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8 BEAUTIFULLY COLORED 11×14'S
The action is breathtaking, the comedy, zidesplitting, the melody, superb — put all three in one picture, Mr. Showman and you have a Lone Rider Western — the best product that can be made — the kind of stuff that is guaranteed to jampack every seat in your house.

This fellow George Houston has what it takes! He's big, he's rough, he can fight with the best of 'em, shoot with the best of 'em, ride like a madman and sing like a thrush! He's got personality, he's got Box-Office written all over him!

And P.R.C. isn't an outfit to let a good bet like George Houston get away from it. For this 'smartest little fellow in Hollywood' goes the limit to insure exhibitors and fans everywhere, the absolute utmost in screen fare every time a George Houston opus is offered.

There's story, cast, direction and production values galore, all to make the best product Hollywood brains and Hollywood money can produce. And fans from coast to coast are responding to this campaign of intelligent movie-making — George Houston is rapidly forging his way to the front rank, the first five of box-office receipts.

"The Lone Rider in Frontier Fury" is far and away the best slambang, high voltage, dynamite-laden vehicle Houston has yet appeared in, here is a soak-soaked story about George's one-man campaign to clear up a nasty murder which for a while has him slated for the hangman's noose and an early grave. When proof of his innocence changes on the altar of an illusory semblance, Houston decides to get on the trail himself to clear his name and stop some wholesale thievery. Action blazes to Forest Fire heat when trapped by his enemies, George is forced to think and blast his way to freedom and to eventual success.

"The Lone Rider in Frontier Fury" is the stuff folks want — it's the stuff that's made to satisfy every type of patron you cater to; there's melody by "the golden voices of the west" and there's a roaring action, and loads of laughs. It's a bonanza for every showman who wants to give the folks the shows they want to see.

Ask the boys who have already hooked "Lone Rider" westerns — ask them how the audience responded, how the box-office records went by the board; ask them if their patrons left the house with a big grin and plenty of joy on every face — then rush out and book "The Lone Rider in Frontier Fury" and help yourself to plenty of happy hours counting big receipts!

It's a P.R.C. picture! It's a "Lone Rider Western!" It's Box-Office Smash from beginning to end! It's "The Lone Rider in Frontier Fury!"
**COME CLEAN!**

"LONE RIDER IN FRONTIER FURY" PROVES SUPERB FILM

GEORGE HOUSTON BETTER THAN EVER IN LATEST THRILLER

By NELSON DEAN

Fast action and speedy thinking is the golden tones of George Houston's high calibre baritone thrilled the audience at the . . . Theatre, when the fourth of the Producers Releasing Corporation series of the "Lone Rider in Frontier Fury," made its debut day engagements in . . .

"Lone Rider in Frontier Fury," Houston starring musical western is dominated throughout by the three-thousand-nice cowboy. That voice has the power and the cost of admission. But the handsome six horse riders and acts and songs with plenty of fire.

Events past the spectator from the opening scene to the closing song, and the plot is richly filled with fast riding and straight shooting. False convictions of murder, the Long Lancer trails the outlaw town, Wagon-wheel, and the town of Straight Shooting. He tracks down the real killer and keeps his true identity concealed from his JB ranch to the band of kidnapping and murder. The action is never lost until the climax.

Comed Al St. John is always reliable for laughs and contributions give a fun to the proceedings. The faith and loyalty of the mountain men in the plot, a perfect type for the beautiful picture they are in. Virginia gratefully makes a convincing transition from the starlet to the heroine of working woman. The actress and daughter of Wagon-wheel's go-to town's storekeeper to Houston's ownmiddling type.

Others in the cast who made a strong impression were Karl Hackett, Ted Adams, Archie Hall, Bud Buster, and Ed Hall. The entire production, well-directed and composed, is an example of the highest spirt of the boys that will be able to manage to . . .

These Boys Know Music

By NELSON DEAN

Western songs are more popular with audiences today than at any other type of modern music. The authorities for this statement are J. W. Lewis, president of Producers Releasing Corporation, the "Lone Rider in Frontier Fury." Lewis cites the rise in the musical western, now playing at the . . .

Lange and Porter, who have written many of the popular songs during the past few years, including "Little Red River," "40 Acres and a Mule," "I've Got a Valentine," write over fifty western a year. Lewis cites the rise in the popularity of that type music, with a lot of new music written for the show. Lange and Porter, a top songwriting team, are the most famous in this genre, and their contributions are always eagerly awaited.

Of course, the western song has to be good to stand the test, but Lange and Porter seem to have what it takes, having written more western songs than any other songwriters in Hollywood.

Adams Is Always A Bad Man

By NELSON DEAN

A cowboy from New Jersey does the ten-gallon again in "The Lone Rider in Frontier Fury," now at the . . . Theatre. Adams plays the part of a ruthless outlaw, and his scenes and songs at camp meetings throughout the country.

A taste for adventure began in his early years, Adams was a cowboy, and song at camp meetings throughout the country.

For a time the singing star sailed before the mast and journeyed through the western part of the country. Adams' stocky figure and distinctive voice surprised him to train at the Julliard School of Music, Rutgers University, Houston, led an active life, including opera, stage work, and radio.

At Rogers, Houston won letters in football, track, and basketball. A . . .

BAD MAN'S FINISH!

GEORGE HOUSTON IS A COWBOY FROM NEW JERSEY

By NELSON DEAN

A cowboy from New Jersey does the ten-gallon again in "The Lone Rider in Frontier Fury," now at the . . . Theatre. Adams plays the part of a ruthless outlaw, and his scenes and songs at camp meetings throughout the country.

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At Rogers, Houston won letters in football, track, and basketball. A . . .
"Fuzzy" Got A Free Singer

(Corner) The tables were turned on Al St. John, laughable "Fuzzy" of "The Lone Rider In Frontier Fury," by George Houston musical western now at the Al St. John Theatre. When studio producers taught him the target of a prey for the cameras while filming the latest of the P.R.C. series. The confident Al, fond of being seen in his St. John's continual gag-style on the set. Filmed, turned, and prepared a loaded perforator to blow into Jolly Foulard's hat for the comedians. Unsuccessful, by a trick, St. John put up the big and pulled away for a few feet, and then cocked his head and by that time the perforator was smoking cold. He knocked in the end for the comedians' whiskers to catch on fire. But after the smoke began to curl up, one of the gagspliers ventured a pitch of a net, and down went St. John. As the comic collapsed his dipping foot found a lock and slipped around the kneebeath and surrounded him and thought of humor. Accepting apologies from the studio for the reverse he'd pulled off. Then, finally explained that the movie cameramen weren't grinding for the rare comedy scene. He surveyed his face in a wardrobe mirror and discovered that the hurt and glory was evident for the tears. "After all," he remarked, "these white faces are as pride as any prop. I have to grow my own!"

Guinevere, Mary Brooke, Karl Hackett, Tom London, Ed Peck, St. Bud Buster, John Elliot, and Archie Hall.

Lone Rider Is Better'n Ever

(Rovell) Packed with thrills, all along the way, "The Lone Rider in Frontier Fury" George Houston starring musical western which opened in a cloud of excitement at the Al St. John Theatre yesterday. The. story chucks up another victory, and presents a film with sure fire potential and yet another feature. And the top-run, swirling baritone who carries a song and dancing will make a western star who can ride and sing, and entertain with brilliance and daring. As the cowboy knight errant falsely accused of murder, Houston never better. He sings his name and scene. In the process, saves statuesque Hillary Brooke from a gang of kidnapping desperadoes. He is trying to get her ransom to escape and where Houston must ride out, and Hillary Brooke is followed by a henchman of an outlaw's daughter, bent on spending her life catering to a band of cutthroats.

In addition to a story and a shock for every scene, "The Lone Rider in Frontier Fury" presents a splendid group of scenes. It's St. John's comedy, three new cowboy tunes and excellent mounting and directing. The screen Lone Rider has an angle to please the most specialized taste, and fast-moving action to please every taste.

PROGRAM NOTES

A PRACTICAL joke almost turned into a calamity, when the whisker of Al St. John, currently featured in Producers Releasing Corporation's "Lone Rider in Frontier Fury," caught fire after St. John had unwittingly tossed a puff too many on a hot cigar. George Houston, one of the film, saved the day by dousing his comic sidekick in a bucket of water. The film is now playing at the... (Theatre). GEORGE HOUSTON, singing cowboy star of Producers Releasing Corporation's "Lone Rider in Frontier Fury," has seen his pictures in over thirty countries, some of which Houston must ride out, and Hillary Brooke is followed by a henchman of an outlaw's daughter, bent on spending her life catering to a band of cutthroats.

Nudd Boster, who plays a character role in Producers Releasing Corporation's "Lone Rider in Frontier Fury," George Houston musical western, due at the... (Theatre). Had the comedy bud in the first western ever produced in California. The cast includes Al St. John, Hillary Brooke, Virginia Card, and Karl Hackett. Sigmond Neufeld produced.

LONE RIDER, who has the title role in Producers Releasing Corporation's "Lone Rider In Frontier Fury," due at the... (Theatre). The story has been retold in the west where there are still stories of the old West, where thieves, robbers, kidnappers, and murderers still roam the streets of the peaceful country-side.

Lone Rider, Hillary Brooke, and the rabbits that he and the group of cattle which he has rescued.

HOUSTON, instead of following uncertain pathways, is helping to dig out the situation, the group of cattle which he has rescued. Sigmond Neufeld, the director of "The Lone Rider in Frontier Fury," was directed by Sam Neufeld. Sigmond Neufeld produced.

EXCHANGES OR FULL SETS OF ACCESSORIES DIRECTLY FROM HAROLD J. FLAVIN, Inc.

250 WEST 54th STREET New York City

SIX-GUN GAL!

You had to think fast in the old west, says Houstoun

(Aadge) Gun fighting in the days of the Old West depended upon not a little alertness and cunning, according to singing cowboy George Houston, who has the title role in the P.R.C's "The Lone Rider in Frontier Fury," due at the Al St. John Theatre.

According to Houston, more often than not a sheriff or desperado killer would find himself trapped, with no chance of drawing his gun. It was then that these added tricks of the trade proved their worth.

For example, one place in the film where the killer's gun is barred to him, in the dead of night he would tune his ears and take his steps slowly, to the sound of the cowboys' hooves. Instead the cowboy star resorts to the oldest trick of all, throwing the contents of his coffee cup in his adversary's eyes.

Lone Rider is able to draw his own gun and start shooting. Almost the next time he plays his tricks, he takes his left hand to his hat and he quickly pulls it across the eyes of his foe, once again drawing his weapon to the confusion of his enemies.

Three times he is forced to flick his cigarette into a quantity of expended powder to blind both the man and his gun in the ensuing smoke.

Many more such outlaw as the Kid, Jesse James and the like that he has played have all seen such tricks are usual, but it is said that his most outlandish stunts are when he would have been consider-

Lone Rider in Frontier Fury, Al St. John, Hillary Brooke, Ted Adams and Virginia Card.

LAWLESS TOWNSHOWN IN GEORGE HOUSTON WESTERN

Terror of early days in the West, the outlaws in "The Lone Rider in Frontier Fury," starring George Houston, singing cowboy star of musical western coming to the Wagonwheel Gap, lawless town down in the foot of all hill slopes of the old West, where thieves, robbers, kidnappers, and murderers still roam the streets of the peaceful country-side. Singing George Houston, Lone Rider, and the rabbits that he and the group of cattle which he has rescued.

The scenes of "The Lone Rider In Frontier Fury" were directed by Sam Neufeld. Sigmond Neufeld produced.

Lone Rider, Hillary Brooke, and the rabbits that he and the group of cattle which he has rescued.

Al St. John Knows His Business

(Corner) Veterans of more than five hundred screen appearances in the P.R.C. Lone Rider series, now displays his comic abilities in the George Houston musical westerns, "The Lone Rider in Frontier Fury" at the... (Theatre).

When the humorous element was first introduced into cowboy pictures, St. John decided to concentrate on characters that would appeal to the audience. "The Lone Rider in Frontier Fury" is a J.B. ranch chase a herd of cattle which have been stampeded.

Al St. John, instead of following uncertain pathways, is helping to dig out the situation, the group of cattle which he has rescued. Sigmond Neufeld, the director of "The Lone Rider in Frontier Fury," was directed by Sam Neufeld. Sigmond Neufeld produced.

In the dialogue he adds the American variety-action comedy, with an emphasis on pantomime. St. John is cast generally as the sidekick of a romantic star, and currently appears both in the "Lone Rider" and "Billy the Kid" westerns for Sigmond Neufeld.

In the cast of "The Lone Rider in Frontier Fury" are Hillary Brooke, Karl Hackett, Ted Adams, Archie Hall, Bud Buster, Virginia Card, Ed Peck, St. John Elliot, Tom London, and Frank Ellis.

LONE RIDER, who has the title role in Producers Releasing Corporation's "Lone Rider In Frontier Fury," due at the... (Theatre). Had the comedy bud in the first western ever produced in California. The cast includes Al St. John, Hillary Brooke, Virginia Card, and Karl Hackett. Sigmond Neufeld produced.

HOLLYWOOD'S most prolific writer of western songs, Johnny Lange and Lew Porter have contributed three new members to Producers Releasing Corporation's "Lone Rider in Frontier Fury," George Houston starring musical western, now playing at the... (Theatre). These songs are "That I Left Too Soon," "Down By The Old Alamo," and "Ride 'Em Cowboy." Sigmond Neufeld.

TED ADAMS, who plays the 'heavy' in Producers Releasing Corporation's musical western, "Lone Rider In Frontier Fury," now at the... (Theatre), has never had a sympathetic role in films. George Houston is starred. Others in the cast are Al St. John, Hillary Brooke, Virginia Card and Karl Hackett.

Illustrated poster of Al St. John, who has the title role in Producers Releasing Corporation's "Lone Rider in Frontier Fury." Have been retold in the west where there are still stories of the old West, where thieves, robbers, kidnappers, and murderers still roam the streets of the peaceful country-side.
18 BOX OFFICE STIMULANTS

6

Adventures of Billy The Kid
Starring Fighting BOB STEELE

The Screen's most popular fighting hero, Bob Steele, as Billy the Kid, the great Southwest's most notorious two-gun personality, whose name and reputation will go down in history as the greatest and most reckless adventurer ever spawned.

1-"BILLY THE KID OUTLAWED"
2-"BILLY THE KID IN TEXAS"
3-"BILLY THE KID'S GUN JUSTICE"
4-"BILLY THE KID'S RANGE WAR"
5-"BILLY THE KID'S FIGHTING PALS"
6-"BILLY THE KID IN SANTA FE"

6

Frontier Marshal Western Tornadoes
Starring Gallant TIM McCOY

With a star as popular as Tim McCoy in stories that move with lightning speed that have an abundance of gripping situations, and whirlwind entertainment, this group is first-class sure-fire box-office.

1-"FRONTIER CRUSADER"
2-"GUN CODE"
3-"ARIZONA GANG BUSTERS"
4-"RIDERS OF BLACK MOUNTAIN"
5-"OUTLAWS OF THE RIO GRANDE"
6-"THE TEXAS MARSHAL"

6

Lone Rider Hair-Trigger Westerns
Starring GEORGE HOUSTON

Fighting Courage, Sublime Romance, Sparkling Humor against the Gorgeous Panorama of the Glamorous West.

1-LONE RIDER "Rides On"
2-LONE RIDER "Crosses The Rio"
3-LONE RIDER in "Ghost Town"
4-LONE RIDER in "Frontier Fury"
5-LONE RIDER "At The Rodeo"
6-LONE RIDER "Meets The Outlaws"

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present
George Houston
THE LONE RIDER IN FRONTIER FURY
HILLARY BROOKE - AL ST. JOHN
Produced by SIGMUND HEIFELD - Directed by SAM NEWFIELD

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