SPECTRUM PICTURES CORP. presents
A NEW SUPER WESTERN

STARRING
BILL CODY
AND HIS HORSE
"CHICO" THE MAGNIFICENT

in
FRONTIER DAYS
FEATURETTE

“FRONTIER DAYS” THRILLING DRAMA OF THE WILD WEST!

Bill Cody, dashing hero of the screen in a brilliant revival of western glamour.

Heroism, romance and adventure blended into a fast-moving drama of the old west by Director Bob Hill.

In a blaze of gunfire, and the clatter of thundering hoofs, Bill Cody as the Pinto Kid, on his magnificent Arabian horse “Chico” gallantly rides across the screen of the Theatre in Spectrum’s Pictures’ first super-western “FRONTIER DAYS.”

There is action, sizzling action, loaded with spine tingling thrills in this tale of the hardy days when braves and guns dictated the laws of the land.

Breath-taking, riding of the daredevil stage coach robbers, running gun battles between posse and bandits, cruel, grueling fist fights, wizardly stunts and daring heroism, furnish the great thrills and suspense.

The romance between beautiful Beas Wilson (Ada Ince) and the courageous Pinto Kid is delightfully interwoven in the spectacular highlights and the dramatic situations. Wheeler Oakman, playing the villainous role as Henry Jethrow, extends himself in a splendid characterization of the desppicable arch plotter. Others in the cast contributing excellent performances include Bill Deamond, Franklin Farmum, Bill Cody, Jr., and Vie Poteel.

The inspiring scenic splendor of the “FRONTIER DAYS” truly expresses the beauty of the Golden West. The areas of the blazing desert, intriguing and treacherous rocky formations, and the majestic grandeur of the snow-capped mountains, present a worthy and magnificent background for this smart piece of entertainment.

In spite of the many rough characters playing important parts in this picture, supervisor Al Alt has done a creditable job in keeping the dialogue and action clean. The whole family can enjoy it.

ADVENTURE AND THRILLS IN “FRONTIER DAYS”

Out of a maze of Western stories comes Spectrum’s picture “FRONTIER DAYS.” It is an informative and thrilling picture, giving a well-told story of the stage coach days.

Bill Cody, dashing Western star, plays the leading role as the Pinto Kid, “Chico,” his magnificent Arabian horse, rides his master to new glory. Lovely Ada Ince charms the audience as the heroine, Wheeler Oakman, Bill Deamond, Franklin Farmum, Bill Cody, Jr., Vie Poteel, and a troupe of daredevil riders, crowd this dramatic Western with daring, spine-chilling stunts. All directed by Bob Hill, under the supervision of Al Alt, “FRONTIER DAYS” ranks among the best in motion picture entertainment.

ADVANCE SHORT

BILL CODY AND ADA INCE IN WESTERN THRILLER, “FRONTIER DAYS”

A thrill-packed tale of the old days, starring Bill Cody as the Pinto Kid, and his Arabian horse “Chico,” the Magnificent, will be shown on the screen of the Theatre. In a brilliant revival of stage coach robberies, blazing gun play, sensational riding, Bill Cody is strongly supported by an excellent cast including Ada Ince, Wheeler Oakman, Bill Deamond, Bill Cody, Jr., Franklin Farmum, Vie Poteel and a great troupe of daring riders. Rob Hill directed under the supervision of Al Alt.
Bill Cody and Frankie Farnum in "Frontier Days"

Bill Cody, as the Pinto Kid, and his trick horse 'Chico' ride to new glory in "FRONTIER DAYS," a spectacular Western thriller that is exciting audiences at the theatre currently.

It's a rip-roaring, bang-up Western drama with thrilling sequences of sensational riding, daring gun play, rough-and-tumble fist fights, and with a sweet romance interwoven under the smart direction of Bob Hite.

The beautiful Ada Ince playing opposite Cody supplies the charm and character of Western femininity. Wheeler Oakman, the bad man of the movies, gives a powerful and convincing portrayal of the villain, while Bill Cody, Jr., and Frankie Farnum round it out as characters with excellent performances.

"FRONTIER DAYS" is a story of the old West with the Pinto Kid on a secret mission of the Fargo express system in an effort to frustrate the clever but ruthless hold-ups of the Company's coaches. The Pinto Kid meets the beautiful daughter of Hank Wilson, who has also been victimized by the gang's depredations. The Pinto Kid uses this and pin their crimes on the Kid, giving the plot a maze of unusual twists and situations, which involve a tense and gripping re-action to the performance as the story is wound to its thrilling conclusion. The sets are elaborate.

INA CAMERON

CAST — BIOGRAPHIES PRESENTATION STORY

Biographies Of The Players

ADA INCE
Ada Ince, playing opposite Bill Cody in the picture "FRONTIER DAYS," is an exceptionally well-liked young actress. She has a wonderful manner and a gift for dramatic interpretation.

WHEELER OAKMAN
Wheeler Oakman, who plays the villainous Harvey Jethrow, is the hero of "FRONTIER DAYS." He is the leader of the gang and becomes a hunted man.

LAKE MCKEE
Lake McKee, playing the part of Hank Wilson in "FRONTIER DAYS," is an old favorite in Western films. He is a well-known actor and has won many admirers.

PHOTO DIRECTION

photograph the Pinto Kid, is an ex-Confederate soldier who is the hero of "FRONTIER DAYS" and a great favorite with audiences everywhere.

BILL CODY, JR.
Bill Cody, Jr., playing the part of Bob Hite, is the director of "FRONTIER DAYS." He is noted for his skill in handling actors and creating dramatic scenes.

ROUGH STUFF IN THE WILD WEST

REVIEW

PINTO KID RIDES AGAIN
Kida's Hero in Thrilling Drama Of Frontier Days

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Bill Cody in a Dramatic Scene from "Frontier Days"
Mr. Exhibitor: In offering Spectrum Pictures super-westerns, we realize that super-western means something pretty big as compared to others. That is just what “FRONTIER DAYS” is, BIG. With the best of casts under very practical conditions. World production costs for the purpose of making high quality pictures
CATCHLINES

- Thrill-packed drama of “FRONTIER DAYS.”
- Gripping gun play, spectacular riding, West “FRONTIER DAYS.”
- A story of a beautiful romance in the West, out-shoots and out-wits the daring.
- Wilson amid the blazing guns of a thrilling story with Bill Cody and his FRONTIER DAYS.”
- Enthralling Romance—Dramatic adventure in the glamorous west with Bill

westerns for the entertainment of your patrons, we re-

as the meaning has been established by the major com-
We are producing these gems of Western stories with
king as independent producers, our money goes into

ity Westerns and not into overhead which cannot be

You can safely play up “FRONTIER DAYS” in your
A Ballyhoo Stunt That Will Gain Attention

Rig out a cowboy in full Western regalia on a spirited Galico Pinto (if available), if not, any other saddle horse. Rider who can snap a blacksnake preferred. Bill Cody is an expert Australian bull whip (blacksnake) artist, and makes spectacular use of it in "FRONTIER DAYS." With appropriate placards, have your rider do your town.

Not bad to have one or more boys as cowboys on ponies distribute hand bills: Bill Cody, Jr., in "FRONTIER DAYS" is an inspiration. We particularly recommend a synopsis of "FRONTIER DAYS" for a throwaway.

Cowboy paraphernalia is always interesting in a window display. Use stills, one sheet cut out and blow up the synopsis of "FRONTIER DAYS" as the center attraction in the window.

It's an established custom to use lobby cards in front of your Theatre. That's good business, but have you ever tried spreading a few sets in vacant windows? Add your placard and you will create more business.

Advance Material For Your Program

Interesting biographies of the players and a fascinating synopsis of "FRONTIER DAYS" are printed in this press book for your use.

Outfit your ushers in Western costume; and don't forget a matinee presentation of "Kiddies" on the range in Western atmosphere in songs—dances—instrumental music, etc.

A SHOWMAN'S

SMASHING ACTION IN A MAGNETIC POWER THAT WILL PULL

SET OF EIGHT 11x14 LOBBY CARDS
TIE-UPS

A fifteen minute radio script on "FRONTIER DAYS" is available at your exchanges. Western programs on the radio are meeting popular approval currently, and you will find this script practical for use with professional or local talent. You may arrange a direct tie-up with your local broadcasting station. And/or you may arrange with a local sponsor for radio time.

Merchants having children's cowboy outfits and toys in stock are good prospects for tie-ups. Contact them for window and counter displays, featuring Bill Cody, Jr.'s important part in "FRONTIER DAYS." The one and three sheets are practical for cut-out displays.

LOBBYY DISPLAY

— BLAZING COLOR POWER OF ATTRACTION YOUR PATRONS IN

SET OF FIFTEEN 8x10 STILLS
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