WALTER FUTTER Presents

HOOT GIBSON

"FRONTIER JUSTICE"

RANGE WAR FOR THE WATER RIGHTS!

FROM THE NOVEL BY COL. GEORGE B. RODNEY

WITH JANE BARNES
RICHARD CRAMER

SCREEN PLAY BY W. SCOTT DARLING

DIRECTED BY ROBERT McGOWAN
Walter Futter

SPEAKS

Producer of
"AFRICA SPEAKS"

Has a Message
For Exhibitors!

Dear Mr. Exhibitor:

You've agreed with me — scores of times, in the past few years!
You've booked pictures that I've made — because, you believed they had definite Box Office value.
I've brought you "Africa Speaks," "India Speaks," and "Hong Kong Nights." In the short subject field, I've brought you "Curiosities," and John P. Medbury's "Travelaughs."

These pictures "speak for themselves". Their power to pull business into theaters, has been established all over the world.

Now, I am making a new series of pictures — packed full of the ingredients which give Box Offices an irresistible draw.

Westerns are again in great favor!

But, the demand today is for convincing as well as thrilling pictures of this type. Present day audiences are too intelligent to be entertained by the unbelievable, two-gun, cliff-hanging "horse operas" of silent picture days.

There is a wide gap today in the market for westerns — a gap between the occasional epic produced by major companies; and the flood of cheaply, so-called "blood and thunder" westerns.

I hope to fill this prevalent and existing need, with a series of Outdoor Classics starring Hoot Gibson.

These pictures will be more than "westerns". They will be productions of the highest caliber.

Strong stories, with plenty of fast action, and generously flavored with clean, refreshing comedy — will give Hoot Gibson an opportunity to add many more loyal admirers to his already staggering total of twenty million fans.

I believe confidently that the Hoot Gibson series of Outdoor Classics will be a big money maker for theaters everywhere.

Again — do you agree with me?

Cordially,

WALTER FUTTER
HOOT GIBSON SERIES OF OUTDOOR CLASSICS MEETS THE BIG DEMAND FOR SUPER-WESTERNS

Interpreter of the Eternal West

Once again, the wave of public demand swings back to westerns!
And once again, Walter Futter hits the bullseye of the entertainment
market, with the RIGHT picture at the RIGHT time.
He scored a triumph when he gave you “Africa Speaks” — because it was the
first great “talkie” of the jungle.
Now he scores again — with a series of 8 Hoot Gibson Outdoor Classics at a
time when western pictures are Ace High with the public.
The first — “Frontier Justice,” sets the pace, with fast-action, delightful
humor, a touch of romance, and an abundance of the inimitable Hoot Gibson variety
of ridin’, ropin’ and gun-play.
The story is by Colonel George B. Rodney, veteran writer of western novels.
“Frontier Justice” was published in book form, simultaneously with the release of
the picture.
The screen play is by W. Scott Darling, who has scripted numerous outstanding
successes for studios in Hollywood and London.
The cast is far different from the ordinary group of cow-boy actors who often
fill the roles in western pictures. The cast of “Frontier Justice” contains names
that have been up in lights. The players give strong support to the star, and make
the story convincing, entertaining, and absorbing.
And the star! Hoot Gibson gives a triumphant performance in “Frontier
Justice.” And, with the power to hold audiences spell-bound, he gallops through
antics which only Hoot can do — antics that have endeared him to the hearts of
millions.
Such a smashing combination — star, story, supporting cast — plus the fact
that “Frontier Justice” hits the bullseye of demand for super-westerns, gives every
theater owner everywhere an unexcelled opportunity to “cash in” at the Box Office.

SYNOPSIS OF THIS FAST MOVING DRAMATIC STORY OF THE RANGE

BRENT HALSTON returns from several years in Baja California to find his father
incarcerated in an insane asylum; Gilbert Ware, an ex-gambler, as his guardian;
his father’s note for $30,000 in the hands of James Wilton; and his father’s cattle
ranch about to be taken over by sheep men because it contains the only available
water in the valley.
Ben Lively, foreman of Halston’s Five Springs Ranch, explains that a cow or
horse won’t drink water that has been oiled from the bodies of sheep; and that sheep
clip the grass on the range so close that no other living animal can graze. So, it is a
light to the finish between cattle men and sheep men for domination of the valley.
Gilbert Ware is leader of the sheep men, and arch-plotscher in the scheme to
get control of Five Springs Ranch. Wilton is his pawn, and has been carrying out
his orders. Brent listens at the door of Ware’s room, and hears these two men admit
that the elder Halston has been “railroaded” to the asylum.
Brent is in love with Ethel Gordon, who lives with her mother, near the Five
Springs ranch house.
Brent engages a lawyer to help him unravel the mess, but the lawyer requires
money with which to bring legal action to prevent foreclosure on the ranch. Brent
visits his father in the asylum, and learns from him that $50,000 in bonds has been
cached in a mattress. The superintendent of the asylum transmits this same infor-
mation to Ware, having overheard the conversation between the elder Halston and
Brent. But Brent reaches the ranch ahead of Ware, and seizes the bonds.
Wilton makes advances to Ethel, but Brent rides up just in time and swings a
lariat over Wilton’s shoulders, pinning his arms to his sides. Brent is set upon rounding
up the cattle men of the valley, as the sheep men are attempting to drive
their herds to the Five Springs Ranch for water. Ethel asks to join him, and together
they ride through the country, sounding the alarm.
As these sheep men are about to cut the fence, Brent and his men open fire.
Wilton and Brent have a hand to hand tussle, and Wilton in a frantic effort to
escape shoots and kills one of his own men, Winn.
When Wilton returns to town, he announces to the sheriff that Brent has mur-
dered his man Winn. Brent is arrested, but escapes from jail, taking Ware pris-
oneer, carries him to a cave. By threats of torture, Brent makes Ware sign a con-
fession that brings about the release of the elder Halston from the asylum. The
$30,000 note which Wilton holds, proves to be a forgery, and the sheepmen are
driven out of the valley. Ethel says she is going to ask the elder Halston for his son’s
hand in marriage, as Brent doesn’t seem to have enough sense to ask her himself.
ADVERTISING

Hoot Gibson in Frontier Justice

A LARGE VARIETY OF ADS in Practical Sizes

AVAILABLE in CUT or MAT

Order by Number

CATCHLINES

A fast moving "Ride 'Em Cowboy" story packed with breathless thrills.

A fight to the finish between sheep men and cattle men for control of the range.

A scheming scoundrel — a hard hitting hero — and the struggle for supremacy on the Five Springs Ranch.

Water! Worth its weight in gold to sheep men and cattle men. Men's lives are sacrificed for the right to water their herds.

How Hoot Gibson, the dare-devil hero, saves his father's ranch and wins the love of a girl.

A battling buckaroo fights a gang of scheming sheep men — a picture that's packed to the hilt with blazing action.

Hoot Gibson — a real cow-boy — and the only star portraying western roles exclusively on the screen today.

By a writer who knows the west — and a star that makes it live before your eyes.

A daring drama of the days when gun-play enforced the laws of the range.

When justice became a mockery, he took the law into his own hands.

A larrupin' cow-puncher who laughs and loves — law-breakers who learn to fear this fighting fool of the range-lands.

Never mention "sheep" to a cow-hand — it's like waving a red flag in front of a bull.

THIS CAMPAIGN BOOK
Prepared by HARVEY AGENCY
723 Seventh Avenue
New York City
SHOWMEN ATTENTION!

Here's Your Chance to Cash in on a
FREE TRIP TO THE
HOOT GIBSON RODEO
Sponsored by
BOST TOOTH PASTE CORP.
with complete publicity cooperation in every detail
from the Bost Tooth Paste Corp., who will supply:

FREE: Window Cards
FREE: Combination Herald and Contest
Entry Blanks
FREE: 500 Colored Souvenir Pictures of
Hoot Gibson to each Exhibitor
FREE: SPECIAL CONTEST TRAILER
to be ordered from National Screen Service
(Specify Contest Trailer When Ordering)

Bost Tooth Paste Corp., will circularize every Drug Store in
the United States with Special Advertising Material and full
details of the Contest. Here's a ready-made tie-up with your local
drug stores when you play the Hoot Gibson pictures.

THE LUCKY WINNER GETS A FREE TRIP TO THE HOOT
GIBSON RODEO at his Saugus Ranch, Saugus, California
All expenses paid by BOST TOOTH PASTE CORP.
HERE ARE THE RULES OF THE CONTEST

RULES OF GINGLE CONTEST

Open to all boys and girls under 15, who must fill in last line of following
jingle and mail with empty large size carton, or facsimile drawn by hand of
Bost Tooth Paste:

Hoot Gibson is my favorite star
His acting can't be beat,
But Bost Tooth Paste is sure by far

(Last line to be filled in)

All expenses will be paid by Bost Tooth Paste to the Hoot Gibson Rodeo
with expenses of one other person to accompany the winner to Saugus Ranch,
Saugus, California with one-week as the personal guest of Hoot Gibson at his
rodeo and for a personally conducted tour of the Hollywood Studios.

Officials of the Bost Tooth Paste Co. will be the judges. Their decision will
be final.

Contestants will be notified of award as promptly as possible after the
contest closes.

Entry blank with last line of jingle filled in together with empty carton of
large size Bost Tooth Paste must be mailed to: BOST TOOTH PASTE CORP.,
Grand Central Palace, New York City.

If you are interested in capitalizing on this big tie-up,
communicate with

Mr. RUSSELL HOLM
BOST TOOTH PASTE CORP.
Grand Central Palace, New York City
PLOT OF "FRONTIER JUSTICE" 
BASED ON TRADITIONAL ENMITY OF COWBOYS AND SHEEP HERDERS

HILL-BILLIE QUARTETTE 
SING COWBOY SONGS 
IN HOOT GIBSON WESTERN

The renowned hill-billies in capacities, sing cowboy songs right out of the West, in Hoot Gibson's newest starting picture, "Frontier Justice," which opens at the ... Theatre.

Beverly Hills is where most of the motion picture stars have their homes. Beverly Hills is the picture-picture hill, but a few miles from Hollywood. And, from the hills of Beverly, comes the Beverly Hill-Billies, who have captured a tremendous radio following throughout the West.

For nearly six years the Beverly Hill-Billies have been one of the outstanding guests of the foxes. In "Frontier Justice," these boys continue their cowboy hits on the movies.

HOOT GIBSON IS EXPERTE PICKER OF WESTERN STORIES

Hoot Gibson would probably be an outstanding success as an editor, he is a hold-the-desk of some western story magazines, and he knows what the public wants when it comes to entertaining material about the wide open spaces.

"I read thousands of manuscripts," declared Hoot, who is star of "Frontier Justice," his hundred and fifth western picture, which opens on the 28th at the Theatre, "just the way from original stories, to short stories, novels and plays. The western pictures are the most successful, I have a pretty good idea of what the public wants in entertainment of this sort."

"The closer a story sticks to the real country, the more will the wild and implausible antics for thrills, the better it is. Action comes first in the westerns, but it must be action which is the logical outcome of a good basic story idea."

TYPICAL WESTERN GIRL COMES FROM BOSTON

"She's a typical western girl!" That was Hoot Gibson's remark, when he first saw Miss Barnes, his leading lady in "Frontier Justice," his newest western for Division Pictures, Inc., which starts at the Theatre.

"I tell you that story from Montana or Wyoming," declared Hoot, "you sure look right!"

"Surely to disappoint you, Mr. Gibson," said Jane Barnes, "but I'm from Fort Worth, over in the west before in my life."

"Just what I thought," returned Hoot. "These girls are all coming from finishing schools and get their saddle experience in a riding ring."

"DON'T ever mention sheep to a cow-puncher," warns Hoot Gibson, star of "Frontier Justice," now playing at the Theatre, and himself an ex-cowboy, "or you'll have trouble."

The traditional conflict between cattle and sheep interests, on the western screen, is the basis of Colonel George B. Rodney's novel, "Frontier Justice," from which the story for the picture was adapted.

There have been as many fights and as much gun-play in the West as the result of special antagonism between cowboys and sheep herders, from other cause. Ask Hoot Gibson, while the picture was being filmed, "How do you handle sheep in the West?"

"Cow punchers and sheep herders are just different breeds of cattle."

"The trouble begins, of course, over the effort made by cattle men to keep sheep off the range. Cattle need drink water which sheep have been made, because of the habits of sheep pollutes water for cattle."

"Sheep can carry diseases which cattle can't get into, and for that reason the cattle men have always been given preferences on the range. But, now and then sheep men have their differences, finding sufficient water, and quite often the war between sheep and cattle breaks out into the open."

"Frontier Justice" is a thrilling story of the trickery of sheep men, in their efforts to gain control over water rights. Hoot Gibson, who plays the role of Frontier Justice, is the son of a sheep man's father's ranch over five years spent in finishing the picture.

When he returns, he discovers that the sheep men have ruthlessly killed his father's sheep, and that the old man is in an insane asylum, so that they can get control of the grass. How Hoot Gibson, in the exciting role of Frontier Justice, fights the bloody battle on the sheep men and holds the country for the cattle interests, and eventually, wins the love of Effie Gordon, who is played by Jane Barnes, serves as the vehicle for his latest and one of his most thrilling westerns for the screen.

SIGNED FOR ENTIRE "OUR GANG" DIRECTOR HOOT GIBSON SERIES

If patience is a virtue, Robert Mc- Gowan, who directed Hoot Gibson in "Frontier Justice," which opens ... at the Theatre, deserves a halo.

Before McGowan joined Division Pictures, which is producing the present series of Hoot Gibson westerns, he directed more than 200 "Our Gang" comedies.

"We've often heard that actors are just children," declared McGowan, "but it isn't true that actors are children. Just visit some of the boys who played in this series the best trained, best schooled in Hollywood for their age, but never the less it takes a tremendous amount of patience to get them to perform sometimes."

In producing the "Our Gang" series, we often spent a whole morning desultering to get one scene. The kids who played in this series are the best trained, best schooled in Hollywood for their age, but never the less it takes a tremendous amount of patience to get them to perform sometimes.

McGowan was chosen by Walter Futter, head of Division Pictures, to direct the present Hoot Gibson series, because of his long experience in developing rapid action in directing pictures. Although the "Our Gang" company constituted unusual patience to master, when they appeared on the screen, they moved with a speed tempo -- which is the essential, in making westerns, according to Futter.

YOUNG AMERICA LOYAL ARMY OF HOOT GIBSON FOLLOWERS

Hoot Gibson has probably the greatest audience of children of any star on the screens, and Hoot is very jealous of his thousands of loyal and youthful followers.

That's the reason Hoot Gibson insists in every contract he makes for pictures, that he have the right to approve each story, "Frontier Justice," starring Hoot Gibson, and opening on the 28th at the Theatre, is an example of fast moving western drama, which contains some of the sensational and lard elements that excite and excite children.

"Kids are the greatest imitators," said Hoot, "and if they see something they are doing something, no matter what it is, they insist upon doing the same thing. For this reason, I am very careful in making motion pictures which youngsters are apt to see."

"When the two-gun element is done away with in western pictures, and good story material is put in its place, adults will find westerns as entertaining as children do."

Right On The Button!

Scene From "Frontier Justice"

2 Col. Scene Cut or Mar No. 14

ADVANCE REVIEWS - CURRENT SHORTS - SCENES

2 Col. Scene Cut or Mar No. 15

ROMANCE

SIGNED FOR ENTIRE "OUR GANG" DIRECTOR HOOT GIBSON SERIES

If patience is a virtue, Robert Mc- Gowan, who directed Hoot Gibson in "Frontier Justice," which opens ... at the Theatre, 

de...
**SHORTS**

Franklyn Farmar, whose name is known around the world for his superlative work in western pictures during the silent era, and Lloyd Ingram, who was at one time an ace Hollywood director, appear with Hoot Gibson in "Frontier Justice," a diversification picture, which opens at...

Jane Barnes, leading lady with Hoot Gibson in "Frontier Justice," is a fast moving story of the range, which opens at...

Theater, learned to ride horseback on a Witch pop's parents gave her while she was attending school in Boston.

Hoot Gibson, who is starred in "Frontier Justice," a diversification picture, opens at...

Theater, is born in Tokishan, Nebraska, and began his career in the movies at the age of.

Two hundred and five pictures! That's the record Hoot Gibson has made since he left the cow-country to star in the movies. "Frontier Justice," a diversification picture, opens or...

at the Theater, is his newest western thriller.

Speed is the by-word of Hoot Gibson, whose latest full length western feature, "Frontier Justice," opens or...

at the Theater. In addition to his whirlwind riding on horseback, he is also an expert, and was a stunt man, often using racing automobiles to add thrills to pictures.

Hoot Gibson, who lived for many years on the range before venturing to Hollywood, has appeared in most of the big rodeos not only in this country, but all over the world. He does some fast riding in "Frontier Justice," a diversification picture, which opens or...

at the Theater.

The Hoot Gibson ranch at Saugrin near Holmouth, the scene for April the Fourth of the Hoot Gibson-Rooney film, "Frontier Justice," was the scene for most of the big rodeos not only in this country, but all over the world. He does some fast riding in "Frontier Justice," a diversification picture, which opens or...

at the Theater. George Yerman, who plays the sheriff in "Frontier Justice," Hoot Gibson's latest western, which opens or...

at the Theater, was a very devilish fellow before entering upon a career in motion pictures.

**BOOK TIE-UP**

Simultaneously with the release of the picture, "Frontier Justice" is being published as a novel. "Frontier Justice" was written by Colby George R. Rooney, who is one of the more popular of the western story writers. The book stores, book departments of the department stores, and the rental libraries—will all have copies of "Frontier Justice" by the time you are ready to exploit the picture.

As "Frontier Justice" is a brand new book with them—fresh off the presses, the book stores and rental libraries will be glad to promote its dissemination.

Let them know you are running "Frontier Justice" at your theater. Send them material to build a display window with a tie-up between "Frontier Justice" and the novel, "Frontier Justice" the picture, playing at your theater.

**HOOT GIBSON SCURES AGAIN IN ACTION-PACKED THRILLER "FRONTIER JUSTICE"**

Hoot Gibson scores again in his newest picture, "Frontier Justice," which opened at the... Theater, turned the trick that saved cattle from the dreadful maw of sheep herders.

It's a thrilling story, "Frontier Justice," and with Hoot Gibson as the star, and a strong supporting cast, it offers an entertainment which is one of the most exciting and laughable of the week.

Hoot Gibson knows the west, and knows how to ride. And, what's more, how to portray the two-gun cowboy on the screen with such conviction that his pictures always seem thoroughly sincere.

Hoot can act. That, perhaps, is the reason "Frontier Justice" offers far more in entertainment than the usual run of westerns which depend so largely upon tricks and stunts to carry them through.

There is a real story behind "Frontier Justice," and Scott Darling, who wrote the story for Colonel George R. Rooney's novel of the same name, has lost none of the refreshing characteristics and concentrated action originally conceived by Colonel Rooney.

Hoot Gibson plays the role of Brent Halston, who returns to his father's ranch in the desert country in Daja California, to find his father in an asylum, and the ranch in the hands of sheep men.

Every westerner knows that cattle will not live in the same country with sheep, and in the conflict which develops between the cattle and sheep interests makes "Frontier Justice" an epic of the range lands. There is a girl, of course, which is admirably played by June Barnes, a newcomer to westerns, but not a newcomer to the screen. For June Barnes has appeared in some of the outstanding motion picture pictures of the past year.

Besides Hoot Gibson and June Barnes, in the leading roles, the cast includes such top ranking performers of the screen as: Richard Cromer, Roger Williams, John Elliott, Franklyn Farmar, Lloyd Ingram, Joseph Girard, and George Yerman.

**ACCESSORIES**

- 6-Sheet
- 3-Sheet
- 1-Sheet
- Slide
- Herald
- Ad Cuts and Mats
- Scene Cuts and Mats
- Trailers
- Set of 25 8x10 Black and White Stills
- Insert Card
- Set of Two 22 x 28's
- Full Color
- Set of B—11 x 14's
- Full Color
- Press Book

**DISPLAY OF FRONTIER GUNS**

Your sporting goods store will know of someone in town who has a hobby of collecting guns.

There is someone in every town who has a wall in their den loaded with old antiquated shooting pieces.

The possessor of the collection is always very proud of his relics—and, would be glad to loan them for a display in the theater lobby during the run of "Frontier Justice."

For a back-ground card, use some such caption as:

"Guns like this spoke the law in frontier days when justice was often taken in hand by bandits."

**COMING SOON!**

**HOOT GIBSON IN ANOTHER THRILLING SUPER-WESTERN**

book to be made by DIVERSION PICTURES, INC. WALTER FUTTER, President

- BOOK THE ENTIRE SERIES OF B AND BE SURE OF CASHING IN REGULARLY with HOOT GIBSON AT YOUR THEATRE