Johnny Carpenter Once Professional Ball Player

Johnny Carpenter, who portrays both the hero and the villain in the Rural West Production, "The Lawless Rider," which opens at the . . . Theatre, bails out of Hot Springs, Arkansas. He used to play professional baseball back in his home state and was good enough that in 1936 he worked out for the Chicago White Sox. But he'll never know whether he would have made the team. An auto ran away from its stringing practice fence and broke his leg. While the leg mended, he stayed on the farm, ranch, and in spirit. His father sensed his disappointment and one day lifted him on a horse and told him to take a ride. Johnny had been around horses all his life but suddenly this short joust, his confidence returned and he took a new lease on life.

Later, Carpenter went to Hollywood, where he worked in several pictures as "Rebel Mullen" with Robert Young, "National Velvet" at MGM as one of the jockeys, riding the complete grueling steeplechase course, and in "Duel at Silver Creek" and "Law and Order" at Universal.

He then wrote and produced several pictures himself, and now comes into his own as a lighting marvel in "The Lawless Riders," his favorite type of role.

Frankie Darro In New Film

(Biography)

Though still considered a youth, Frankie Darro is a real Hollywood veteran, having been in pictures for more than six years.

Darro, who appears in "The Lawless Rider" as one of the lawless riders, has distinguished himself, began his movie picture career in the silent days and won his earliest success in a series of boxing pictures in which he encountered with "Ty" during "The Lawless Rider" is now playing at the . . . Theatre.

Later, he appeared in several pictures with James Cagney, notably "The Public Enemy" and "Maurice of Hell," and then became the star's youngest stuntman.

His amazing ability came in handy for "The Lawless Rider," as he engaged in several dramatic stunt acting sequences. He must have real courage, a fine instinct for taking chances, and a real sense of timing in order to make the hero's escape from the law and the villain the most exciting on the screen.

No Doubles

Johnny Carpenter, ex-stuntman at MGM and Universal, and the only Hollywood stuntman to ride the entire "Grand National" race in "The Seabiscuit," has retired in favor of a double in his own pictures. Portraying a dual role of hero and villain in "The Lawless Rider," he is now playing at the . . . Theatre, he engages in several dangerous fist fights, the most exciting, gale, gun duel, breakneck riding scenes, stop a runaway bucking, lass a rifle from Frankie Darro's hands with his whip, and in right in the middle of a spectacular fist melee between 50 stuntmen portraying lawmen and villains in the climax of the picture.

But Carpenter, who also wrote and produced the picture, is not only ex-stunt man connected with the production. Director Yakima Canutt, who was also famous as a stunt man.
THE ACTION WESTERN
THAT
REACHES
THE HEIGHT
OF
DOUBLE-
BARRELED
EXCITEMENT!

"THE LAWLESS RIDER"

starring
JOHNNY CARPENTER
with FRANKIE DARRO, DOUGLAS DUMBRILLE

Executive Producer ALEX GORDON • Directed By YAKIMA CANUTT • Written and Produced By
JOHN CARPENTER • A ROYAL WEST PRODUCTION • RELEASED THRU UNITED ARTISTS

4 Cols. x 100 Lines (400 Lines)

THE ACTION WESTERN
that reaches the height of
double-barreled excitement!

"THE LAWLESS RIDE"
THE ACTION WESTERN THAT REACHES THE HEIGHT OF DOUBLE-BARRELED EXCITEMENT!

"THE LAWLESS RIDER"

starring JOHNNY CARPENTER with FRANKIE DORIO, DOUGLAS DUMBLECHE
Executive Producers: ALLEN GORDON - Directed by MURINA DUMBLECHE - Written by JOHNNY CARPENTER - A ROYAL WEST PRODUCTION - RELEASED THRU UNITED ARTISTS

THE DOUBLE-BARRELED, DOUBLE-CROSS ACTION STORY OF TEXAS ROSE...

the she daredevil who branded the lawless with the kiss of death!

"THE LAWLESS RIDER"

starring JOHNNY CARPENTER with FRANKIE DORIO, DOUGLAS DUMBLECHE - Executive Producers: ALLEN GORDON - Directed by MURINA DUMBLECHE - Written and Produced by JOHNNY CARPENTER - A ROYAL WEST PRODUCTION - RELEASED THRU UNITED ARTISTS

John Carpenter, cooperates with Sheriff Douglas Dumbleche in rounding up a band of outlaws in "The Lawless Rider," a United Artists release.

COMPLETE AD-PUBLICITY MAT FOR 35c! SPECIAL MAT NO. 1

Individual mats may be ordered by number at regular price from National Screen Exchange
**COWGIRL STREET BALLY**

Have a good-looking brunette dressed in costume similar to that worn in the picture by Texas Rose Bascom ride a horse through the town, Rose to carry a placard with the following legend: SEE "THE LAWLESS RIDER"—BIJOU NOW!

**MOVIE COWGIRLS CONTEST**

Arrange with your local newspaper to stagger through its classified pages the names of the motion pictures listed here with the female stars who appeared as western characters in these pictures. Award promoted prizes or guest tickets to the first ten people submitting a correct list of pictures and stars, plus a 25-word statement on "Why I'd like to see "The Lawless Rider." Here is the list:


**SMALL WESTERN GIRL**

Arrange with your local newspaper to send a photographer around town snapping pictures of small girls wearing western play-suits. Have them publish several pictures each day with notice of promoted prizes (giving cooperating merchants screen and lobby credit). If newspaper is not available send your own photographer around and have girls whose pictures are posted in your lobby identify themselves when they will receive guest tickets to see "The Lawless Rider."

**MARQUEE—FRONT—LOBBY**

Mount giant blow-up of the lawless rider (see one-sheet) on your marquee with giant-size title.

 Blow-up the rider for one of your outside panels . . . and the shot of Texas Rose holding gun for the other outside panel. Use Art Still elements for door panels.

**WESTERN FASHIONS**

Arrange with local stores selling western costumes and fashions for women to display these tops in their store windows with stills from the pictures showing Texas Rose in her western clothes. In addition to your picture and theatre credits suggest slogan such as this: "Like Texas Rose Bascom in 'The Lawless Rider' all of us gals like those wide open spaces. Dress up, gals!"

**KIDS ROPING CONTEST**

Set apart a small space in your lobby or out front under your marquee with a dummy cow or pony and invite the kids, boys and girls, to try their skill at western roping. Offer prizes of western play-suits promoted from local stores to winners. Give cooperating stores credit in your lobby announcement of the contest. Aim for newspaper cooperation by having a photographer snap contestants in their act with publication of winners' pictures.

**SOMBRERO STUNT**

Procure a regular ten-gallon western sombrero, mount it on a staff or pole in a prominent place in your lobby and invite old and young "to try it on for size." Suggest to camera fans that this is a good stunt for fun in making snaps of their friends in western head-gear.

**ART STILLS**

For special ads, display material and tie-ups. Order from National Screen Exchange.

**POSTER and ACCESSORIES**

**THE LAWLESS RIDER**

22 x 28 LOBBY CARD

Also available
SET OF 8 — 11 x 14 LOBBY CARD

Order All Items From
NATIONAL SCREEN EXCHANGE

ONE SHEET

2 x 36 INSERT CARD