

Document Citation

Title	Dragoon Wells massacre
Author(s)	
Source	<i>Allied Artists Pictures Corporation</i>
Date	
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	10
Subjects	Freeman, Mona (1926), Baltimore, Maryland, United States Jurado, Katy (1927), Mexico Sullivan, Barry (1912), New York, New York, United States Schuster, Harold D. (1902-1986), Cherokee, Iowa, United States O'Keefe, Dennis (1908-1968), Fort Madison, Iowa, United States
Film Subjects	Dragoon Wells massacre, Schuster, Harold D., 1957

Allied Artists'
SPECTACULAR BLOOD-AND-THUNDER

CINEMASCOPE **ADVENTURE**

THAT'LL SET A TORCH TO YOUR BOXOFFICE!

DRAGOON WELLS MASSACRE

**THE BLOOD-STAINED INFAMY
THAT SET A TORCH TO THE WEST!**



BARRY SULLIVAN • DENNIS O'KEEFE • MONA FREEMAN • KATY JURADO in
DRAGOON WELLS MASSACRE

AN ALLIED ARTISTS PICTURE
FILMED IN
CINEMASCOPE
COLOR BY DE LUXE



A LINDSLEY PARSONS PRODUCTION • Associate Producer JOHN H. BURROWS • Directed by HAROLD SCHUSTER • Screenplay by WARREN DOUGLAS

**Here's
Your
OPENING
DAY
AD**

Ad Mat No. 401
4 Col. x 140 Lines

Your **ALLIED ARTISTS** Showmanship Campaign Book

ACTION STARS IN ADVENTURE



DRAGOON WELLS MASSACRE No. 22

Dennis O'Keefe and Barry Sullivan, right, with Trevor Bardette in background, watchfully wait for an Apache attack in this scene from the big CinemaScope and color by De Luxe outdoor drama, "Dragoon Wells Massacre." Both stars share headline honors in the Lindsley Parsons production for Allied Artists with Mona Freeman and Katy Jurado.

BARRY SULLIVAN STARS AS GAMBLER IN OUTDOOR DRAMA

Barry Sullivan's self-confessed inability to resist a good role has been instrumental in making him one of the biggest booffice personalities in show business. Few actors would or could venture to undertake as rigorous a professional schedule as the star of "Dragoon Wells Massacre," Allied Artists outdoor drama currently showing at the theatre, has maintained for the past several years.

On the eve of planing out for Kanab, Utah, where the exciting Lindsley Parsons production was filmed in CinemaScope and color by De Luxe, against breathtaking scenery, Sullivan completed the last of 39 half-hour TV shows for his "Man Called X" series. A fortnight after finishing his role in the picture, which co-stars Dennis O'Keefe, Mona Freeman and Katy Jurado and was directed by Harold Schuster, he was back in New York for rehearsals for his next Broadway play, "Too Late the Phalarope."

Even Sullivan admits that this frenetic regimen can be termed living dangerously but he loves it and, evidently, thrives on it.

His career went into high gear with his year-long stage appearance as Greenwald, the lawyer, in "The Caine Mutiny Court Martial." He stepped into the role on five days' rehearsal and, although Henry Fonda had previously been seen in the part, gave it an individual interpretation which made it a personal triumph.

Although he had made more than 30 motion pictures, Sullivan was "rediscovered" by Hollywood, and producers began frantically bidding for his services—at triple his former salary. He read scripts all during his "Caine Mutiny" run, appearing in the drama in New York, Chicago, St. Louis and Hollywood. Since returning to Hollywood, he turned down at least 80 picture offers.

Sullivan arrived from St. Louis on a Sunday night and next morning was on a studio set for "Queen Bee," opposite Joan Crawford. The following Wednesday night, he was again playing Greenwald at Hollywood's Huntington Hart-

ford theatre. He juggled the two roles successfully by virtually sleeping at the theatre and catching quick meals at the Brown Derby restaurant across the street. He made two other pictures in 1955, "Texas Lady," with Claudette Colbert, and "Maverick Queen," with Barbara Stanwyck, and climaxed the year by starting his TV series. He has since appeared with Doris Day in "Julie" and starred in two TV spectacles, "Caine Mutiny Court Martial" and "A Bell For Adano."

When Parsons sent him the "Dragoon Wells Massacre" script, Sullivan found the story absorbing and saw in it the basis for a great picture. The character of Link Ferris, gentleman gambler and gunfighter, had both color and credibility, he felt, and he accepted the role. Then he began packing again for the trip to Utah.

John H. Burrows was associate producer on the picture, directed by Harold Schuster and lensed by William H. Clothier.

Credits

Produced by Lindsley Parsons; Associate Producer, John H. Burrows; Directed by Harold Schuster; Screenplay by Warren Douglas; From an original story by Oliver Drake; Photographed by William Clothier; Film Editor, Maurice Wright, A.C.E.; Music Composed and Conducted by Paul Dunlap, featuring the Roger Wagner Chorale; Recorded by Tom Lambert; Assistant Directors, Ken Walters and Lindsley Parsons, Jr.; Set Continuity by Bobbie Sierks; Make-up by Willard Cole; Hairdresser, Madine Danks; Wardrobe, Russell Hanlin; Chief Set Electrician, Lloyd L. Garnell; Casting by Fred H. Messenger; Filmed in CinemaScope, Color by De Luxe.

THE CAST

Link Ferris	BARRY SULLIVAN
Capt. Matt Riordan	DENNIS O'KEEFE
Ann Bradley	MONA FREEMAN
Mara Fay	KATY JURADO
Tioga	JACK ELAM
Jonah	SEBASTIAN CABOT
Phillip Scott	CASEY ADAMS
Marshal Bill Haney	TREVOR BARDETTE
Tom	JON SHEPPOD
Hopi Charlie	HANK WORDEN
Jud	WARREN DOUGLAS
Susan	JUDY STRANGES
Station Agent's Wife	ALMA BELTRAN

Scenic Thrills In Outdoor Hit

The entire filming on "Dragoon Wells Massacre," action drama starring Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado, and now at the theatre, was made outdoors in the rainbow canyons of Southern Utah.

The locale of the Allied Artists release, a Lindsley Parsons production, is Territorial Arizona in 1860, but conspicuously missing from the scene are the saloon and other standard sets of most adventures of the old West.

Directed by Harold Schuster and photographed by William H. Clothier, "Dragoon Wells Massacre" was shot in CinemaScope and color by De Luxe at Kanab, Utah, gateway to the Grand Canyon, Bryce Canyon and Zion National Park. Clothier is among those who consider this area the ideal location for Highway 89, the town of Kanab (population 1300) is surrounded by majestic pink and white buttes, deep gorges, sparkling lakes and green meadows.

Hollywood companies have been going to Kanab since 1934, but "Dragoon Wells Massacre" is the first picture made there in CinemaScope.

COLORFUL



DRAGOON WELLS No. 3 MASSACRE

Popular Barry Sullivan stars as a gentleman gambler and gunfighter in "Dragoon Wells Massacre," big outdoor adventure in CinemaScope and color by De Luxe. Dennis O'Keefe, Mona Freeman and Katy Jurado co-star in the Lindsley Parsons production for Allied Artists.

Authentic Drama Now On Screen

Based on a true incident in the history of the West, the massacre by Apache Indians of white inhabitants at an Arizona wayside station named Dragoon Wells, Allied Artists' big outdoor adventure, "Dragoon Wells Massacre," filmed in CinemaScope and color by De Luxe, and starring Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado, is now showing at the theatre.

In doing the research on the picture, screenplay writer Warren Douglas uncovered the colorful facts about the "hanging judge" of Fort Smith, Ark.

Fearing by all lawbreakers in the vast plains of Texas and the deserts of Arizona, Judge Isaac Parker used to send out a prison wagon to round up the badmen and bring them back to his court for sentencing. His verdict invariably was the noose. A replica of the prison wagon, a somewhat crude version of our modern Black Maria, is introduced on the screen for the first time in "Dragoon Wells Massacre."

The film is a Lindsley Parsons production, with John H. Burrows as associate producer. Harold Schuster was the director.

DENNIS O'KEEFE RETURNS TO UTAH LOCATION AS FILM STAR

Dennis O'Keefe played his first motion picture lead at Kanab, Utah, and 19 years later returned to the scenic point as a star of "Dragoon Wells Massacre," outdoor action drama currently on view at the theatre. The Allied Artists release, in which he portrays a cavalry captain of the Arizona frontier,

was produced by Lindsley Parsons in CinemaScope and color by De Luxe, and also toplines Barry Sullivan, Mona Freeman and Katy Jurado.

Some of the old-timers at Kanab still addressed the actor as Larry Doyle, his original screen name when he worked there in "Bad Man of Brimstone" with the late Wally Beery. Before the film's release, Larry Doyle was rechristened Dennis O'Keefe, the name he retained permanently for his career.

Out of the respect to the memory of his father O'Keefe still uses his real name, Edward James Flanagan, Jr. for legal purposes.

The ruggedly handsome actor was virtually born into show business his parents having been well-known vaudeville troupers, Flanagan and Edwards, and their son joined the act at four years of age. Upon his mother's stage retirement, his father teamed with Neely Edwards as "The Hallroom Boys," a successful comedy act in vaudeville and later in the silent movies.

It is ironic that O'Keefe, a top star for close to two decades, never desired fame as an actor. His ambition from the inception of his career was to direct pictures. With this thought in mind he entered the industry as a comedy gag-writer, then went to work for a processing laboratory to learn the technical side of making pictures. A bit role in a 1937 movie, "Saragoga," was responsible for his taking up acting seriously. The star was Clark Gable who recognized the makings of an actor in the 6 foot, 3-inch Irish lad and recommended a screen test. This, along with public reaction, confirmed his sound judgment.

O'Keefe still writes screenplays under another name, Jonathan Ricks. He has gotten around to directing pictures, in the past couple of years, but his large fan following will not allow him to retire from his place in front of the

THRILLER

"Dragoon Wells Massacre," the stirring outdoor drama in CinemaScope and color by De Luxe, is now on the screen of the theatre. Filmed exclusively in the rainbow canyons of Southern Utah, the big screen adventure stars Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado, and is a Lindsley Parsons production for Allied Artists release.

THE STORY

(Not For Publication)

A prison wagon transporting two lawbreakers, Link Ferris (Barry Sullivan) and Tioga (Jack Elam), bounces along the Arizona Territory desert in 1860. Driven by Jud (Warren Douglas) and flanked by Marshal Bill Haney (Trevor Bardette) and Tom (Jon Sheppard), it overtakes, in turn, Indian trader Jonah McAdam (Sebastian Cabot); Cavalry Capt. Matthew Riordan (Dennis O'Keefe), only survivor of an Apache ambush; and a stage coach carrying Ann Bradley (Mona Freeman) and Phillip Scott (Casey Adams), soon to be married, and Mara Fay (Katy Jurado), an entertainer. It is apparent that Riordan still loves Ann, who is marrying Scott for material advantages. Mara instantly is attracted to the captain, who fails to reciprocate her interest. When Jonah murders Jud, the trader is revealed to have been supplying Indians with rifles, ammunition and whiskey. Link wants to shoot the renegade on the spot, but Riordan insists on a legal trial. Tom is the next victim of an arrow, the wagons are destroyed under Indian fire, and the group wearily moves ahead on foot. Riordan finds Link making love to Ann and beats him up, but later the two men become firm friends. At Fort Dragoon the stockade is surrounded by the Indians. With only one horse left, the men cut cards to see which one will ride to Fort Buchanan for help. Link wins the dangerous assignment. Meanwhile, Ann and Mara, who have disliked each other from the start, openly come to blows in a scratching, clawing and hair-pulling tussle. That night, Link is captured and wounded by Apaches. In the morning, an Indian emissary offers to trade the gambler for Jonah, the trader, and Riordan has no alternative. The captain, Link and Haney take off in a desperate effort to summon aid from Fort Buchanan. At the Indians' encampment, Link finds Jonah inciting the Apaches to wipe out the whites, and shoots him down. The redmen are routed by an unexpected band of whites. The marshal grants freedom to Link, who with Ann, declare their love for one another and take off together.

SAFE



DRAGOON WELLS No. 4 MASSACRE

Fiery dark-haired Katy Jurado is protected by stalwart Dennis O'Keefe in "Dragoon Wells Massacre," CinemaScope and color by De Luxe outdoor drama, in which they co-star with Barry Sullivan and Mona Freeman. The Lindsley Parsons production is an Allied Artists release.

Tiny Youngster Hit In Drama

Hailed as a natural-born actress is pert Judy Stranges, 6, who makes her motion picture bow with stars Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado in "Dragoon Wells Massacre," thrilling outdoor action drama currently at the theatre.

The discovery and protege of Sullivan, the talented, unspoiled youngster is a niece of singer Helen Grayco and her bandleader-husband, Spike Jones.

The Allied Artists picture, produced by Lindsley Parsons in CinemaScope and color by De Luxe, was filmed at Kanab, Utah. Harold Schuster was the director and John H. Burrows associate producer.

'DRAGOON WELLS MASSACRE' FLAMING WESTERN DRAMA

(Review)

Stemming from an authentic historical incident, the massacre of white inhabitants at an Arizona wayside station named Dagoon Wells, comes the tensely-exciting new outdoor drama, "Dragoon Wells Massacre," brilliantly headlined by a foursome of screen stars. The action-packed production opened..... at the.....theatre.

Thrilling with its hard-hitting adventure, and most unusual in its story content, "Dragoon Wells Massacre," in CinemaScope and color by De Luxe was filmed exclusively in the wondrous rainbow canyons of Southern Utah. The stars, Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado, are seen throughout the picture in natural outdoor settings with nary an interior staging.

It's the nerve-tingling story of a destiny with fate on the early Western plains. A prison wagon taking two lawbreakers to be sentenced by the feared "hanging judge" of the frontier desert of the Arizona Territory in the 1860's, overtakes, in turn, a renegade trader of contraband to the Indians; a cavalry officer survivor of an Apache ambush; and a stage coach carrying a pair of equally beautiful, but entirely different in character, women.

The excitement, tenseness and suspense in "Dragoon Wells Massacre" looks into one of the screen's most intriguing action adventures as the small group attempts to make its way to safety.

The casting of each one of the key roles in the Lindsley Parsons production for Allied Artists, with John H. Burrows as associate, is superb. Polished performances are given by each of the film's four headliners. The always-brilliant Barry Sullivan does it again as the gentleman gambler whose streak of unprincipled wildness has led him into entanglements with the law.

Dennis O'Keefe scores as the cavalry captain, a man of both physical and moral strength, long experienced in the ways of the Indians, and the leader of the surviving party.

Blonde and beautiful Mona Freeman comes into her own in a very good role—and a fine acting job—as the irrepressible, selfish and man-hungry young woman, achieving a proper blend of maturity and appeal.

Actresses Fight In Outdoor Hit

A furious fist fight between Mona Freeman and Katy Jurado forms a spectacular sequence in "Dragoon Wells Massacre," Lindsley Parsons outdoor action drama for Allied Artists, now at the..... theatre. The girls scratch, claw, punch, pull hair and finally pummel each other on the ground until separated by Barry Sullivan who with Dennis O'Keefe also stars in the film.

Filmed in CinemaScope and color by De Luxe at Kanab, Utah, the exciting story of the Arizona frontier was directed by Harold Schuster, with John H. Burrows, associate producer.

GOOD-GIRL MONA FREEMAN HAILS CHANCE TO BE BAD

After years of playing nice girls, Mona Freeman feels that she has earned the right to be a bad girl in "Dragoon Wells Massacre," Allied Artists outdoor drama in CinemaScope and color by De Luxe now showing at the..... theatre.

Filmed on outdoor locations in Southern Utah, the Lindsley Parsons action picture also stars Barry Sullivan, Dennis O'Keefe and Katy Jurado. Directed by Harold Schuster, it had John H. Burrows as associate producer.

Ann Bradley, the character Miss Freeman portrays, isn't actually evil or destructive. Rather, she is selfish and calculating, with a roving eye for the opposite sex. The actress describes her screen alter ego as a bad girl with appeal.

"This is one of my best breaks," claims Miss Freeman. "It's a mature part, the kind that not only makes sense but requires something more than just looking

Fiery-eyed, dark-haired and Latin, Katy Jurado gives a tremendous performance as the full-figured, strikingly lovely dance-hall entertainer.

Topping the featured cast in "Dragoon Wells Massacre" is a perfect selection of players. Stand-out emoting chores are played by Jack Elam, Sebastian Cabot, Casey Adams, Trevor Bardette, Jon Sheppard, Hank Worden, Alma Beltran and little Judy Stranges.

The tightly-woven screenplay by Warren Douglas, from Oliver Drake's original story treatment, was skillfully and intelligently directed by Harold Schuster. The photography by William H. Clothier makes for a perfect motion picture.

BEAUTY



DRAGOON WELLS No. 5 MASSACRE

Lovely and talented Mona Freeman stars in "Dragoon Wells Massacre," outdoor CinemaScope and color adventure. Co-headlining in the Lindsley Parsons production for Allied Artists are Barry Sullivan, Dennis O'Keefe and Katy Jurado.

POWERFUL

The blood-stained infamy that set a torch to the west, is dramatically and thrillingly told in "Dragoon Wells Massacre," starring Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado, and now at the..... theatre. Entirely filmed on location in picturesque Utah, the CinemaScope and color by De Luxe film is a Lindsley Parsons production for Allied Artists.

pretty. There is nothing so frustrating to a player as a static role which could be handled just as well by a department store dummy."

A natural blonde with blue eyes and creamy complexion, Miss Freeman was a magazine cover girl at the youthful age of 14 and the following year made her screen bow. In the interim, she has graduated from bits to featured roles, then leads and finally emerged as a star. She has been seen in 30 theatrical and some of the leading TV shows, including Climax, Ford Theatre and Schlitz Playhouse.

Film Director Industry Pioneer

At an age when most boys think of motion pictures in terms of amusement, Harold Schuster determined to make them his future career. Schuster, who directed "Dragoon Wells Massacre," thrilling outdoor drama now on view at the.....theatre, was only 12 when he decided to become a director.

The Allied Artists release, a Lindsley Parsons production filmed in CinemaScope and color by De Luxe, stars Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado. Southern Utah's magnificent vermilion cliffs, its deep canyons and lush meadows served as picturesque backgrounds for the action film, on which John H. Burrows was associate producer.

Born in Iowa but reared in Los Angeles, Schuster got his schooling at Hollywood High and the University of Southern California. After school hours, he ushered and changed marquee at a neighborhood theatre and during vacations worked on the camera and labor crews at the studios.

His next step toward his goal was the film editing department at 20th Century-Fox Studio, where he cut such top productions as "Berkeley Square," with Leslie Howard; "The Farmer Takes a Wife," with Henry Fonda; the all-star classic, "Cavalcade," and "Zoo In Budapest."

Then he was called to England, to direct the first Technicolor movie filmed in that country. He returned to Hollywood and subsequently directed approximately 35 films. These include "So Dear To My Heart," Walt Disney's second feature with live actors; "Marine Raiders," with Robert Ryan and Pat O'Brien; "My Friend Flicka," and three recent Lindsley Parsons features, "Jack Slade," "The Return of Jack Slade" and "Loop-hole," all boxoffice hits.

Under contract to CBS for direction on "The Line-Up" he has made 40 half-hour shows for that series.

FAMED

Kanab, Utah, the most famous location spot in the country for the making of western-type pictures, was the colorful setting for the first CinemaScope film ever made there, Allied Artists' "Dragoon Wells Massacre," now on the screen of the.....theatre. Photographed in color by De Luxe, the stirring outdoor drama stars Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado. The Lindsley Parsons production, with John H. Burrows as associate producer, was directed by Harold Schuster from a screenplay by Warren Douglas.

FIGHTER



DRAGOON WELLS No. 2 MASSACRE

Dennis O'Keefe headlines as a cavalry officer and lone survivor of an Apache ambush in "Dragoon Wells Massacre," exciting outdoor drama filmed in CinemaScope and color by De Luxe. Co-starring in the Lindsley Parsons production for Allied Artists are Barry Sullivan, Mona Freeman and Katy Jurado.

PAIRED IN OUTDOOR DRAMA



DRAGOON WELLS MASSACRE No. 21

Mona Freeman and Barry Sullivan find a romantic attachment, despite the perils of continued Apache attacks, in "Dragoon Wells Massacre," filmed in CinemaScope and color by De Luxe. They co-star with Dennis O'Keefe and Katy Jurado in the Lindsley Parsons production for Allied Artists.

UTAH CLEARS 10 MILES OF ROADS FOR DRAMATIC FILM

(Advance)

The State of Utah lent its official cooperation to the filming of "Dragoon Wells Massacre," exciting outdoor drama starring Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado, coming to the.....theatre.

In CinemaScope and color by De Luxe, the Allied Artists release was filmed by Producer Lindsley Parsons exclusively in the vicinity of Kanab, Utah, picturesque gateway to the Grand Canyon, Bryce Canyon and Zion National Park.

Ten miles of new roads were cleared through hitherto impenetrable gorges and canyons. This enabled William H. Clothier, one of Hollywood's foremost cinematographers, to bring to the screen magnificent scenery never before viewed by movie audiences.

One of the most colorful sequences, from a photographic aspect as well as dramatic impact, depicts an Apache encampment along the facade of a steep butte. Hundreds of persons, including Hollywood actors, Indians, technicians and other crew members,

along with a number of horses, were involved in making this thrilling scene. From the floor of the canyon, the figures milling along the cliff's steep banks made it appear like a primitive painting.

Other unusual backgrounds in the action-packed story include an ancient Indian burial ground, clay hills that resemble dried lava beds and deserts barren except for clumps of pungent sagebrush.

To take full advantage of the natural beauty of the Utah wonderland, the entire picture was made outdoors, and the Warren Douglas screenplay, from Oliver Drake's original story, lends itself compellingly to this unusual form of dramatization. The only sets in the story are a fort constructed of logs and a small desert relay station.

Based upon a true incident, the story is laid in Territorial Arizona in 1860 and is enacted by a top cast. In a switch from customary roles, Barry Sullivan portrays a gentleman gambler and gunfighter who retains his sense of humor under constant threat of death from starvation, an Indian's arrow, or the hangman's noose.

His male co-star, Dennis O'Keefe, fills perfectly the role of the United States Cavalry captain who leads a dwindling band of white travelers in their pitiful struggle for survival on the Arizona frontier. Mona Freeman and Katy Jurado, feminine stars, are ideal choices for their respective parts as a bad girl with a roving eye and a warm-hearted dance hall queen with love only for one man.

They are ably supported by a large cast of prominent performers, including Hank Worden, Sebastian Cabot, Casey Adams, Jon Sheppard and Trevor Bardette. The film introduces Judy Stranges, 6, whose winsome charm and natural acting are expected to elevate her to the top ranks of child players.

John H. Burrows was associate producer on the picture, directed by Harold Schuster.

BIG CAST

Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado are the headline stars in Allied Artists' "Dragoon Wells Massacre," the Lindsley Parsons CinemaScope and color De Luxe outdoor action drama now at the.....theatre. Topping the featured cast in the thrilling and colorful adventure are Jack Elam, Sebastian Cabot, Casey Adams and Trevor Burdette. John H. Burrows was associate producer of the film, directed by Harold Schuster from the screenplay by Warren Douglas.

Katy Jurado In Star Role

Volatile Katy Jurado, who is seen with Barry Sullivan, Dennis O'Keefe and Mona Freeman in Allied Artists' "Dragoon Wells Massacre," filmed in CinemaScope and color by De Luxe, now playing at the theatre, was a celebrated motion picture and stage star in her native Mexico before Hollywood beckoned her.

The ebony-haired, tempestuous actress launched her career at the age of 15 and appeared in 37 films in her home land.

She made her first English-speaking film, "The Bullfighter and the Lady," without understanding a word of what she was saying, having simply learned the dialogue required of her.

Among those she impressed was Producer Stanley Kramer, who imported her to Hollywood for "High Noon." Since then, Katy Jurado (pronounced Kay-tee Hurado) has become recognized as one of the most talented young actresses on the Hollywood scene.

When Producer Lindsley Parsons began casting "Dragoon Wells Massacre," he instantly pin-pointed the vivacious senorita as the ideal choice for Mara Fay, dance-hall girl who sets her cap for the handsome cavalry captain, played by O'Keefe. Mara is full-figured, warm-blooded and sympathetic, an apt description of the actress herself.

Although her career is now centered on this side of the border, Miss Jurado still makes her home in Mexico, commuting by airplane for film commitments in Hollywood.

"Dragoon Wells Massacre," was directed by Harold Schuster and filmed by Cinematographer William H. Clothier, with John H. Burrows as associate Producer.

THE BLOOD-STAINED INFAMY
THAT SET A TORCH TO THE WEST!

AN ALLIED ARTISTS PICTURE
FILMED IN
CINEMASCOPE
COLOR BY DE LUXE

A LINDSLEY PARSONS PRODUCTION • Associate Producer JOHN H. BURROWS • Directed by HAROLD SCHUSTER • Screenplay by WARREN DOUGLAS

Ad. No. 301

3 cols. x 7"

301
(294 lines)

ALLIED ARTISTS presents

BARRY DENNIS MONA KATY
SULLIVAN · O'KEEFE · FREEMAN · JURADO

in

**DRAGOON WELLS
MASSACRE**

A LINDSLEY PARSONS PRODUCTION • Associate Producer JOHN H. BURROWS • Directed by HAROLD SCHUSTER • Screenplay by WARREN DOUGLAS

THE BLOOD-STAINED
INFAMY...that set a
torch to the West!

The trap had closed on
the desperate caravan
of renegade
men and
maverick
women!

CINEMASCOPE
COLOR BY DE LUXE

Ad No. 501

5 col. x 5"

501
(350 lines)

**THE BLOOD-STAINED INFAMY
that set a torch to the West!**

They smeared Yellow Claw's answer to
the white man across 1000 miles
of savage wilderness!



BARRY SULLIVAN · DENNIS O'KEEFE · MONA FREEMAN · KATY JURADO

DRAGOON WELLS MASSACRE

AN ALLIED ARTISTS PICTURE
FILMED IN
CINEMASCOPE
COLOR BY DE LUXE



A LINDSLEY PARSONS PRODUCTION
Associate Producer JOHN H. BURROWS
Directed by HAROLD SCHUSTER
Screenplay by WARREN DOUGLAS

Ad No. 208

2 cols. x 9 1/2"

208
(266 lines)

AMBUSH!

...every treacherous
mile — every
step — bringing
them closer to the
hell-pit!

BARRY SULLIVAN
DENNIS O'KEEFE
MONA FREEMAN
KATY JURADO

in



DRAGOON WELLS MASSACRE



An ALLIED ARTISTS Picture
FILMED IN
CINEMASCOPE
COLOR BY DE LUXE



A LINDSLEY PARSONS PRODUCTION
Associate Producer JOHN H. BURROWS - Directed by
HAROLD SCHUSTER - Screenplay by WARREN DOUGLAS

106

Ad No. 106
1 col. x 9 1/2" (133 lines)

ACROSS 100 TREACHEROUS MILES THE UNSEEN TERROR FOLLOWED



... stalking a doomed caravan
deep into the waiting,
revengeful, savage wilderness!

BARRY SULLIVAN · DENNIS O'KEEFE · MONA FREEMAN · KATY JURADO in

DRAGOON WELLS MASSACRE



AN ALLIED ARTISTS PICTURE
FILMED IN
CINEMASCOPE
COLOR BY DE LUXE
A LINDSLEY PARSONS PRODUCTION - Associate Producer JOHN H. BURROWS
Directed by HAROLD SCHUSTER - Screenplay by WARREN DOUGLAS

Ad No. 302

3 cols. x 5"


302
(210 lines)

**STRAIGHT INTO A RING OF
RED TERROR THEY RODE**

...every treacherous
mile—every step—
bringing them closer
to the hell-pit of
sudden ambush!



BARRY SULLIVAN · DENNIS O'KEEFE · MONA FREEMAN · KATY JURADO

DRAGOON WELLS MASSACRE



ALLIED ARTISTS PICTURE
FILMED IN
CINEMASCOPE
COLOR BY DE LUXE

A LINDSLEY PARSONS PRODUCTION
Associate Producer JOHN H. BURROWS
Directed by HAROLD SCHUSTER
Screenplay by WARREN DOUGLAS

Ad No. 207

2 cols. x 7 1/2"

207
(210 lines)

THE BLOOD-STAINED INFAMY
that set a torch
to the West!

BARRY SULLIVAN · DENNIS O'KEEFE
MONA FREEMAN · KATY JURADO

DRAGOON WELLS MASSACRE



AN ALLIED ARTISTS PICTURE
FILMED IN
CINEMASCOPE
COLOR BY DE LUXE

104

Ad No. 104
1 col. x 5" (70 lines)

BARRY SULLIVAN · DENNIS O'KEEFE · MONA FREEMAN · KATY JURADO

DRAGOON WELLS MASSACRE

CINEMASCOPE COLOR BY DE LUXE



AN ALLIED ARTISTS PICTURE

Ad No. 201

2 cols. x 1"

201
(28 lines)

THE BLOOD STAINED
INFAMY...
that set a
torch
to the
West!

BARRY SULLIVAN
DENNIS O'KEEFE
MONA FREEMAN
KATY JURADO

DRAGOON WELLS MASSACRE

An ALLIED ARTISTS Picture
FILMED IN
CINEMASCOPE
COLOR BY DE LUXE




A LINDSLEY PARSONS PRODUCTION
Associate Producer JOHN H. BURROWS · Directed by HAROLD SCHUSTER · Screenplay by WARREN DOUGLAS

Ad No. 204

2 cols. x 4"

204
(112 lines)



A LINDSLEY PARSONS PRODUCTION
Associate Producer JOHN H. BURROWS • Directed by HAROLD SCHUSTER • Screenplay by WARREN DOUGLAS

Ad No. 205 2 cols. x 5" (140 lines)



Ad No. 103
1 col. x 3" (42 lines)



Ad No. 203 2 cols. x 3" (84 lines)



Ad No. 303 3 cols. x 3" (126 lines)

COMPLETE CAMPAIGN MAT 35c

ALL THE AD AND SCENE CUTS BELOW AVAILABLE ON ONE BIG BARGAIN MAT!

ORDER "DRAGOON WELLS MASSACRE" SPECIAL MAT NO. 1 FROM NATIONAL SCREEN

NOTE: Any of These Mats May Be Ordered Singly at the Regular Price. Order by Number Under the Cut.

**DESPERATE CARAVAN OF
RENEGADE MEN AND
MAVERICK WOMEN**

...circled by savage hordes,
stripped down to primitive hates
and loves—by an unseen,
unknown terror!



**DRAGOON WELLS
MASSACRE**

AN ALLIED ARTISTS PICTURE
FILMED IN
CINEMA SCOPE
COLOR BY DE LUXE

BARRY SULLIVAN
DENNIS O'KEEFE
MONA FREEMAN
KATY JURADO

A LINDSLEY PARSONS PRODUCTION
Associate Producer JOHN H. BURROWS • Directed by HAROLD SCHUSTER • Screenplay by WARREN DOUGLAS

Ad No. 206

2 cols. x 6"

206
(168 lines)



**DRAGOON WELLS No. 3
MASSACRE**

BARRY DENNIS MONA KATY
SULLIVAN-O'KEEFE-FREEMAN-JURADO

**DRAGOON WELLS
MASSACRE**

AN ALLIED ARTISTS PICTURE
FILMED IN
CINEMA SCOPE
COLOR BY DE LUXE

102

Ad No. 102
1 col. x 2" (28 lines)

THE HELL-PIT OF SUDDEN AMBUSH!

BARRY DENNIS MONA KATY
SULLIVAN-O'KEEFE-FREEMAN-JURADO

**DRAGOON WELLS
MASSACRE**

AN ALLIED ARTISTS PICTURE
FILMED IN
CINEMA SCOPE
COLOR BY DE LUXE

Ad No. 202

2 cols. x 2"

202
(56 lines)

BARRY DENNIS MONA KATY
SULLIVAN-O'KEEFE-FREEMAN-JURADO

**DRAGOON WELLS
MASSACRE**

AN ALLIED ARTISTS PICTURE
FILMED IN
CINEMA SCOPE
COLOR BY DE LUXE

101

Ad No. 101
1 col. x 1" (14 lines)



DRAGOON WELLS MASSACRE No. 22

SAVAGE FURY

...lurked in
the terror
filled hell-pit
of ambush!

BARRY SULLIVAN
DENNIS O'KEEFE
MONA FREEMAN
KATY JURADO



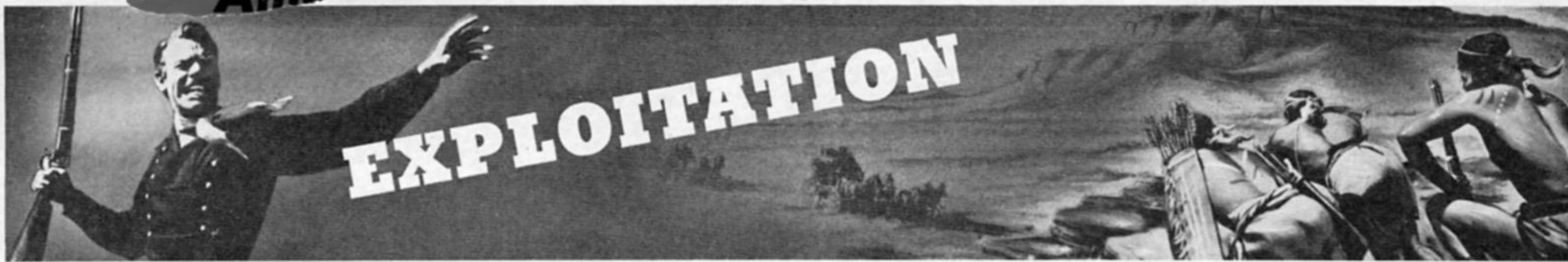
**DRAGOON
WELLS
MASSACRE**

AN ALLIED ARTISTS
PICTURE
FILMED IN
CINEMA SCOPE
COLOR BY DE LUXE

105

Ad No. 105
1 col. x 7" (98 lines)

Allie



MAKE UP 40 x 60 SHOWING MONA FREEMAN AND KATY JURADO IN SENSATIONAL SCREEN FIGHT!

It is not very often that screen audiences can witness an action-packed fight between two females. In "Dragoon Wells Massacre" there's a real knock 'em down, drag-out scrap between Mona Freeman and fiery Katy Jurado. A special set of seven stills showing the fight, mounted on a 40" x 60" board,

spotted in front of your theatre or in the lobby, should attract a great deal of attention. The set of stills is available at \$1.00 by writing to Allied Artists Exploitation Dept., 4376 Sunset Dr., Hollywood 27, Calif. Ask for the "Fight Set," and enclose check or money order. Suggested copy for use on the 40 x 60 board is shown on the illustration, left.

HERE'S A FIGHT YOU'LL NEVER SEE ON TV!



INDIAN ANGLES

MERCHANDISING TIE-INS: Contact department and toy stores for window space displaying Indian trinkets, wearing apparel, bow and arrow sets, Indian drums, feathered headdresses, beaded belts, bracelets, blankets, etc.

INDIAN HEAD PENNIES: Through your newspaper, offer free admissions to the ten largest collections of Indian-head pennies brought to your theatre on opening day.

APACHE RED: Plan a promotion around Apache Red as a color for dresses, women's accessories, lip stick, men's ties, kitchen wear, etc. Promote window space and special tie-in newspaper ads.

Boy Scouts

Indian lore plays a big part in the Boy Scout programs and makes an ideal tie-in with "Dragoon Wells Massacre." Arrange for a lobby display of Indian woodcraft. At the same time you can use your lobby for a Scout recruiting drive which will insure their 100% cooperation.

Barry Sullivan TV Personality

Plant a special story on the TV pages of your newspaper to reach the millions who know Barry Sullivan as the star of "The Man Called X" series. Publicity material on this popular star can be found in the publicity section of this press-book, including art to accompany story.

Indian Contest

Where were they? That's the basis of a simple newspaper contest or radio quiz in which contestants are asked to name the states in which the following Indian tribes were in action. Answers are in parenthesis.

APACHE (Arizona and New Mexico); **NARRAGANSETT** (New England-mostly in Rhode Island); **SEMINOLES** (Florida); **SIOUX** (North and South Dakota, Wisconsin and Minnesota); **IROQUOIS** (New York).

RADIO TRANSCRIPTIONS

Don't underestimate the tremendous value of radio! Latest figures show that radio listening is greater than ever, with more sets in use, both in the homes and in automobiles.

Available to you, at no cost, is a specially prepared platter containing 5 punch-packed radio spots, each with a strong selling pitch designed to attract movie-goers in all age brackets. Your campaign will not be complete without the use of one of these free transcriptions.

There are 2 one-minute spots, 2 twenty-second spots, and one ten-second spot. The two longer spots have ten seconds open on the end to permit station announcer to come in with local tie-in copy.

Order radio transcriptions from Allied Artists Exploitation Dept., 4376 Sunset Dr., Hollywood 27, California, or from Allied Artists Exploitation Dept., 1560 Broadway, New York 36, N. Y.

TELEVISION SLIDE

For that 10 second break on TV there is nothing more practical than the use of a TV slide, accompanied by a live announcement. The slide, if used as station ID, can include the stations call letters and channel number, and without the ID if not tied in with station breaks. When ordering please be sure to include the call letters if you wish station ID and channel number, in addition



to theatre name and playdate. The slide costs \$4.00 which includes imprinting and postage. All orders must be accompanied by money order or check. Order direct from CHATIS ART DISPLAYS, 6453 SUNSET BLVD., HOLLYWOOD, CALIF.

Suggested audio slide copy for local announcer: "DRAGON WELLS MASSACRE," the blood-stained infamy that set a torch to the west! See this Allied Artists picture, filmed in CinemaScope and de Luxe color and starring Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado.

ARIZONA QUIZ MATERIAL

Arizona was the 48th state to enter the union (1912). The Arizona Territory was established in 1863 and remained so until 1912. Phoenix is the state capital. Has an annual average sunshine of 80%. Its nickname is the Grand Canyon State. Famous spots are Hoover Dam, Painted Desert and the Grand Canyon. In area, Arizona ranks 5th in the nation, having 113, 909 sq. miles.

'DRAGON WELLS MASSACRE' COMIC BOOK -- CASH-IN ON THIS READY-MADE TIE-UP!

Here's What To Do!

Over 850 American News Company and independent magazine wholesalers will distribute this 36 page comic book edition which will sell for 10c in 45 states and for 15c in Arizona, Nevada and California. For extra profits arrange for the sale of the comic books in your theatre lobby at least 10 days in advance of playdate and, of course, during the picture's run. Cost of books is outlined in the paragraph below. Set off a prominent corner of your lobby for a table on which to display the books. For a background use the colorful "Dragoon Wells Massacre" posters available at National Screen Service Exchange.

In addition, contact local retail outlets for windows, stores and newsstand displays, tie-in ads and other promotions. Do not overlook the magazine racks in drug stores and book shops.

Full Dell Cooperation!

In return for promoting the comic books in your theatre, Dell, through its nation-wide distribution agents, will make available two color posters, 10" x 13" in size, which will plug both the picture and the comic books. They will also imprint your playdate and theatre name on these posters. These posters will be spotted in high traffic locations in your city at no cost to you. For further information write or wire:

TOM STEPHENS, DELL PUBLISHING COMPANY
261 FIFTH AVENUE, NEW YORK 16, N. Y.

Buy 'Em Wholesale!

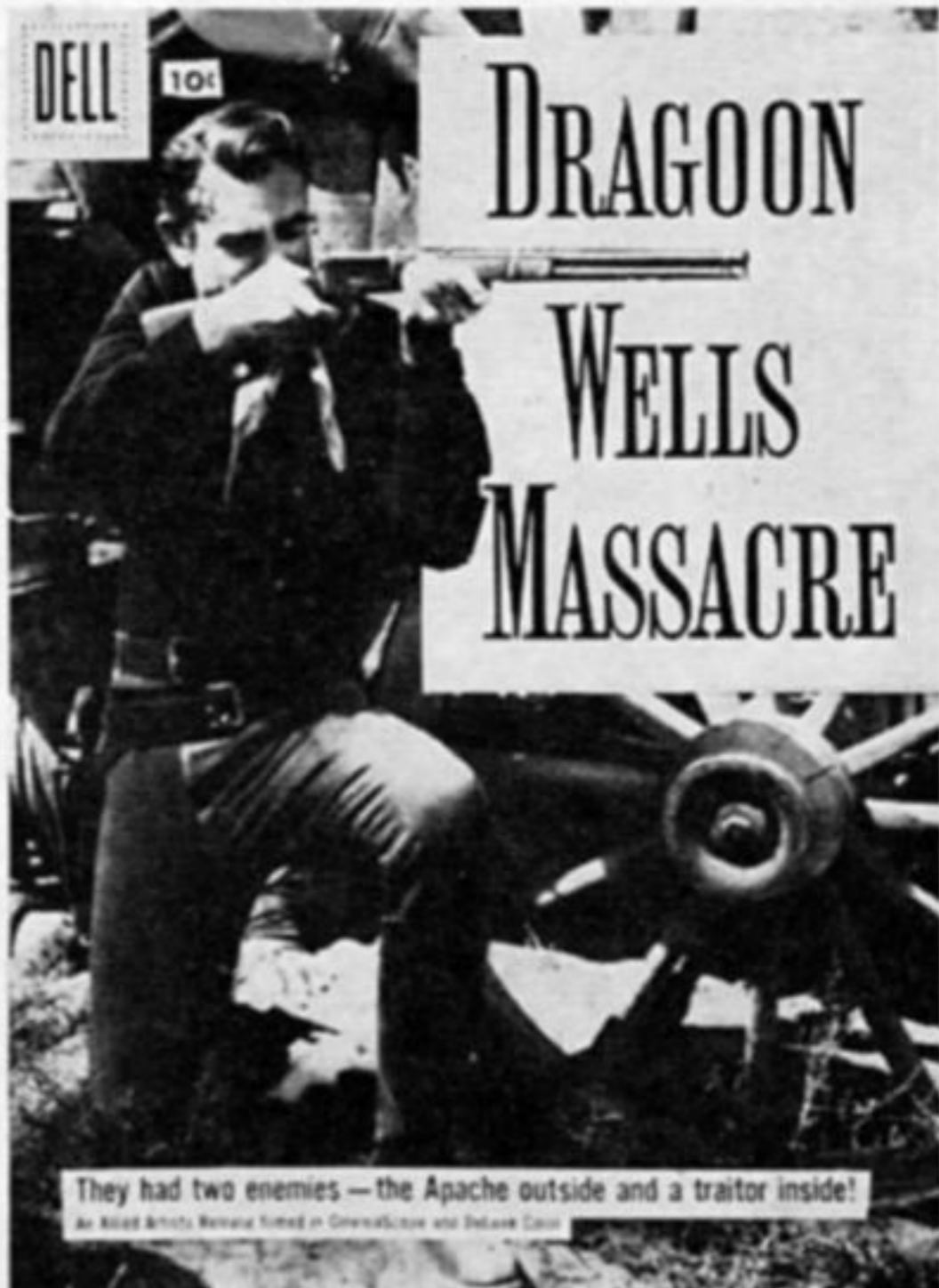
A 40% discount on the comic books to theatre men who wish to order them for various promotional purposes has been set by the Dell Publishing Company. You can obtain a quantity of these books which sell for 10c from the publisher at 6c per copy in all states except Arizona, Nevada and California, where the cost is 9c due to the fact that the retail price in these states is 15c. The minimum order is 100 copies. Use them as giveaways for the first 100 kids in line; distribute them to schools; offer them as prizes in contests, etc.

Have printer make up gummed stickers bearing theatre and playdate for sniping the book's cover. The Dell company offers protection up to 10% of returns. Use the handy order form shown below.

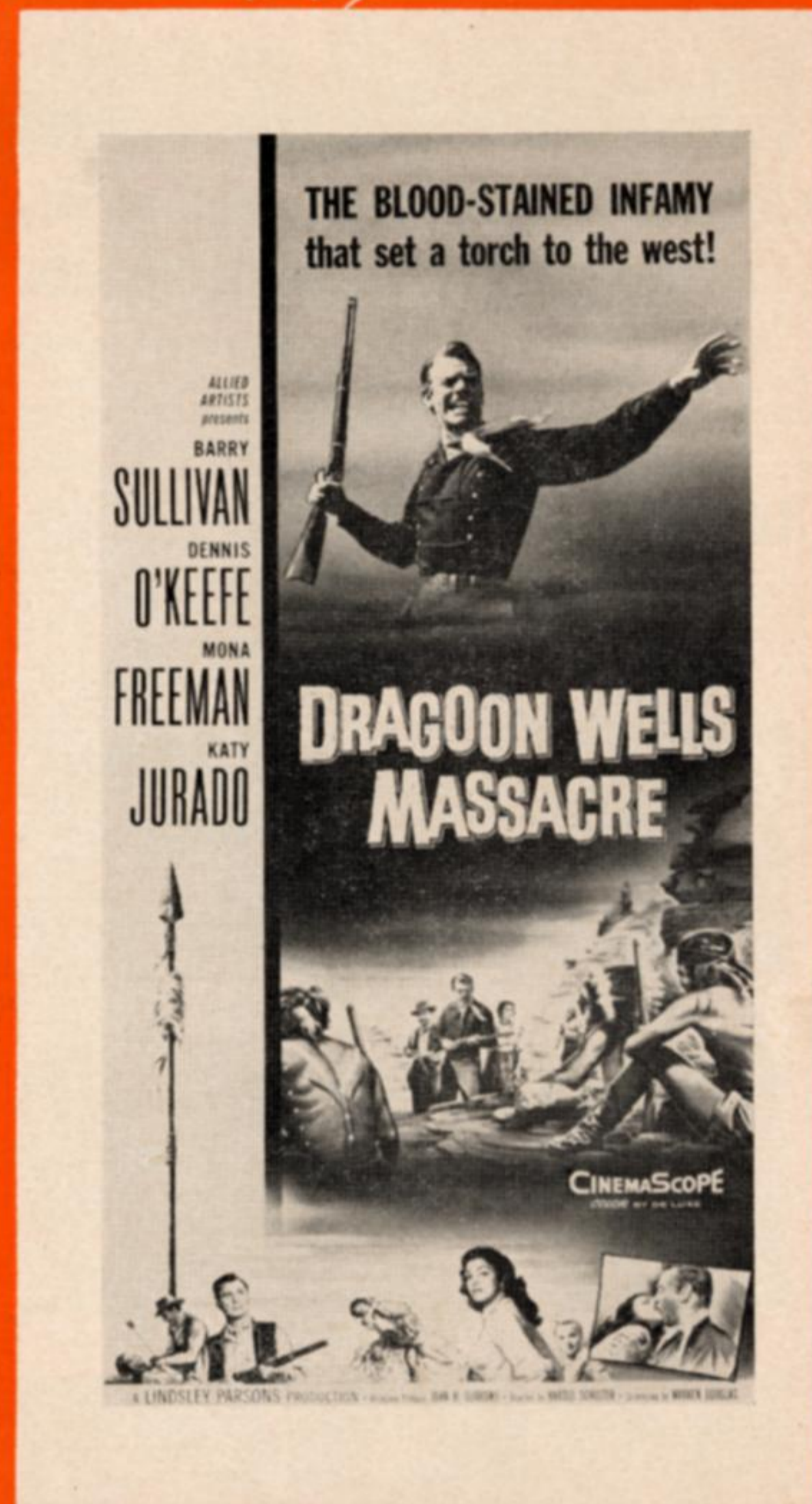
TO: DIRECT SALES DEPT., DELL PUBLISHING CO.
261 Fifth Avenue, New York 16, N. Y.

Enclosed is my check or money order for \$.....
Please rush me, prepaid, copies of "DRAGON WELLS MASSACRE" comic book (minimum order 100 copies).

THEATRE.....
STREET.....
CITY.....



POSTERS and LOBBIES



SET OF TWO 22x28 CARDS



INSERT CARD

Set of eight full color 11 x 14's also available

The full line of Posters and Lobbies is available through National Screen Service Exchanges

**Allied
Artists**
PRODUCTIONS, INC.

ALLIED ARTISTS PICTURES CORP.
4376 Sunset Drive • Hollywood 27, California
and
1560 Broadway • New York, N. Y.

Printed in U.S.A.