Producers Releasing Corporation presents Tim McCoy in
OUTLAWS OF THE RIO GRANDE
Directed by PETER STEWART
Produced by SIGMUND NEUFELD
SMASHING CUT-OUTS FOR ZIPPY DISPLAYS

For personality stuff, the head of McCoy from the 3-sheet is strong salesmanship. Use it as marquee and lobby display.

The galloping horse is splendid action shot for cut-out from 6-sheet. Use it as lobby stand with picture’s title across center of illustration.

BOOM TIM MCCOY

With Photo-Stamps!

Start your Tim McCoy series of P.B.C. westerns right — and use as many of the accessories outlined on these pages as your budget allows. Tim McCoy photo-stamps are sure to give the western fans a thrill — and will serve to bring them into your theatre.

Order a quantity of the Tim McCoy photo-stamps now and distribute them in advance of your showing.

Minimum order 300 — at $1 per M;
1000 for $7.50.

Order from:
H. JACOBSON
125 West 45th Street
New York City

Hold A Tracking Contest For the Kids!

As a crowd-pulling stunt for movie patrons, sponsor a "Track Down The Rustlers" contest in connection with your showing of Tim McCoy's latest picture.

Get the kids started in front of the theatre and give them clues to track down. You probably played the game when a kid and can make up an itinerary that will have the kids batted and laughing. Let a couple of your usherettes handle the whole shebang — and give prizes to the first dozen kids reaching the destination first.

EVERY KID IN TOWN WILL WANT A TIM MCCOY BUTTON!

One of the neatest novelties you could wish for is the Tim McCoy button.

They carry plenty of punch — the red, white and blue color scheme is flashy and attractive.

Here is a giveaway that will cause a stampede — into your theatre — if you handle it properly.

Announce at special showings of this Western picture, you will give away a button to every patron and display a couple of them in your lobby a few days in advance. The response will surprise you — kids are notorious for wanting to possess pin buttons and remember that Tim McCoy McCoy is one of their favorite heroes.

The Tim McCoy button is 1¼" in diameter and carries a swell likeness of the cowboy star.

Inexpensively priced at: 50¢—65¢; 1M—$15; $14 per M in lots of 5M.

Don’t wait — order liberally now and boost up the returns on this Western.

Order from:
PHILADELPHIA BADGE COMPANY
942 Market Street

Standard McCoy Burgee Saves You Money!

Here is the initial announcement of the standard burgee on all Tim McCoy westerns for P.B.C.

The significant factor about this accessory is that once purchased it is available for use on the remainder of McCoy’s features this season. It will pay you to invest in several of them — and use them for all subsequent pictures.

The McCoy Burgee comes in several bright colors and is composed of waterproofed canvas, 20 in. x 30 in. — 30c each; 24 in. x 36 in. — 75c each.

Fan Fotos Helpful in Exploitation!

Give away Tim McCoy fan fotos and sell your cowboy star to the entire town.

Heavy coated full tone reproductions cost you very little and will wake up your city to the fact that you’re featuring the new western hero on your screen.

You can use reverse side to print coming attractions and get double use. Many showmen have used this plan to good advantage and have made it pay them dividends.

Tim McCoy fan fotos cost you 85.50 per M and can be ordered directly from your nearest P.B.C. Exchange.

Use the Phrase— "It’s the McCoy!"

Tim McCoy’s name can be used catchily in displays, advertising, etc.

Run photo-enlargements of Tim in your lobby or cut-outs of scenes, with copy:

SMASHING THRILLS
WALLOPING ACTION
with TIM MCCOY in
"OUTLAWS OF THE RIO GRANDE"
and it’s the McCoy
Tim McCoy Bids Farewell Tonight

In addition to his strenuous studio work and the management of his huge ranch in Wyoming, Tim McCoy, popular western star who is at present appearing in "Outlaws of the Rio Grande" at the Majestic, has recently added another activity to his list. McCoy, who knows horses from across ang, has succeeded in corning a herd of white and Argentine blooded horses to develop a type of polo ponies far superior to any previously raised.

Tim's success in this venture is the result of careful study and only after a dozen years efforts has he finally reached his goal, but today he can proudly boast that practically all of the polo ponies now being sized are from Tim's stud farm.

Although Tim's customers come from all parts of the country and particularly from the eastern seaboard, most of his ponies find themselves sold to Hollywood outlaws for Tim has found that Hollywood with its all-year polo climate should be the polo center of the country and that he had sold largely through his efforts that the ancient Persian game has taken such a foothold in the States and counts in a game in Los Angeles, out of 35 ponies purchased, 22 of them were from McCoy's Wyoming stock farm.

McCoy's latest smash hit for Producers Distributing Corporation shows Tim's internationalism more than any of his recent pictures. In this exciting epic of border outlaw counterfeitters, Tim is forced not only to ride hard and shoot straight, but to think and plan as far ahead by his adversary. Many he does this to outwit the descriptive counterfeiter, his ingenuity and resourcefulness providing something entirely new in western screen history. The story of "Outlaws of the Rio Grande" was specially written for McCoy and in a closely knit and highly entertaining one which has won high praise from motion picture critics.

Supporting McCoy in an all-star cast of favorites including Rex Lease, Charles King and Karl Kackett, the entirely production was under the supervision of Singmond Neff.

"Outlaws of the Rio Grande" is the latest of the series of Frontier Marshal pictures which McCoy is making for Producers Distributing Corporation and from the reception it is receiving fans are apt to see McCoy's name among the leading box-office attractions when the next poll is taken by the industry.
STRESS WESTERN COLOR IN YOUR LOBBY ATMOSPHERE

Don’t forget that your lobby is the spot where patrons pause to look around and get ideas as to what entertainment is in store for them. You must of course, stress Western color in your display of riding equipment, saddles, lariats, ten-gallon hats, six-guns, rifles, etc. You can obtain these exhibits from a local sports-goods shop by crediting the dealer with an appropriate card. Contact magazine distributors and insert heralds on picture in detective, Western and adventure story mags.

COUNTERFEITING ANGLE

If you can arrange to have your local F.B.I. agency give out a statement or have the office of your bank interviewed regarding counterfeiting and how to detect phony bills, you can get valuable space in your local newspapers. This should not be hard as both the F.B.I. and the banks are in the midst of a campaign to educate the people about bad money.

PLAY THE TRANSIENT TRADE WITH HOTEL CAMPAIGN

A tie-up with your local hotel so that you can put stickers on the newspapers used in their coffee-shops etc., will call to their guests attention the attractions you are offering. Transient trade such as this will not do your box office receipts any harm so try out this or some similar idea.

TRY THE FAMILY GROUP PLAN

Many smart showmen build up their mid-week and "sour-day" attendance by offering the "Family Plan." Offer to allow any family admittance at a bargain rate and get them into the habit of coming to your theatre en masse. The receipts won't be hurt because in most cases, if the offer wasn't made, you probably wouldn't have gotten any of them. This idea has worked well where the theatre was situated in communities of low-earning power. Try it a few times—it may work nicely for you.

FEW TIPS TO SHOWMEN WHO WANT TO FILL THEIR SEATS

Don’t be one of those fellows who sits in the office moping about the "F slab". Radio has taken out of their receipts. Remember that if radio can help sell soap and bread and toothpaste you can sell your product too. DON'T FEAR RADIO—MAKE IT WORK FOR YOU AND YOU'LL HAVE THE BEST PAL YOU'VE EVER HAD!!!

Radio means you can walk into the public’s home and about your story—plenty of folks who never get downtown to see your marquee or your lobby display will buy tickets for your attractions if they hear about them over the air. You don’t need a million dollars worth of talent to sell your idea—just a little bit of intelligent showmanship will do the trick.

So get in touch with your local station and figure out how to use the air-waves. If you don’t believe it will work, just ask some theatre owner who has tried it.

YOUR PATRONS LIKE TO GET MAIL

Don’t forget, Mr. Showman, that folks from Maine to California like to receive mail. No showman ever lost a dime on his mailing list. You don’t need an eye-wallpaper—just a plain snappy announcement of what you have to offer. Just keep plugging week-in and week-out and before long you’ll be happy to discover that lots of folks you’ve never seen previously, are getting into the habit of visiting your house for their movie thrills.

THE BUSINESS IS THERE—MAILING LISTS WILL HELP YOU GET YOUR SHARE OF IT!!!

DON’T FORGET YOU HAVE A STAGE

Here and there you’ll find an exhibitor who uses his stage for something more than a place to set up a “Bingo” board, and who, if you find a fellow like that, you’re discovering a man who knows his business.

There is hardly a town in this country which doesn’t boast of a civic league, high school band or orchestra, and with day’s interest in music, those organizations have mighty high standards. Most of these would jump at the opportunity to get publicity by appearing on your stage as guest and the good-will it would create to nothing of the Jump it would put in your receipts, will astound you.

Get to work on something along the lines—you’ve got an auditorium for your workshop—make it pay every nickel dividends it can—make that theatre yours the civic center of town. You’ll never regret it!
TISING

SURETY FOR
SUCCESS

 produces Releasing Corporation

TIM McCOY
TRAPPED BY HIS WORDS AND FACING DEATH - HE SENT THEM TO THE PUNCH!

1 Col. Ad Cut or Mat No. 3

OUTLAW'S OF THE RIO GRANDE

TIM McCOY
IN THE MOST EXCITING PICTURE OF HIS CAREER

"OUTLAWS OF THE RIO GRANDE"

COUNTERFEITING ANGLE CAN BE BUILT UP FOR EFFECTIVE LOBBY DISPLAY

"Outlaws of the Rio Grande" concerns the activities of a band of ruthless outlaw counterfeiters and Tim McCoy's efforts to track them down. The counterfeiting angle can be used for novel and effective Lobby Display purposes for at the moment the F.B.I. with the cooperation of banks and the Treasury Department is carrying on a relentless war on counterfeiters and their products.

At the present, banks have on hand numerous throwaways showing how to tell phony money, what to do when you get or find a counterfeit bill, and how to act if one is passed on you. These throwaways are interesting, instructive and dramatic and your local authorities and banks will be happy to cooperate with you in their fight. Get a few of these printed announcements and work them into a colorful display in your lobby or in a vacant store window. It will catch the eye, cause comment and bring in added dollars at the box-office.

YOUR LOCAL P.R.C. EXCHANGE IS A FRIENDLY EXCHANGE

Remember that P.R.C. wants you to click with P.R.C. Pictures so don't think for a moment that the exchanges, located in key points throughout the country aren't willing to tip you off to novel stunts, tie-ups, etc. P.R.C. EXCHANGES ARE FRIENDLY EXCHANGES — They sell the best in screen entertainment and they want you to get the best results! So get to know the boys, call on them freely and they'll be tickled to old you to park your house.

WHEN YOU BOOK A P.R.C. PICTURE THE WHOLE P.R.C. ORGANIZATION IS BEHIND YOU HELPING YOU TO BETTER BUSINESS!!!!!
"OUTLAWS OF THE RIO GRANDE" PROVES WELCOME RELIEF FROM SIEZED INISTORY SCREENPLAYS

Tim McCoy Gives Lesson to Inimcants In Thrill-Loaded Western at Strand

A lot of would-be cowboys who have a lot to learn about riding, shooting and fighting would learn a lot about their trade if they could stop in at the Theatre during the next few days. Tim McCoy's latest feature, "Outlaws of the Rio Grande," is now playing, for Colonel Tim McCoy has much to do about how to portray real life gunfighters than practically all of the other western stars put together.

"Outlaws of the Rio Grande" is just about the swellest dish the management of the Strand has served this season. Filled with mad adventure, wild riding, fast shooting and slug-out fighting, Tim's latest triumph is very much and worth the money.

Opening the evening, scenes from Tim McCoy's picture, "Outlaws of the Rio Grande," which is now playing at the Strand Theatre on a two-day run.

Pretty Virginia Carpenter, a newcomer to western outdoor features was personally chosen by Tim McCoy to play the leading feminine role in his latest feature "Outlaws of the Rio Grande" which comes to the Strand Theatre on a two-day run.

'Outlaws of the Rio Grande' is an entertaining Western on the outlaws of the Rio Grande which is now playing at the Strand Theatre. Pretty Virginia Carpenter, a newcomer to western outdoor features was personally chosen by Tim McCoy to play the leading feminine role in his latest feature "Outlaws of the Rio Grande" which comes to the Strand Theatre on a two-day run.

When the War Department in Washington recently requested that the Comanche Indians of Oklahoma be recommended forsignified work, Tim McCoy whose latest starrring picture "Outlaws of the Rio Grande" is now playing at the Strand Theatre knew that this country should be emboldened inlight is already cut out for him.

use his gun, he turns on his brain and before he is through, brings the cowboys to the ground. The climate, unlike anything ever shown in western drama is one which has elicited cheers from both critics and fans. The all-star cast of favorites supports McCoy in the list are such premiering stereotypes as Charles King, Ralph Peters, Karl Hackert, Rex Lease, Frank Ellis and a young lady who was personally selected to play the part by Tim himself, Virginia Carpenter. A strong supporting cast was at charge of production for Producers Reflected Corporation and the direction is under the personal guidance of Peter Stewart.

"Outlaws of the Rio Grande" is not only good fun and gripping, but it's picture-making at its best. Fast paced action, good dialogue, thrilling story and ably acted, it can be recommended for the whole family.

PLEASE ORDER ALL SCENE, STAR AND AD MATS BY NUMBER

Mc Coy Is Sponsor For Vigilante Clubs

Although he has won high honors here and abroad for his riding, fighting and acting, Tim McCoy would rather tell folks about the fun he gets from sponsoring Vigilante Clubs, scattered throughout the country and composed of boys and girls who under the Tim McCoy spell have formed groups which meet under the auspices of theatres and conduct study, recitation, and song-fests. With the coming of "Outlaws of the Rio Grande" Tim's latest smash hit to the P.R.C. studios, it is a sure bet that the local unit will be out for full force when this new feature arrives at the Strand Theatre for a day engagement beginning.
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 TRIGGER PALS"
6-"BILLY THE KID'S LAST RAID"

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-"BORDER BAD MAN"

6

Lone Rider Hair-Trigger Westerns
Starring GEORGE HUSTON

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 "On A Dude Ranch"
4-LONE RIDER "Fights Rustlers"
5-LONE RIDER "At The Rodeo"
6-LONE RIDER "Meets The Outlaws"
FULL COLOR LOBBY CARDS
AND LITHOGRAPHS

PRODUCERS RELEASING CORPORATION presents
TIM McCoy
IN
"OUTLAWS OF THE RIO GRANDE"
With
Virginia CARPENTER - Charles KING - Ralph PETERS
Directed by PETER STEWART - Produced by SIGMUND NEUFELD

SIX SHEET

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