THE WEST GOES TO WAR — FOR WATER!

Olympia City in the seething days of land-sharks, gun-law, "rigged" justice — when the fight for water was the fight for life!

GEORGE O'BRIEN
in
PRAIRIE LAW

WITH VIRGINIA VALE
AND
DICK HOGAN

PRODUCED BY BERT GILROY
DIRECTED BY DAVID HOWARD
SCREEN PLAY BY DORIS SCHROEDER AND ARTHUR V. JONES

MAT 351 — 3 cols. x 120 lines (8½ inches) total, 360 lines

CAMPAIGN BOOK
GEORGE O'BRIEN
in
“PRAIRIE LAW”
with
VIRGINIA VALE • DICK HOGAN

Re-released by RKO Radio Pictures, Inc.

Brill .................. GEORGE O'BRIEN
Priscilla ............... VIRGINIA VALE
Larry ................ DICK HOGAN
Sheriff ................. J. FARRELL MacDonald
Silent ................ SLIM WHITAKER
Pete Gore ............. CYRUS W. KENDALL
Judge Curry .......... PAUL EVERTON
Mr. Bramble .......... HENRY HALL
Abe Sully ............. MONTE MONTAGUE
Murph ................ QUEN RAMSEY

Produced by BERT GILROY
Directed by DAVID HOWARD

The Story

Brill Austin, a cattleman, knows that the frontier farm land being sold new settlers is useless without water despite the false assurances of Judge Curry, a land promoter and his partner Pete Gore, that wells can be dug.

Among the settlers are Bramble, an ex-lawyer and his daughter Priscilla, and his son Larry. A romance develops between Brill and Priscilla, despite the stealing, by the settlers, of the cattleman's water supply. Curry has Bramble appointed Prosecuting Attorney of the town. Larry joins Gore and his men in a cattle raid on Austin's stock and dares Brill to identify them after they have slaughtered.

Sheriff Austin, Brill's uncle, is killed by Gore who pleads self-defense. Curry backs up Gore, tries him in the rigged town court and gets him acquitted.

Brill, discovering that Bramble is against Curry's highthand methods, sends Bramble to the Governor who calls for a new trial for Gore. The trial is not accomplished without bloodshed in which Larry Bramble is wounded saving his father's life. Gore is brought to justice, Curry is punished and peace is established between the settlers and cattlemen.

Running Time .................. 59 Min.
Photophone Footage ............ 5312 Feet

SIX-GUN ARGUMENT. As pretty Virginia Vale anxiously looks on, George O'Brien (center) warns a frontier land swindler to get out of town in RKO Radio's re-released drama, "Prairie Law," starring O'Brien and featuring Miss Vale.

MAT 2-A

BITTER CONFLICT

The land-boom era of the Old West, when settlers by the hundreds were sold farm lands unsuited to agriculture inspires the rugged action in RKO Radio's stirring "Prairie Law," starring George O'Brien.

The land-rush years followed the coming of the cattlemen. The fact that range prairies were unfit for farming was deliberately overlooked by many get-rich-quick promoters of the time. Trainloads of buyers were brought west to look at pseudo town sites and sold adjoining acreage which proved worthless. George O'Brien as a cattleman, seeks to expose the racketeers and a deadly range war between settlers and ranchers provides many thrills and exciting action. Virginia Vale plays the heroine with Dick Hogan, J. Farrell MacDonald and Slim Whitaker importantly cast.

Torn between love for a pretty settler's daughter and his duty to capture her wayward brother who has joined an outlaw group, star George O'Brien finds himself in a puzzling situation in "Prairie Law," RKO Radio's re-issued drama.

George O'Brien Exposes Frontier Range Swindle

A daring scheme to seize control of an entire community by an unscrupulous promoter provides the stirring theme of RKO Radio's re-issued western, "Prairie Law," starring George O'Brien.

Most of the thrilling action takes place in a small frontier town established by a land swindler to sell worthless lots to susceptible settlers. The cattlemen in the district resent the newcomers who ruin the range land, steal the ranchers' cattle and monopolize their water holes. O'Brien as a successful rancher, assumes the leadership of the cowmen, and after many action-packed battles with guerrillas hired by the land shark, exposes his racket and brings his hirings to justice. Virginia Vale and Dick Hogan head the featured cast of the exciting story directed by David Howard.

Land sharks, rustlers and crooked politicians all meet their just desserts when star George O'Brien gets on their trails in "Prairie Law," RKO Radio's re-released saga of the Old West.
Book this group of six outstanding

GEORGE O’BRIEN
feature-length
re-issued westerns
"THE MARSHAL
OF MESA CITY"
"LEGION OF THE LAWLESS"
"THE FIGHTING GRINGO"
"STAGE TO CHINO"
"BULLET CODE"
"PRAIRIE LAW"

ROMANCE blossoms, on the frontier, between star George O’Brien and his leading lady, Virginia Vale in “Prairie Law,” RKO Radio’s re-issued feature western.
MAT 1-B

GEORGE O’BRIEN STARS

The lusty, roaring time of the land-boom era, when western towns sprang up like mushrooms and frequently nourished bitter range wars, is the colorful background of “Prairie Law,” starring George O’Brien, an RKO Radio re-issue.

As a husky rancher, the stalwart western star sets out to rid his section of the frontier of a ruthless swindler and his murderous henchmen, engaged in selling worthless lots to new settlers. Virginia Vale, Dick Hogan, J. Farrell MacDonald and Slim Whitaker have important roles.

MEN FIGHT FOR GOLD...
BUT KILL FOR WATER!
Land-sharks label him “outlaw,” as he battles hired thugs for the Lifeblood of the Plains!

GEORGE O’BRIEN

PRAIRIE LAW

with VIRGINIA VALE
DICK HOGAN

Produced by BERT GILROY • Directed by DAVID HOWARD
Screen Play by Doris Schroeder and Arthur V. Jones

MAT 252

2 cols. x 100 lines (7 inches) total, 200 lines

NOTE ADDITIONAL AD ON COVER
LAND-GRAB FOR WATER RIGHTS!

Swindlers vs. ranchers, where a cup of water is worth an ounce of gold!

THE WEST GOES TO WAR
...FOR WATER!

GEORGE O'BRIEN
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with VIRGINIA VALE
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Produced by BERT GILROY • Directed by DAVID HOWARD
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MAT 251
2 cols. x 38 lines (2 3/4 inches) total, 76 lines

All linages above 2 1/2 inches by 1 column indicated under the ads in this manual include space for your theatre copy.

MAT 154
88 lines (6 3/4 in.) on 1 col.

LAND SHARKS GRAB WATER RIGHTS — IN FINISH FIGHT FOR LIFE!

FINISH FIGHT FOR WATER RIGHTS...

—when the West was young... and tough!

MAT 151
15 lines (1 in.) on 1 col.

MAT 152
35 lines (2 1/2 in.) on 1 col.

MAT 153
52 lines (3 3/4 in.) on 1 col.
Range Racketeers Defraud Farmers in "Prairie Law"

A blood-tingling, action-packed drama of the Old West at the height of the land-rush era, "Prairie Law," RKO Radio's re-released thriller, stars popular George O'Brien.

Locale of the exciting story is a western town site where springs up overnight when an unscrupulous swindler sells lots and farm acreage to misguided buyers on the false promise of unlimited water from wells he is to dig. The cattlemen resent the settlers who ruin the grazing land and steal their cattle and water. O'Brien as one of the ranch owners, and a group of loyal supporters and the swindler and his henchmen meet in a spectacular battle that leads to the dramatic climax of this outstanding thriller, Virginia Vale, Dick Hogan, J. Farrell MacDonald, Slim Whitaker, Cyril W. Kendall and Paul Everson. Produced by Bert Gilroy, David Howard excitingly directed the screen play by Doris Schroeder and Arthur V. Jones adapted from Bernard McConville's original story.

PREPARED REVIEW

Affording him more than the usual amount of hard-riding, two-gun fighting and romantic adventure, George O'Brien's RKO Radio re-release, "Prairie Law," opened yesterday at the Palace Theatre.

O'Brien is starred as a battling cattlemen who, with other loyal ranchers, gets involved in a range feud with a group of settlers under the influence of a crooked land shark. O'Brien's determination to expose the underhanded dealings of the swindler and the latter's sinister efforts to run the ranchers out of the country is climax by a spectacular gun battle between the two factions and a whirlwind finish that left the audience breathless at the final fade-out.

Outstanding performances in support of O'Brien are Virginia Vale as the star's lovely leading lady, Dick Hogan, J. Farrell MacDonald, Slim Whitaker, Cyril W. Kendall and Paul Everson. Produced by Bert Gilroy, David Howard excitingly directed the screen play by Doris Schroeder and Arthur V. Jones adapted from Bernard McConville's original story.

GET-RICH-QUICK SCHEME

Star George O'Brien in back in the saddle again in RKO Radio's re-released western drama, "Prairie Law," a thrilling story of the frontier west in the 80's. Lovely Virginia Vale is his leading lady.

The exciting adventure concerns the bitter conflict between O'Brien, a rancher and leader of the other cattlemen in the section and a get-rich-quick swindler engaged in selling worthless lots to gullible settlers. The conflict between the two parties reaches a spectacular climax in a battle royal, highlighted by O'Brien's personal fight with one of the land marauders. Appearing in support of the stars and Miss Vale are Dick Hogan, J. Farrell MacDonald, Slim Whitaker, Cyril W. Kendall and Paul Everson. David Howard directed.

RESCUED. Lovely Virginia Vale is only too happy to have star George O'Brien come to her aid in RKO Radio's re-released "Prairie Law," in which Miss Vale is featured.

MAT 1-A

LAND FRAUD BATTLE

The age-old conflict between cattlemen and settlers over water rights, land-grabbing and slaughtering of beef so prevalent during the land-rush days of the 80's, motivates the dramatic action in George O'Brien's exciting RKO Radio re-release, "Prairie Law."

The plot concerns the crooked activities of a swindler who sells worthless land to settlers and encouragess the stealing of rancher's water holes. When O'Brien is victim and monopolizing of their timidized he and a loyal companion set out to the country of the crooks and the result is a deadly range-war that provides spectacular thrills. Lovely Virginia Vale is top featured with Dick Hogan in the dramatic saga of land-rush days.

SCARCE BREED

Because most of the present day cattle have such small horns, a huge herd of long-horned steers had to be shipped from Arizona for the scenes in RKO Radio's re-released western "Prairie Law," starring George O'Brien.

With the period of the adventure dated in 1880, when most of the cattle were of the long-horn variety, the steers available in Los Angeles couldn't be used. Twenty-four hours after they had been ordered by telephone, 100 of the animals, traveling by fast truck, reached the RKO Radio studios.


MAT 1-C