts with new "twists.

In her latest, "The Drifter," which stars Buster Crabbe for PRC release, she worked into the script, and plausibly, too, a traveling medicine show, scenes of which give an added fillip to the pro-

ceedings and get away from the hackstered action associated with a two-gun, fast-shooting, fast-riding hero on horseback.

Then, too, Crabbe, a former Olympic swimming champion who is starred in eight PRC westerns a year, has a unique role, or series of roles. He really plays a quadruple hero—that of the hero, that of the villain, that of the hero impersonating the villain, and that of the villain impersonating the hero.

One of the very few women writers in Hollywood history to specialize in western stories, Miss Harper, says that her liking of out-

door pictures, plus her painstaking research into the days of the Golden West and her flair for novelty, are the principal contribut-

ing factors to her success.

( Advance )

Playing a dual role is hard enough but western heroine Buster Crabbe has the distinction of playing a quadruple role in PRC's "The Drifter," which opens . . . at the . . .

Theatre, Crabbe, in the third of the series of eight westerns being produced by Sigmund Neufeld and directed by Sam Newfield, plays the role of Billy Carson, who aids the authori-

ties in bringing to justice a band of bank robbers; the role of Drifter Davis, one of the leaders of the gang; the role of Carson posing as Davis, and the role of Davis posing as Carson . . .

And to make it all the more complicated, as Carson, he must be right-handed; as Davis, he must be left-handed. And when he does the impersonations, Crabbe, the script clerk and Director Newfield grew fazed in seeing that he uses the correct hand.

Supporting Crabbe is his side-

kick, Al St. John, Carol Parker, Kermit Maynard, Jack Ingram, Roy Brent, George Chesebro, Ray Bennett, Jim Aubrey and Slim Whitaker. Sigmund Neufeld produced.

NO DOUBLES
FOR THIS LASS

( Advance )

Carol Parker is one western heroine who doesn't need a double for the hard riding scenes. Female lead in PRC's "The Drifter," starring Buster Crabbe and featuring Al (Fuzzy) St. John, who opens . . . at the . . .

Theatre, Miss Parker surprised everyone by riding her horse in the scenes herself, then explaining that she was an expert rider, having been brought up in Northern States where, she says, virtually everyone rides a horse.

She was born in Mandan, N.D., a town of 5,000 population, and went to school in Fargo.

Others in the all star cast head by Buster Crabbe and Al (Fuzzy) St. John are Kermit Maynard, Jack Ingram, Roy Brent, George Chesebro, Ray Bennett, Jimmy Aubrey, and Slim Whitaker.

Advance Current Stories

"The Drifter" Departs From The Usual Cowboy Formula

( Current )

A departure from the usual western, PRC's "The Drifter," starring Buster Crabbe and featuring Al (Fuzzy) St. John, is a combination of fast riding action against the background of a traveling medicine show used as a "front" by gang of bank robbers. The film, which opened . . . at the . . .

Theatre, presents Buster Crabbe in a quadruple role, that of the hero, that of the villain, who had been used by the bandits as a dupe, for the rest of the season continuing with their act.

Leavened with comedy supplied principally by St. John, the film is replete with action of the type that western fans like. Its medicine show scenes are authentic, and the female lead is played by pretty Carol Parker, raven-haired actress. Supporting the leads are Kermit May-

nard, Jack Ingram, Roy Brent, George Chesebro, Ray Bennett, Jim Aubrey and Slim Whitaker.

Directed by Sam Newfield and produced by Sigmund Neufeld, "The Drifter" is a real audience pleaser.

GATelines

BOOKED FOR A HANGING—Buster's Neck Is Due For Stretching! Until He Starts His Six-Gun Barking!

* BUSTER'S DRIF'TIN' INTO TROUBLE! . . . And He's Got To Be At His Shootin' Best To Save His Neck!

If It Moves, This Pretty Starlet Can Drive It

( Advance )

Here's a new stunt on a western heroine who rides a horse expertly. She can and has driven Army vehicles, from jeeps to one and a half ton trucks! Carol Parker, feminine lead of PRC's "The Drifter," starring Buster Crabbe and featuring Al (Fuzzy) St. John, who opens . . .

Theatre, is the girl who can drive anything from car blowers to gasoline burners.

For six months she was a civilian chauffeute for the Technical Training Command, Army Air Force headquarters, Los Angeles area, driving big and small vehicles. The irony of it all was that she was taught by Miss Parker, who came to the Army from the movie business, having been driven by bandits who had been captured by the Army and escaped.

Miss Parker, playing her first film role, has had a varied life. She sang with various bands before leaving school, until 1930, when she went to Shanghai to appear at the Little Club in the International Settlement.

After six months, she returned, the American Council having re-

fused to grant an unmarried woman permission to travel through the Orient as she had planned with her act.

She appeared in Paramount and M-G-M pictures, and starred with Bud Valle in a night club act. A contraalto, she's done entertaining of almost every type—film, radio, television, night clubs, musical, dance, revues, comedy, singing with orchestra, and later in movies.

Others in the cast headed by Buster Crabbe and Al (Fuzzy) St. John include Kermit Maynard, Jack Ingram, Roy Brent, George Chesebro, Ray Bennett, Jimmy Aubrey, and Slim Whitaker.

WE CAN'T ALL FIGHT! I'VE WOULDN'T ALL SUFFER! BUT WE CAN ALL GIVE TO THE NATIONAL WAR FUND!
16 SURE-FIRE SMASHES

8 BUSTER CRABBE WESTERNS

with AL ST. JOHN

BUSTER CRABBE, now an Ace in the ranks of outstanding Western stars, will have a free range of action in his new series of hard-fighting, thrill-packed adventure stories. AL (Fuzzy) ST. JOHN, the greatest Western comic, supplies the belly-laughs.

8 TEXAS RANGERS

Starring
JIM NEWILL
and
TEX O'BRIEN

JIM NEWILL and TEX O'BRIEN are a sensational duo in this series that has set a new standard for whirlwind action, studded with the catchy melody of Cowboy Songs and a hill-billy band.
POSTERS and LOBBIES

BUSTER CRABBE
KING OF THE WILD WEST
in
"THE DRIFTER"
with AL (Fuzzy) ST. JOHN
Produced by SIGMUND NEEUFELD
Directed by SAM NEWFIELD

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