THE ACTION PACKED STORY

When men were migrating westward to Oregon, for traders were attempting to open up the interior of the country, the Indians were ready to use any opportunity to attack the whites.

Tex (Tex Ritter) is an army officer, leaves on a mission to discover who is leading the Indians with army rifles. He and his pal Lucky (Nelson McDowell) join up with the wagon train bearing to the Indians, who are bent on revenge. The wagon train is commanded by Colonel (Marcel McEwan), and his son, Tom (Frank LaRue), and his daughter, Ruth (Ruth Muriel Evans).

Tex and his men are soon met with the Indians and they fall into battle. Tex's men are outnumbered, but they manage to hold off the Indians until they are rescued by the wagon train. Tex and his men are able to escape, and the wagon train is able to continue on its journey.

Journeying on to town, Tex and Lucky find themselves in a dance hall where they witness a skit on the wagon train. Tex is immediately attracted to the young woman, and he decides to help her.

Tex and his men are soon met with the Indians again, and this time they are able to overpower them. Tex is hailed as a hero, and he is able to continue on his journey.

ON HIS OWN

Almost every big western star in pictures today has a screen sidekick, popularly called "velvet pants," who furnishes much of the comedy in the picture and generally goes the hero.

Not so Tex Ritter, singing cowboy star of Monogram's "Roll Wagon Roll," now playing at the theatre. The cowboy Texas explains this by saying that in the olden days of the west, every man had to shoot and ride as well as the next one, and he never found out that he was his own best friend.

"The code of the west is that he travels fastest who travels alone," and he has tried to follow that rule in many of my pictures," says Tex.

"Roll Wagon Roll" is the story of the pioneer trek to Oregon, and the fight with the mountains and other obstacles. The picture is directed by Al Herman, and it is a Western production for the benefit of the audience.

Ostensibly, Tex and his men are on a mission to rescue the wagon train, but in reality, they are simply looking for adventure. The picture is directed by Al Herman, and it is a Western production for the benefit of the audience.

FILM SCHEDULE INTERRUPTED BY BIRTH OF COLT

Tex Ritter became a godfather the other day, when a colt was born on location for Monogram's "Roll Wagon Roll," which is now playing at the theatre.

The Monogram troupe went to Kansas, Utah, to shoot the picture, in order to get some of the country's finest scenery for background. With the exception of Ritter's "White Flash," who carries the lead in the picture, horses used in the film were from the Gates ranch nearby.

When one of the horses owned by Mr. Gates gave birth to a colt, Gates and the animal "Pioneer," in honor of the picture being filmed. Gates thought the colt such a fine animal that he consented to it being filmed, and a number of pictures of Tex and "Pioneer" were made, not only over the mantle in the Gates Ranch Home.

"Roll Wagon Roll" is the story of the days before the gold rush, when the pioneers were pushing westward into Oregon, and the wagon train was a commodity for the benefit of the audience.

"Roll Wagon Roll" contains more scenes than Tex's other pictures, among them the stirring "Roll Wagon Wheels." Comedy is given more emphasis with the addition of Nelson McDowell to Tex's pal, the cast; and the picture deals with the early west and the pioneers because this was found to be the favorite subject for westerns in the survey of public opinion.

"Roll Wagon Roll" is, in fact, regarded as one of the finest of thousands of western films, and is the result of careful study and research by Tex Ritter on his personal appearance tour. It is the story of the dramatic fight for Oregon, in the days when the fur traders were trying to keep the settlers out of the northwest. Outstanding in the cast are Marcel McEwan, Nelson Williams, Frank LaRue and Tom London.

Al Herman was the director. Edward Finney produced.

CREDITS

Produced by EDWARD J. FINNEY
Directed by AL HERMAN
Story and Screenplay by NANCY BURTON and EDMOND SELSO
Photographed by ROGER MERTON
Musical score and direction by FRANK C. MCCAL
Film Editor REED BAIN

SHORTS

Muriel Evans, who is Tex Ritter's leading lady in Monogram's "Roll Wagon Roll," now at the theatre, enters pictures after winning a beauty contest and then being given a bit part in Little Theatre plays. Tex Ritter is the star.

Nelson Williams, currently appearing in Monogram's "Roll Wagon Roll," Tex Ritter stars, is being given a chance to make his film debut in other pictures as well.

Tex Ritter and Nelson McDowell in "Roll Wagon Roll."
EXPLOITATION BALLYHOO FOR BIGGER BOX OFFICE!

FROM COVERED WAGON TO STREAMLINED TRAINS!

"Roll Wagons Roll!" is the thrilling saga of early attempts to cross the Great Divide into Oregon. Today, streamlined trains rush across the prairies, following many of the original trails blazed by the heroic pioneers. This fact can be made to pay off in many ways.

Plant stills of the wagon trains in windows of travel agencies and shipping offices. Window cards can stress improvement in cross-country travel and shipping since the heroic days when the pioneering "Roll Wagon Roll!" was heard throughout the west.

Local automobile dealers can tie in with stunts showing the improvement in travel vehicles since pioneer days.

In addition, "Roll Wagons Roll!" is an excellent basis for an essay contest on "The Pioneers Who Made America" or "Covered Wagons to Streamliners."

Order the following stills for displays:

TIE UP WITH FURRIERS!

The desperate attempts to prevent the pioneers from settling in Oregon by the fur traders who wished to retain their monopoly on the fur trade forms the plot of "Roll Wagons Roll."

Arrange with local furrier for special displays of expensive furs in your lobby. Card could read: "For trappers battled heroic pioneers in early Oregon for priceless furs like these. See Tex Ritter outwit the renegade in "Roll Wagons Roll."

Additional effect can be gained by posting posters, dressed as trappers, to guard your display.

Wagon Wheels for Front and Lobby!

Feature wagon wheels in your house ballyhoo. They readily lend an authentic "western" touch to your showing.

A novel and attractive display can be worked out by simply mounting stills from the picture on a rough, wooden wagon wheel. A variation of this theme would be to mount the stills behind the wheel making your patrons peer between the spokes to see them.

Also, if the laws of your city permit, the wagon wheel silhouette stunt can be used to great advantage. Place a small amber spotlight behind a wagon wheel mounted on an axle in your outer lobby. As the wheel slowly rotates, a huge moving silhouette is thrown on the walls of buildings across the street.

The realistic effect of this massive, rotating wagon wheel will cause plenty of excitement and pull a good many extra dollars to your box-office.

Army Uniform is Basis for Contest!

In "Roll Wagons Roll," Tex dons the role of a scout, assigned to break up the renegade bands operating in the Northwest. Tex was one of the most colorful in her outfit, and his story holds a record for his courage in the face of death. Offer a prize to the kid wearing the most realistic army uniform to your theater. The winner is awarded a chance to stand in the center of the audience; on his head or shoulder is placed a toy soldier or a doll Thunder Bells.

STANDARD VALANCE!

Price: $2.50
Order from: HOLLYWOOD ADVERTISING CO., 600 West 45th Street New York City

Roll Wagon Wheels!

In "Roll Wagons Roll," Tex stings the sweating bandit, "The Phantom Horse. With this as a basis, hold a "ROLL WAGON WHEELS ROLLING CONTEST" for the fans.

Narrow a number of old-fashioned wagon wheels to use in the stunt. Entrants roll the wheels by hitting them with sticks in a battle russe down the main street to your theater. You'll create plenty of thrill all over town, and arouse the interest of fans of all ages.
**DIXIE CUPS PLUG TEX!**

The multi-million ice cream consumers of the nation are solidly sold on Tex via a sensational tie-up with Dixie-Vortex, manufacturers of the world’s famous Dixie Cups. Fans are reminded of Tex each time they remove the cover lid containing a handsome photo of the singing star, and the name of his latest thriller.

In addition, two full pages in the giant-sized Dixie-Vortex premium book and devoted to Tex. A novel and effective promotion campaign has been worked out to increase your business and to sell all Dixie Cups in town. Special trailer material and accessories will be supplied to exhibitors by Dixie-Vortex.

For complete details, write:
Mr. J. D. Catlin
DIXIE-VORTEX COMPANY
Easton, Pa.

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**GIVEAWAYS BRING DOLLARS!**

**FAN FOTOS INEXPENSIVE! BUTTONS — $8 per M!**

There’s nothing like a fan foto to promote good will. These handsome halftone photomontage reproductions of Tex, printed on heavy glass stock and posted to resemble expensive art prints are suitable for framing. Sells on space on local merchant and dime store walls. Order from your Monogram Exchange.

**TEX RITTER BOOK MATCHES!**

Just the thing for kids... and at a price wall within your exploitation budget. Poppy two-colored Tex Ritter buttons measure 11/4" in diameter. Price is lowest in luthe history.

**PHILADELPHIA BADGE CO.**


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**PHOTO STAMPS OF TEX!**

*Kids of all ages collect photo stamps of favorite movie stars. Help their collections by offering one of Tex. New 11½" gummed and perforated. Prices: $1 per 100; $7 per M. Minimum order is 100.

Order from:
H. JACOBSON
125 West 46th St.
New York City

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**WIN FREE PASSES IN COLT NAMING CONTEST!**

In this story, Tex is pictured with "Pioneer" the catt which was born on location while Tex was making "Roll Wagons Roll." Display it in your lobby and let kids submit a name for the animal. Free passes can be awarded to the kids submitting the best names for the animal.

Order still number 3843-11.

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**ACCESSORIES**

**TEX RITTER 'ROLL WAGONS ROLL'**

**37 MONOGRAM EXCHANGES To Serve You!**

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**MUSIC STORE TIE-UPS!**

DECCA RECORDS

Tex has made a popular series of fourteen recordings for Decca, one of the largest musical instrument companies in the world. Arrangements to play these in your lobby during the drive-in season are under way.

Full details:

DECCA RECORDS

57 West 57th Street, New York City

GIBSON GUITARS

One of the important tie-ups is with Gibson, the world famous name in musical instruments. Each new instrumentation, is supplied with a Paul Whiteman "Roll Wagons Roll" man to do the promotion. Full details:

GIBSON, INC.

Kalamazoo, Mich.

COWBOY SONG FOLIO

The local program for contest winners. This unique collection of Western songs contains music for piano, guitar, mandolin, etc. Has been in high demand since its picture in your weekly issue. Publisher will be glad to send complimentary copy.

Write:
SAM FOX
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