HE'S A ONE-MAN REIGN OF TERROR FOR KILLERS AND OUTLAWS!

Tom KEENE

★ The fightin' est, shootin' est, ridin' est role any western hero ever had to play! Cyclonic action!

"THE DRIFTIN' KID" with BETTY MILES

and "RUSTY" The Wonder Horse
"The Driftin' Kid" Is a Rip-Roaring Outdoor Hit

(Advance)

Starring Tom Keene in a dual role, "The Driftin' Kid," Monogram's fast-moving drama of the American frontier, opens at the theatre. This is the latest in Tom's new series following his return from a world-wide tour.

This stirring western picture presents Keene as both the owner of the great Wild Horse Valley ranch and an agent of the Mexican government, investigating the theft of a herd of wild horses just after they have been delivered.

The agent, Tom Sterling, a stranger in the country, turns out to be an exact "double" for the ranch owner, Jim Vernon, and it is decided that Sterling shall impersonate the horse breeder in his attempt to run down the bandits, who have not only committed the theft but also apparently launched a campaign against the life of Jim. The fact that Tom is more of a fighting man than the rancher turns the scale against the gang, and there is a series of exciting adventures while the forces of law and order engage in a relentless pursuit of the desperadoes. The story works up to a climax which is crammed with exciting action.

Betty Miles plays the leading feminine role in "The Driftin' Kid."

THE CAST

Jim Vernon......Tom Keene
Tom Sterling.....Tom Keene
Betty Lane......Betty Miles
Slim Chance......Slim Andrews
Lopez............Frank Yaconelli
Rex Jenkins.....Stanley Price
Blackie..........Gene Alsace
Jeff Payson.....Glenn Strange
Roger Lane......Steve Clark

and other members of Keene's supporting cast are Slim Andrews, Frank Yaconelli, Glenn Strange, Steve Clark and Stanley Price. The picture was produced and directed by Robert Tansey, and is based on an original story and screenplay by Frances Kavanagh and Robert Emmet. Photography is by Marcel Le Picard.

NO DOUBLEs FOR Tom

Tom Keene, famous western star, never uses doubles in his pictures, and insists on personally performing all the dangerous stunts called for by scenario writers. Keene comes to the theatre on in "The Driftin' Kid."

BORDER TERROR

The Smash Story

(Not for Publication)

Jim Vernon, owner of the Wild Horse Valley ranch, attempting to fulfill a contract to deliver wild horses to the Mexican government, learns that his first consignment of 500 animals has been stolen by a powerful border gang. Soon afterward he discovers that these same outlaws plan to kill him in order to take over his contract and the ranch.

Tom Sterling, an agent sent by Mexico to investigate the theft, arrives in town, where everyone mistakes him for Jim Vernon. Since the two men look exactly alike, Vernon goes into hiding and Tom impersonates him in attempting to track down the bandits. Unaware of the substitution, Ace, leader of the gang, puts the stolen horses back in Jim's pasture, hoping that the latter will be "strung up" as a horse thief. Tom, arrested, escapes from the sheriff and flees to the hills. Betty, Jim's fiancée, knows of the substitution, and hurries to town to tell him of the danger which now menaces him.

When Betty leaves town after warning Jim, some of the gang follow her. After a wild ride she eludes her pursuers and reaches Tom and his companions. In the meantime Ace and the other members of the band locate Jim in the Palace hotel, where he is in an upper room with Slim Chance, salesman for a line of giant firecrackers, and Lopez, a friendly Mexican who has overheard the gangsters talking about their plans. As the desperadoes advance on the building, Jim and his friends hold them off by catapulting exploding firecrackers from the window. Tom, Betty and the others arrive in town, and in a gun battle kill Ace and other members of the gang.

KEEFE KNOWS WEST

Tom Keene, cowboy star, is an authority on California history, and is the owner of one of the West's finest collections of Indian relics, guns and souvenirs of the gold rush days. Keene is now appearing at the theatre as the star of "The Driftin' Kid," stirring Monogram drama in which he plays a dual role.
COWBOY KEEN STAR IN
UNUSUAL WESTERN FILM

Tom Keene has been the central
figure of many vigorous screenplays
of the great open spaces, but we
doubt if he has ever had a better
vehicle than "The Driftin' Kid," the
Monogram western drama which
opened at the theatre last night.

Not only is the picture filled with
expert horsemanship, rousing bat-
tles and exciting action, but the plot
of the story is one which maintains
the interest at a high point. The
star plays a dual role, and thus be-
comes the pursued and the pursuer
of a band of desperadoes.

Keene is first seen as Jim Vernon,
owner of Wild Horse Canyon ranch
and threatened with death by the
outlaw band which has stolen his
first herd of horses delivered under
contract to the Mexican government.
Tom Sterling, agent of Mexico in
running down the thieves and an
exact double for Jim, impersonates
the rancher to insure the latter's
safety and brings confusion to the
bandits in their attempts to outwit
the law. The role of Tom is well
fitted to Keene, who enacts the
two parts with all the dash and fire
which have made him one of the
most popular of western stars.

Most spectacular of the other rid-
ers in the picture is Betty Miles,
leading lady, who in private life is
champion all-around cowgirl of
California. Also in the cast are Slim
Andrews, Frank Yacconelli, Glenn
Strange, Stanley Price, James Sher-
idan and Fred Hoosc. "The Driftin'
Kid" was produced and directed by
Robert Tansey from a story by Rob-
ert Emmet and Frances Kavanaugh.

New Action Film
Offers Thrills

Spectacular riding feats and fur-
ious battles feature "The Driftin'
Kid," Monogram's thrilling western
drama now playing at the theatre, with
Tom Keene in the starring role.
Playing a dual role, Keene in both his characters pur-
sues a band of desperadoes who
have stolen a large herd of his
horses and made repeated attempts
on his life. The star's supporting
"cast" is headed by Betty Miles, champ-
nion California cowgirl, and also
includes Slim Andrews, Frank Yac-
conelli, Glenn Strange, Steve Clark
and Stanley Price.

Tom Keene Film
Opens Tonight

Tom Keene, popular western star,
rises to the screen of the theatre
tonight, when his current
engagement in the Monogram drama,
"The Driftin' Kid," opens. Keene
plays a dual role in the exciting pic-
ture, which details the furious pur-
suit of an organized band of horse
thieves.

CREDITS

Produced and Directed by
Robert Tansey
Original Story and Screenplay by
Robert Emmet
and
Frances Kavanaugh
Photographed by
Marcel Le Picard
Assistant Director
C. A. Beute
Film Editor
Sound Engineer
Fred Bain
Ben Winkler
Production Manager
Fred Hoosc

As a one-man reign of terror against desperadoes and killers Tom Keene
has the greatest role of his career in "The Driftin' Kid" at the Two Column Cut or Mat No. 16

Tom Keene Finds Double
Action Playing Dual Role

The limitless possibilities of the
motion picture camera are again
demonstrated in 'The Driftin' Kid,'
the exciting Monogram western
drama which comes to the theatre on with Tom
Keene in the starring role.

Keene plays a dual role in this
story of the American frontier, and
in several scenes appears in both
parts. Though the device has of
course been familiar to theatrego-
ers for many years, this spectacle
of an actor holding a conversation
with himself on the screen is one
which never fails to intrigue a the-
atre audience.

In the picture Keene is seen both
as the owner of a great ranch where
wild horses are raised for the Mex-
ican government, and as an agent
for the same government to investi-
gate the theft of a herd of the ani-
mals. The identical appearance
of the two characters brings confusion
to a band of desperadoes, and starts
a fast-moving series of surprising
situations.

Hair-raising feats of horsemanship
by Keene and by Betty Miles, ch-
ampion all-around California cowg-
rl, are a feature of 'The Driftin' Kid,'
as well as the hard riding and bruising battles of a cast
which includes Slim Andrews, Frank
Yacconelli, Glenn Strange, Steve
Clark and Stanley Price.

Actor on Both
Sides of Fence

Glenn Strange is a veteran Hol-
lywood actor who has spent his en-
tire screen life as a violent partisan
of either law enforcement or vil-
liny. Seldom has he taken a posi-
tion between the two extremes.

For, many years ago, Strange cast
his lot with the perennially popular
western pictures, and he has usu-
ally been cast as a stalwart sheriff
or an equally stalwart cattle rusk-
der, horse thief or stagecoach rob-
er. Strange is on the side of law and
order in "The Driftin' Kid." Mon-
ogram's stirring western drama which
comes to the theatre on with Tom Keene in the
starring role. Betty Miles plays the
leading feminine part.
Advising

HE'S A ONE-MAN REIGN OF TERROR
FOR KILLERS
AND OUTLAWS!

Tom

KEENE

★ The fightin'est,
shOOTIN'est, ridin'est
role any western hero ever
had to play! Cyclonic action!

THE

"DRIFTIN' KID"

with

BETTY MILES

and "RUSTY" The Wonder Horse

2 Column Ad Cut or Mat No. 17

He's LEAD POISON!
When the kid
drifts in... gunmen
duck out! Trouble brings
this human tornado on
the run with guns blazin'
and fists flyin'!

Tom

KEENE

in

"DRIFTIN' KID"

with

BETTY MILES

and "RUSTY" The Wonder Horse

1 Col. Ad Cut or Mat No. 3

MONOGRAM WESTERNS
TOP THE ENTIRE FIELD!

Just check this list of outstanding western "names" available right now at your Monogram exchange . . .
The Rough Riders (BUCK JONES, TIM McCOY, RAY-
MOND HATTON). The Range Busters (RAY CORRIGAN,
JOHN KING, MAX TERHUNE), TOM KEENE, TEX RIT-
TER, JOHN WAYNE! No list in the industry compares
with these saddle kings!
Advertising

REMEMBER! THIS IS TOM KEENE'S GREATEST ACTION HIT! SELL IT!

HE'S ON THE SPOT WHEN THE ACTION'S HOT!

Wherever the gunfire's heaviest you'll find this lone wolf of the badlands... fighting rustlers, smashing killer gangs, risking his life to bring law and order to the dangerous west!

Tom KEENE in THE DRIFTIN' KID with BETTY MILES and "RUSTY" The Wonder Horse

Produced and Directed by ROBERT TANSEY
Original Story by ROBERT SIMMET and FRANCES KAVANAUGH

1 Column Ad Cut or Mat No. 4

1 Column Ad Cut or Mat No. 5
NOVELTIES WILL PEP UP YOUR CAMPAIGN AND APPEAL TO KIDS

HORSESHOE NAIL CARD—Real horseshoe nail is fastened to card on which is printed directions for making a horseshoe nail ring. Nails are highly polished, of soft enough metal so that kids will not have too much difficulty in working on them. Cards carry copy saying that the nail is a duplicate of those used on the shoes of “Rusty,” Tom Keene’s horse. Cards and nails are packed, unassembled for convenience of shipping. Insertion can be handled easily by your ushers. Prices including theatre imprint and playdates: 1000—$6.50; 500—$4.50

SHERIFF BADGE—Silver cardboard badge with pin on back and numbered consecutively for lucky number contests will be appreciatively received giveaway. The kids will have a lot of fun wearing them. Copy on badge SHERIFF Searching for “The Driftin’ Kid” plus your theatre name and playdate. Prices are 1000—$8; 500—$5.

Order novelties from ECONOMY NOVELTY AND PRINTING CO., 225 WEST 39th STREET, NEW YORK CITY. Be sure to include theatre name, billing and playdate.

Plug “Driftin’ Kid” Via Pulp Western Mags

Cash in on the tremendous circulation of the many pulp magazines featuring western stories by making up a throwaway for newsstand insertion. A couple of passes will be sufficient inducement to persuade any magazine stand operator to co-operate with you on this. Either of the two-column mats in the ad section will serve as the basis for the throwaway with a few lines added telling them that if they enjoy red-blooded action and bullet-streaked drama in their western stories they’re bound to get a bang out of this new Tom Keene adventure. Also be sure to post a window card at all spots where western literature is popular—not only newsstands, but circulation libraries and book stores as well.

You might also make a paste-up of a lot of the colorful covers of these western mags for a lobby display with copy declaring that all lovers of western stories have a big thrill in store for them in this roaring new hit.

GALA WESTERN DANCE STUNT

Tie up with some local social or fraternal organization to stage an old-time western dance. You can give them stills of this Tom Keene hit to help decorate the hall and offer passes as prizes to those wearing the best costumes. There should also be a Tom Keene roping contest, using pretty girls as the objects to be roped. The whole affair can be a lot of fun that will help you sell “The Driftin’ Kid” very nicely.

Order Plenty of Window Cards

Be sure to ask to see the window card for “The Driftin’ Kid” at your Monogram Exchange. Printed in brilliant red and blue, it sells Tom Keene and action with a capital A. Cover the town well in advance, using them as tack cards as well as in windows. Trimmed down close to the illustration and pasted back to back, the cards make excellent marquee hangers, too.

Distribute Keene “Westerners” Cards to Kids

Here’s a showmanship stunt that will pay off on all the Tom Keene pictures you play. Distribute membership pledges for “Tom Keene’s Westerners Club” to all youngsters attending the theatre for a few weeks preceding the playdate. When the signed pledges are returned during the run of a Tom Keene feature they receive a regular membership card. If you wish, this card may entitle them to benefits such as slightly reduced admissions, low-cost giveaways, chances on prizes (promoted merchandise), etc. Announce on a card in the lobby that all pledges will be forwarded to Tom Keene in Hollywood. Both the pledges and the membership cards can be printed locally along the lines of these samples.

THE TOM KEENE PLEDGE

“I promise to live cleanly, fight squarely, speak sincerely and play fairly. Each day I will try to assist those who may need my help or protection.”

Signed

This Is To Certify That

is a member in good standing of the

TOM KEENE WESTERNERS

and is pledged to live up to the Tom Keene Code for Young Americans.
Horse-Sketching Contest for Kids

Horses are among the most interesting subjects for budding artists to illustrate. Hold a contest for the best effort by youngsters to draw western horses in action.

Try to hook up with drawing classes in your community schools by offering to exhibit the best entries in your lobby and giving the winners with a pair of passes to see "The Driftin' Kid." You can bet that no matter how crude their talent, the kids will surely try to win free admissions to see a western hit.

Get the Smash Action Trailer

There's no better way of selling a western than giving the fans a few smashing samples of the picture's melodrama and thrills. Sock over "The Driftin' Kid" by running the fast-moving trailer produced by National Screen Service. It will make them talk and BUY!

Valances, Flags Are Seat Sellers

Shout out the news that fighting Tom Keene is at your theatre. The attractive valance, styled to fit any marquee, will help do the trick. The flag can be seen for blocks. Both these accessories can be rented reasonably from:

LIBERMAN FLAG AND VALANCE CO.
71 Fifth Avenue, New York City

DE LUXE DISPLAYS

Eye-catching silk screen posters can be had on a rental basis to assure you an attractive lobby at very low cost. Sizes 40 x 60 and 30 x 40 plus a colorful banner have been prepared by National Screen Accessories. Order direct from their local office or write, 525 West 43rd St., New York City, for details.

Use Tom Keene's Personal Endorsement of This Film As the Best of All His Roles

Take the word of every Monogram executive and producer and of the star himself that "The Driftin' Kid" tops any action hit Tom Keene has ever made! You can cash in on Tom's long time standing as a top rank western star and assure the attendance of every single member of his wide following by using his personal statement that this is his favorite role and his best picture. Include this quote in teaser ads, lobby displays and all your advertising, exploitation and publicity:

"I hope that every one of my friends will see "The Driftin' Kid" because I sincerely believe it's the best action story of the rip-roaring west I've ever had the good fortune to appear in."

(Signed) TOM KEENE.

For an extra lobby stunt, you might display a giant postcard, addressed to Tom Keene, with an invitation to fans to sign their names to this message: "Congratulations! We think "The Driftin' Kid" is the best action picture you've made yet. Here's hoping you'll come back in lots more stories just as thrilling."

SOCK 3-SHEET CUT-OUT!

MAKE YOURS NOW! START USING IT WELL IN ADVANCE OF THE PLAY DATE

The vivid three-sheet on the first of the Tom Keene series, "Wanderers of the West," was especially designed to provide a large, eye-arresting cut-out of the popular star that could be used on all his pictures. Brilliantly colored, this powerful likeness of the cowboy hero with gun in hand can be used as an advance display in your inner lobby and then moved out front during the run of the picture. It's a great bet, too, for use atop the marquee. It will be doubly effective up there at night illuminated by a baby spotlight with "blinker" attachment.

Remember, to build this cut-out be sure to order the 3-sheet on "Wanderers of the West" which carries the illustration shown at the left. Then simply strip in at the bottom the title "The Driftin' Kid" or whichever Tom Keene feature you're playing.
Order Plenty of These
PUNCH-PACKED ACCESSORIES

"THE DRIFTIN' KID"

SIX SHEET

37 MONOGRAM EXCHANGES
To Serve You!

ALBANY, NEW YORK
ATLANTA, GEORGIA
BOSTON, MASSACHUSETTS
BUFFALO, NEW YORK
CINCINNATI, OHIO
CHARLOTTE, NORTH CAROLINA
CHICAGO, ILLINOIS
CLEVELAND, OHIO
DALLAS, TEXAS
DENVER, COLORADO
DES MOINES, IOWA
DETROIT, MICHIGAN
INDIANAPOLIS, INDIANA
KANSAS CITY, MISSOURI
LOS ANGELES, CALIFORNIA
MEMPHIS, TENNESSEE
MILWAUKEE, WISCONSIN
MINNEAPOLIS, MINNESOTA
NEW HAVEN, CONNECTICUT
NEW ORLEANS, LOUISIANA
NEW YORK, NEW YORK
OKLAHOMA CITY, OKLAHOMA
OMAHA, NEBRASKA
PHILADELPHIA, PENNSYLVANIA
PITTSBURGH, PENNSYLVANIA
ST. LOUIS, MISSOURI
PORTLAND, OREGON
SALT LAKE CITY, UTAH
SAN FRANCISCO, CALIFORNIA
SEATTLE, WASHINGTON
WASHINGTON, D. C.
TORONTO, ONTARIO
MONTREAL, QUEBEC
WINNIPEG, MANITOBA
ST. JOHN, NEW BRUNSWICK
CALGARY, ALBERTA
VANCOUVER, BRITISH COLUMBIA

Executive Office:
4376 SUNSET DRIVE,
HOLLYWOOD, CALIFORNIA

'THE DRIFTIN' KID'

INSERT CARD

THREE SHEET

SET OF TWO 22 x 28's

ONE SHEET

Printed in U.S.A.