

Document Citation

| | |
|---------------|---|
| Title | The Oklahoman |
| Author(s) | |
| Source | <i>Allied Artists Pictures Corporation</i> |
| Date | |
| Type | exhibitor manual |
| Language | English |
| Pagination | |
| No. of Pages | 10 |
| Subjects | Talbott, Gloria (1931-2000), Glendale, California, United States McCrea, Joel (1905-1990), South Pasadena, California, United States |
| Film Subjects | The Oklahoman, Lyon, Francis D., 1957 |

**That Ramrod Guy From "Wichita" Is Bullet-Hot
AS THE GREATEST PLAINSMAN OF THEM ALL!**

THE OKLAHOMAN

The Oklahoman was KILLING mad!

The whole Cherokee Strip
knew what happened to
his Indian girl...and it
waited like a powder keg
with the fuse
burning short!

The furied story
of Doc Brighton,
the West's famed
gun-slinging
medic!



ALLIED ARTISTS presents

**JOEL
McCREA**

AS **THE**

OKLAHOMAN

CO-STARRING
BARBARA HALE **BRAD DEXTER** · **GLORIA TALBOTT**

A **WALTER MIRISCH** Production · Directed by **FRANCIS D. LYON**

Written by **DANIEL B. ULLMAN**

FILMED IN
CINEMASCOPE
COLOR
BY DE LUXE

**Here's
Your
OPENING
DAY
AD**

Ad Mat No. 401
4 Col. x 150 Lines

Your ALLIED ARTISTS Showmanship Campaign Book

FIGHTER AND INDIAN GIRL



THE OKLAHOMAN

No. 21

In a land of violent men, Joel McCrea faces trouble and the pleading of an Indian girl, Gloria Talbott, in this scene from Allied Artists' CinemaScope and De Luxe Color production, "The Oklahoman." The outdoor action drama co-stars Barbara Hale and Brad Dexter.

FABLE OF FAST GUNFIGHTERS SHATTERED BY JOEL MCCREA

Joel McCrea, one of Hollywood's foremost cowboy stars, has knocked the props from under a cherished Hollywood tradition—the fast draw.

He claims the deadly gunslingers of the early west weren't necessarily fast on the draw.

"The fast ones were usually the dead ones," said McCrea, who stars with Barbara Hale, Brad Dexter and Gloria Talbott in Allied Artists' CinemaScope production, "The Oklahoman," which opens at the theatre.

"Wyatt Earp, Bat Masterson and the other gunmen of frontier days didn't depend on the quick draw," he continued, "They were sure-shots, who stressed accuracy rather than speed.

"The real gunmen of the old days, whether they were lawmen or outlaw killers, were nervy, steady and deadly, but they concentrated on the target instead of on the time.

"The usual result was that while the trigger-happy opponent grabbed for his gun and started blazing away, the more accurate gunman may have been a split-second behind but his bullet was right on the target, Hollywood has gotten away from the facts, probably on the grounds of dramatic license."

McCrea, who plays a frontier doctor, but still a deadly gunman in "The Oklahoman," points to the case of Wyatt Earp to prove his point.

"There's no doubt but that Earp was one of the toughest lawmen of the frontier," McCrea said. "Very few outlaws talked up to him with a gun and lived to get an answer.

"He engaged in scores of gun-fights during his career as a peace officer in some of the wildest towns of the west—and he was never wounded. Earp was fast enough but he was also accurate enough and the accuracy spelled the difference.

"Getting a gun out of a holster in split seconds doesn't prove a

man is a marksman. It's whether he hits what he aims at that counts."

McCrea also proves his point in "The Oklahoman," filmed in De-Luxe Color, when he walks onto the dusty main street of the small frontier town and challenges a deadly outlaw, played by Dexter, to a gun duel. It is a tense, highly dramatic scene that pays off in a moment of tremendous excitement.

Others in the cast include Michael Pate, Verna Felton, Mimi Gibson and John Pickard.

Francis D. Lyon directed for producer Walter Mirisch from an original story and screenplay by Daniel B. Ullman. Carl Guthrie was the director of photography and Richard Heermance served as associate producer.

The Credits

Produced by Walter Mirisch; Directed by Francis D. Lyon; Associate Producer, Richard Heermance; Filmed in CinemaScope; Print by DeLuxe Color; Story and Screenplay by Daniel B. Ullman; Music Composed and Conducted by Hans J. Salter; Director of Photography, Carl Guthrie; Production Manager, Allen K. Wood; Assistant Director, Austen Jewell; Film Editor, George White, A.C.E.; Music Editor, Harry Eisen; Sound Editor, Charles Schelling; Art Director, Dave Milton; Set Decorator, Joseph Kish; Set Continuity by Richard M. Chaffee; Recording Engineer, Ralph Butler; Wardrobe, Bert Henrikson; Makeup Artist, Emile LaVigne, S.M.A.; Hair Styles, Alice Monte; Construction Supervisor, Jimmy West; Property, Sam Gordon.

THE CAST

| | |
|-----------------|--------------------|
| John Brighton | JOEL MCCREA |
| Anne Barnes | BARBARA HALE |
| Cass Dobie | BRAD DEXTER |
| Maria Smith | GLORIA TALBOTT |
| Charlie Smith | MICHAEL PATE |
| Mrs. Waynebrook | VERNA FELTON |
| Mel | DOUGLAS DICK |
| Hawk | ANTHONY CARUSO |
| Mrs. Fitzgerald | ESTHER DALE |
| Randell | ADAM WILLIAMS |
| Stableman | RAY TEAL |
| Little Charlie | PETER VOTRIAN |
| Marshal | JOHN PICKARD |
| Louise | MIMI GIBSON |
| Storekeeper | STANFORD I. JOLLEY |

Wild Fight For McCrea Picture

Gloria Talbott and Brad Dexter, starred with Joel McCrea and Barbara Hale in "The Oklahoman," opening at the theatre, staged one of the wildest man versus girl fights ever filmed for an exciting scene in the Allied Artists' CinemaScope production.

The action called for Dexter to pull the girl out of a buggy after she has slashed him with a whip and Gloria played it like a wildcat.

She came out of the wagon scratching, kicking and biting and Dexter had his hands full trying to protect himself. He even ripped Gloria's blouse almost to the waist during the hectic 60 seconds of brawling.

"Gee, I hope we don't have to do it again," said Gloria as she pulled at her tattered blouse.

"I, too," said Dexter as he wiped the blood from a long scratch on his neck.

Others in the cast include Douglas Dick, Verna Felton, Michael Pate, Peter Votrian and Mimi Gibson.

Walter Mirisch produced "The Oklahoman," which was directed by Francis D. Lyon. Richard Heermance served as associate producer.

The big outdoor action adventure was filmed in De Luxe Color.

Daniel B. Ullman wrote the original story and screenplay.

PAIRED



THE OKLAHOMAN No. 2

Rugged Joel McCrea and pretty Barbara Hale co-star in Allied Artists' CinemaScope and De Luxe Color action adventure, "The Oklahoman." Gloria Talbott and Brad Dexter are also starred in the exciting outdoor drama of the early frontier days.

Jody Williams In Film Debut

Jody Williams, 10-year-old daughter of Barbara Hale and Bill Williams, has her first motion picture role in Allied Artists' "The Oklahoman," CinemaScope action drama opening at the theatre.

Appropriately enough, Jody plays a rancher's daughter in the De-Luxe Color film, which stars Joel McCrea, Brad Dexter, Gloria Talbott and her mother. Jody's father, one of Hollywood's outstanding western actors, also is an enthusiastic rancher.

"Jody has always wanted to be an actress," said Barbara, "and when Walter Mirisch, the producer, suggested we use her in the picture it seemed like a sensible idea. At least she will learn that being an actress is not just 'play acting' but hard work."

Jody, who was christened Johanna, is the first daughter of the Williams' family.

Others in the cast of "The Oklahoman," which was directed by Francis D. Lyon, include Michael Pate, Peter Votrian, Verna Felton, Mimi Gibson and Esther Dale. Daniel B. Ullman wrote the original story and screenplay.

JOEL MCCREA SCORES WITH ACTING IN 'THE OKLAHOMAN'

(Review)

One of the little known episodes of early frontier history is dramatized in Allied Artists' "The Oklahoman," the tremendously exciting action drama starring Joel McCrea, Barbara Hale, Brad Dexter and Gloria Talbott that opened yesterday at the theatre.

This is a motion picture that, without reservation, can be classified as first-rate entertainment for all members of the family.

"The Oklahoman," filmed in CinemaScope and brilliant DeLuxe Color, tells the story of the western outlaws who tried to grab the fabulously rich Oklahoma oil lands, and terrorized the entire territory with threats of violence. The story is based on an actual episode of frontier days.

McCrea, who turns in another of his fine performances, is cast as a frontier doctor who tries to establish a practice in the wild, brawling territory but finds himself trapped into a one-man war against the outlaws. His characterization of the peace-loving doctor who hates brutality and force but is forced to turn gunman to protect the settlers is restrained but extremely effective.

He has one of the great dramatic scenes of the picture when he walks into the dusty street of the small town and challenges one of the deadliest gunslingers in the west to "kill or be killed." There has seldom been anything on the screen to match the suspense and tension of this climatic scene of the film.

Brad Dexter, as the gunman who tries to steal the Indian lands and cows the settlers into meek acceptance of his actions, is equally effective and again proves his mettle as a splendid performer.

Another outstanding performance is turned in by Gloria Talbott, an accomplished young actress who has her first starring role in "The Oklahoman." She is cast as a fiery Indian girl who falls in love with McCrea, but stands aside and lets him go to another woman.

Barbara Hale registers with a sensitive, heart-warming portrayal as the girl who also loves McCrea but turns against him because of his relations with the Indian maid.

Others who score are Verna Felton, John Pickard, Michael Pate, Mimi Gibson, Peter Votrian, Anthony Caruso and Adam Williams.

Francis D. Lyon directed "The Oklahoman" in brisk, masterful style and full credit must be given Carl Guthrie for his breathtaking

EXCITING SCORE

Hans J. Salter, recognized as one of America's outstanding composers and conductors, is responsible for the brilliant score of Allied Artists' "The Oklahoman," currently screening at the theatre. His music helps build excitement that marks the CinemaScope picture, which stars Joel McCrea, Barbara Hale, Brad Dexter and Gloria Talbott. The cast also includes Verna Felton.

SYNOPSIS

(Not for Publication)

Dr. John Brighton (Joel McCrea) is travelling by wagon to California in 1870 when his wife dies at childbirth near Cherokee Wells, Oklahoma. Shattered by the tragedy, Brighton decides to settle in Cherokee Wells with his infant daughter (Mimi Gibson). He moves into the home of an elderly widow, Mrs. Fitzgerald (Esther Dale). It is a peaceful, friendly community with the exception of the Dobie brothers, Cass (Brad Dexter) and his younger brother, Mel, (Douglas Dick). They are hard-bitten characters who will use almost any means to gain their personal ends. Most of the people, however, accept them socially, including Anne Barnes (Barbara Hale), a widow, and her mother, Mrs. Waynebrook (Verna Felton). Brighton's life is disrupted when Mrs. Fitzgerald decides she is too old for the responsibility of his daughter and brings a beautiful, young Indian girl, Maria (Gloria Talbott), into the home. Shortly after, Mrs. Fitzgerald dies and there is considerable gossip in certain circles over Brighton's "Indian help." The Dobie brothers believe there is oil on the land of Charlie Smith (Michael Pate), Maria's father, and try to force him to sell. Smith refuses. To make certain it is oil land, Cass sends Mel to get a sample from Smith's land. He is challenged by the Indian, who kills him after Mel has tried to shoot him. Brighton befriends the Indian, gets him out of the town jail even though Cass Dobie has threatened to kill him. Then Brighton learns the truth about the oil deal, unmasks Dobie and the town turns against him. Dobie, forces the doctor into a gunfight, in which he is killed and Brighton wounded. Brighton, who had thought he loved Maria, realizes that Anne is his true love.

HEADLINES



THE OKLAHOMAN No. 3

Joel McCrea, one of the screen's ranking stars, has one of his most dramatic and exciting roles in "The Oklahoman," Allied Artists' CinemaScope and De Luxe Color action hit, co-starring Barbara Hale, Brad Dexter and Gloria Talbott.

TOP COWHAND

Joel McCrea, who is starred with Barbara Hale, Brad Dexter and Gloria Talbott in Allied Artists' CinemaScope production, "The Oklahoman," now at the theatre, is rated one of the best all-round horsemen in Hollywood. He recently was voted "Top Cowhand" of all the film stars by the Hollywood Wranglers Union, a group of cowhands, trick riders and other horsemen who work in motion pictures.

STELLAR CAST

Joel McCrea, Barbara Hale, Brad Dexter and Gloria Talbott head the cast of Allied Artists' thrilling CinemaScope drama, "The Oklahoman," currently at the theatre. The picture, filmed in brilliant DeLuxe Color, dramatizes a stirring episode in western frontier history when a band of vicious outlaws and killers tried to beat off the peaceful settlers and grab the oil-rich lands of the young territory.

JOEL MCCREA BLESSES SON WHO PLANS ON ACTING CAREER

"I didn't raise my boy to be an actor, but if that's what he wants it's all right with me."

That's the opinion of Joel McCrea, who has a 21-year-old son, Jody, who shows terrific promise as an actor and some day may rival his dad's standing as one of the top stars in Hollywood.

McCrea, who stars with Barbara Hale, Brad Dexter and Gloria Talbott in Allied Artists' CinemaScope production, "The Oklahoman," now at the theatre, thinks his boy chose the smartest route in trying for an acting career. He is doing everything possible to help Jody and already arranged for him to appear in two of his own pictures, "Wichita" and "The First Texan."

"I also would have liked to have him in 'The Oklahoman,'" explained McCrea, "but we filmed much of the picture when he was taking his final exams at the University of California at Los Angeles. Right now, the important piece of business is getting his college degree. Then if he proves to be a bust as an actor, he always will have a profession to fall back on."

There seems little doubt, however, that Jody will be anything but a success in following dad's footsteps. He is a dramatic major at the university and already has been approached by major studios that want to sign him to a contract.

"I advised Jody not to tie himself up at this time," said McCrea. "After all, he's still a youngster, has plenty of time to feel his way for the next few years. In the meantime he can learn his business, and acting is a business like anything else."

"He's a big fellow, you know," continued Joel with a father's pride, "even bigger than I. He has a lot to learn about acting, but he realizes this and is willing to knuckle down and learn. The business has been good to me. I hope it's just as good to my boy."

In "The Oklahoman," filmed in DeLuxe Color, McCrea portrays a frontier doctor who tries to settle down in a small town but finds his future and life threatened by

BRUTAL BRAWL

Joel McCrea and Brad Dexter trade punches in one of the most vicious fights ever staged for motion pictures in Allied Artists' CinemaScope drama, "The Oklahoman," which opens at the theatre. McCrea plays a frontier doctor who is finally forced into a "draw or die" gunfight with Dexter, leader of a band of oil-greedy outlaws in the stirring action picture, filmed in brilliant color. Barbara Hale and Gloria Talbott also are starred in the De Luxe Color film.

HAPPY SCHOOLGIRL

Jody Williams, 10-year-old daughter of Bill Williams and Barbara Hale, makes her screen debut in Allied Artists' "The Oklahoman," CinemaScope action drama now at the theatre that stars Joel McCrea, Brad Dexter, Gloria Talbott and her mother. When McCrea asked the child how she liked working in pictures, she answered:

"It's wonderful! We even get to chew gum in school."

FIGHT FOR OIL

One of the most exciting episodes of American frontier history, the brutal fight of western outlaws to grab the rich oil lands of Oklahoma, is dramatized in Allied Artists' CinemaScope and Color film, "The Oklahoman," opening at the theatre. Joel McCrea tops a sterling cast that also includes Barbara Hale, Brad Dexter and Gloria Talbott in starring roles. McCrea is cast as a frontier doctor who is forced to stand singlehanded against the oil-greedy killers.

McCrea Starred In New Film

(Advance)

Joel McCrea, one of the screen's ranking stars, has one of his most dramatic and exciting roles in "The Oklahoman," CinemaScope action drama opening at the theatre. He is starred with Barbara Hale, Brad Dexter and Gloria Talbott in the Allied Artists' production, filmed in DeLuxe Color.

"The Oklahoman" is the story of a frontier doctor, played by McCrea, who tries to establish a practice in the rough and roaring territory but finds his future and his life threatened by a band of oil-greedy killers.

The cast includes Michael Pate, Douglas Dick, Mimi Gibson, Verna Felton and Peter Votrian.

Walter Mirisch produced the picture, which was directed by Francis D. Lyon and photographed by Carl Guthrie. Richard Heermance served as associate producer and Daniel B. Ullman wrote the original story and screenplay.

INDIAN MAIDEN



Lovely Gloria Talbott, considered one of the finest young actresses in Hollywood, stars with Joel McCrea in "The Oklahoman," thrilling CinemaScope and De Luxe Color outdoor action adventure. The Allied Artists' production also co-stars Barbara Hale and Brad Dexter.

Gloria Talbott Keeps Her Word

Gloria Talbott, who is starred with Joel McCrea, Barbara Hale and Brad Dexter in Allied Artists' "The Oklahoman," now at the theatre, is a girl who means what she says. Even if it means getting married in a hurry. During filming of the action-packed CinemaScope and Color picture, Gloria told a newspaperman during an interview that she hated the life of a Hollywood bachelor girl.

"It's a lonely existence," she admitted. "Any girl needs the affection, assistance and understanding of a husband. That's the only natural way to live—and I'm strong for naturalness. Maybe I'll do something about it real soon."

Two days later she eloped after a day's work on the set and married Sandy Sanders at Palm Springs, Calif.

She then sent a telegram to the newspaperman that read:

"I told you I meant what I said."

Others in the cast of "The Oklahoman," produced by Walter Mirisch and directed by Francis D. Lyon, include Michael Pate, Peter Votrian, Douglas Dick, Verna Felton and Mimi Gibson.

Verna Felton In Film Cast

Verna Felton, one of Hollywood's most celebrated comediennees, is featured in Allied Artists' "The Oklahoman," CinemaScope action drama starring Joel McCrea, Barbara Hale, Brad Dexter and Gloria Talbott at the theatre.

In "The Oklahoman," she plays a slightly different part as the mother of Barbara Hale and match-maker of the romance between her daughter and McCrea. It is a role that allows plenty of room for humor and Miss Felton makes the most of it.

Others in the De Luxe Color film are Michael Pate and Peter Votrian.

LOVERS IN OUTDOOR ADVENTURE



There's a bright outlook on the faces of Joel McCrea and Barbara Hale in this scene from "The Oklahoman," CinemaScope and De Luxe Color outdoor action adventure for Allied Artists. The pair headline with Brad Dexter and Gloria Talbott.

HOLLYWOOD FACES SHORTAGE OF PROPER STORIES, SAYS STAR

"The big problem in motion pictures today is finding good stories that can be developed into motion picture scripts."

That's the opinion of Joel McCrea, one of Hollywood's ranking film personalities who is starred with Barbara Hale, Brad Dexter and Gloria Talbott in Allied Artists' "The Oklahoman," CinemaScope action drama opening at the theatre.

"It may seem paradoxical that there are a lot of stories around," continued McCrea, "but it doesn't necessarily follow that they will make good screenplays."

"I've read plenty of stories, both short stories and novels, that were exciting, entertaining and darn good story telling. Some of these even made the best seller lists, but they still didn't have the qualities that could turn them into good film scripts."

"Also, I've read stories that were sketchy and perhaps only partly developed from the standpoints of plot and characterization. But they had the basic essentials of a good photoplay, and with the proper treatment made better pictures than they did original stories."

McCrea, who has one of the finest screen roles in "The Oklahoman" as a frontier doctor who is forced to fight alone against a band of oil-greedy outlaws, pointed out that the motion picture medium demands specialized talent and a specialized story form.

"For example," he continued, "High Noon" was a great motion picture, but I bet it wouldn't have lasted three days on Broadway as a play. The motion picture art form allowed the writer and director to add many values that wouldn't have been possible in the theatre."

"I honestly believe that 'The Oklahoman' is the type of story that would be successful either in abbreviated form as a short story or as a book, although it is an original story and screenplay written solely for the screen by Daniel B. Ullman."

"But scripts such as this are

HANDY LOCATION

Joel McCrea had to step into his own back yard when he reported for work during filming of much of Allied Artists' "The Oklahoman," CinemaScope action drama in color now at the theatre.

McCrea, starred in the picture with Barbara Hale, Brad Dexter and Gloria Talbott, rented his ranch in Ventura County, Calif., to the studio for all location filming. Much of the action takes place in McCrea's own ranch house and stables.

'MISS OKLAHOMA'

Jennie Lee, the young actress who has a key role in Allied Artists' "The Oklahoman," CinemaScope and Color production now at the theatre, was a natural selection for the role. She is a former "Miss Oklahoma" and was born and raised in Tulsa. Joel McCrea, Barbara Hale, Brad Dexter and Gloria Talbott are starred in the exciting action film.

FEARLESS



Joel McCrea, portraying the title role in "The Oklahoman," Allied Artists' CinemaScope and De Luxe Color outdoor action adventure, finds his future and his life threatened by a band of oil-greedy killers. Barbara Hale, Brad Dexter and Gloria Talbott are also starred.

The Oklahoman was KILLING mad!

The whole Cherokee Strip knew what happened to his Indian girl...and it waited like a powder keg with the fuse burning short!

The furied story of Doc Brighton, the West's famed gun-slinging medic!



ALLIED ARTISTS presents
JOEL McCREA
AS **THE OKLAHOMAN**

starring **BARBARA HALE** BRAD DEXTER • GLORIA TALBOTT
A WALTER MIRISCH Production • Directed by FRANCIS D. LYON
Written by DANIEL B. ULLMAN

FILMED IN **CINEMASCOPE**
COLOR BY DE LUXE

Ad No. 301


3 cols. x 7½"

(315 lines)

301

They called him **TALL DEADLY** in the killer pit of the Cherokee Strip!

JOEL McCREA



as **THE OKLAHOMAN**

AN ALLIED ARTISTS PICTURE
co-starring **BARBARA HALE**
BRAD DEXTER • GLORIA TALBOTT
with **MICHAEL PATE** *color*
FILMED IN **CINEMASCOPE**
A WALTER MIRISCH Production

Directed by FRANCIS D. LYON • Written by DANIEL B. ULLMAN

104

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You feel the gun leap in your hands... you hear the muffled cry... see the red stain spread... Now YOU are a killer in the furied days of the Cherokee Strip!



ALLIED ARTISTS presents
JOEL McCREA *That ramrod guy from "Wichita"!*

AS **THE OKLAHOMAN**

starring **BARBARA HALE** • BRAD DEXTER • GLORIA TALBOTT
with **MICHAEL PATE** • VERA FELTS
A WALTER MIRISCH Production

FILMED IN **CINEMASCOPE**
COLOR BY DE LUXE

Directed by FRANCIS D. LYON • Written by DANIEL B. ULLMAN

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501

**IN THE KILLER PIT OF
THE CHEROKEE STRIP!**

...the incredible career
of Doc Brighton—the
quiet man **WHO HAD
TO BECOME A
KILLER!**

ALLIED ARTISTS
presents

JOEL McCREA
as **THE
OKLAHOMAN**

FILMED IN
CINEMASCOPE COLOR
BY DE LUXE

The Indian girl
wanted his love!

co-starring
BARBARA HALE
BRAD DEXTER
GLORIA TALBOTT
with **MICHAEL PATE** • **VERNA FELTON**

A **WALTER MIRISCH** Production

Directed by **FRANCIS D. LYON** • Written by **DANIEL B. ULLMAN**

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(266 lines)

ALLIED ARTISTS presents

JOEL McCREA as
**"THE
OKLAHOMAN"**

FILMED IN
CINEMASCOPE COLOR
BY DE LUXE

Ad No. 201 2 cols. x 1" 201
(28 lines)

AVENGER
of the
Furied
Southwest!

The quiet man
who **HAD TO
BECOME A
KILLER!**

...the Indian
girl wanted
his love!

...the gunmen
wanted his
life!

ALLIED
ARTISTS
presents

JOEL McCREA
as **THE
OKLAHOMAN**

co-starring
BARBARA HALE • **BRAD DEXTER** • **GLORIA TALBOTT**

FILMED IN
CINEMASCOPE COLOR
BY DE LUXE

A **WALTER MIRISCH** Production

Directed by **FRANCIS D. LYON** • Written by **DANIEL B. ULLMAN**

Ad No. 206 2 cols. x 8" 206
(224 lines)

AVENGER OF THE RAW SOUTHWEST!

ALLIED ARTISTS presents

JOEL McCREA
as **THE
OKLAHOMAN**

co-starring **BARBARA HALE**
BRAD DEXTER • **GLORIA TALBOTT**

FILMED IN
CINEMASCOPE COLOR
BY DE LUXE

A **WALTER MIRISCH** Production

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

In his
TRIGGER-SQUEEZE
the Oklahoman
held the life and
death of a
gun-scorched
town!

The Indian girl
wanted his love...
the killers
wanted his life!

ALLIED ARTISTS presents
JOEL McCREA
as **THE**
OKLAHOMAN

co-starring
BARBARA HALE
BRAD DEXTER · GLORIA TALBOTT
with MICHAEL PATE · VERNA FELTON

FILMED IN
CINEMASCOPE
COLOR
BY DE LUXE
A WALTER MIRISCH Production

Directed by FRANCIS D. LYON • Written by DANIEL B. ULLMAN

302

Ad No. 302

3 cols. x 6½"

(273 lines)

**THE QUIET MAN
WHO HAD TO
BECOME
A KILLER!**

**JOEL
McCREA**

as **THE**
OKLAHOMAN

co-starring
BARBARA HALE
BRAD DEXTER · GLORIA TALBOTT with MICHAEL PATE · VERNA FELTON
A WALTER MIRISCH Production

FILMED IN
CINEMASCOPE COLOR
BY DE LUXE

Directed by FRANCIS D. LYON • Written by DANIEL B. ULLMAN

207

Ad No. 207

2 cols. x 5"

(140 lines)

**THE
INDIAN
GIRL
WANTED
HIS
LOVE
...THE
KILLERS
WANTED
HIS
LIFE!**

**JOEL
McCREA**
as **THE**
OKLAHOMAN

FILMED IN
CINEMASCOPE
COLOR
BY DE LUXE

co-starring
BARBARA HALE
BRAD DEXTER
GLORIA TALBOTT
An ALLIED ARTISTS Picture
A WALTER MIRISCH
Production

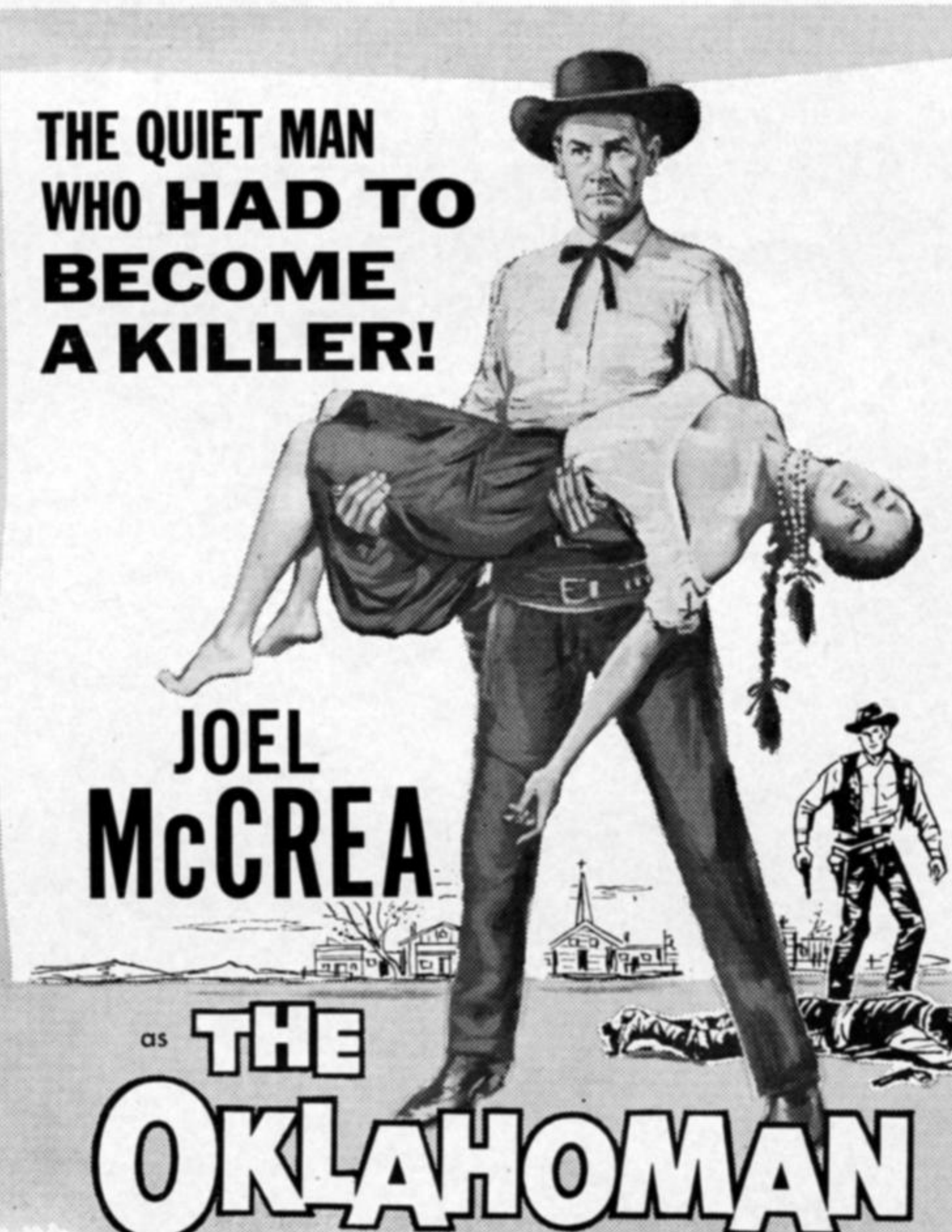
Directed by FRANCIS D. LYON • Written by DANIEL B. ULLMAN

105

Ad No. 105
1 col. x 6¾"

(94 lines)

**THE QUIET MAN
WHO HAD TO
BECOME
A KILLER!**



**JOEL
McCREA**

as **THE
OKLAHOMAN**

co-starring **BARBARA HALE**

BRAD DEXTER • GLORIA TALBOTT with **MICHAEL PATE • VERA FELTON**

A **WALTER MIRISCH** Production

FILMED IN **CINEMASCOPE** *COLOR*
BY DE LUXE

Directed by **FRANCIS D. LYON** • Written by **DANIEL B. ULLMAN**

303

Ad No. 303

3 cols. x 7½"

(315 lines)

TRIGGER TAUT!

The violent career
of Doc Brighton,
the west's famed
gunslinging medic!



**JOEL
McCREA**

AS **THE
OKLAHOMAN**

co-starring **BARBARA HALE**

BRAD DEXTER • GLORIA TALBOTT

FILMED IN **CINEMASCOPE** *COLOR*
BY DE LUXE

A **WALTER MIRISCH** Production

AN **ALLIED ARTISTS**
PICTURE

Directed by **FRANCIS D. LYON** • Written by **DANIEL B. ULLMAN**

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Directed by FRANCIS D. LYON • Written by DANIEL B. ULLMAN

205

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THE OKLAHOMAN

No. 21



THE OKLAHOMAN No. 3



102

Ad No. 102
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(28 lines)



103

Ad No. 103
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(56 lines)



101

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(14 lines)



202

Ad No. 202

2 cols. x 2"

(56 lines)

EXPLOITATION

FREE COLOR-IN MAT AVAILABLE



Use the three column mat (illustrated here in 2-columns) for a color-in contest in your newspaper or on heralds. If you use heralds, distribute them at schools, playgrounds, etc. Another angle would be to tie-in with super markets to use them as package stuffers with imprint on back of bag. Select about 10 or so of the best color-in jobs and display them on a lobby board. Order your free three column mat from Allied Artists Exploitation Dept., 4376 Sunset Dr., Hollywood 27, California.

CHECK WESTERN ANGLES

➤ **GUN EXHIBIT:** Get in touch with local gun shops or private collectors and borrow a sufficient number of old time western firearms to use as a lobby or window display. Label each rifle and pistol correctly and surround exhibit with accessories from NSS.

➤ **KIDDIE SHOWS:** In spite of the "outer space" craze, merchandise men of stores handling this type of merchandise declare that kids still like to dress up like cowboys. Run a special kiddie show and have youngsters report dressed in western garb at the newspaper office and parade in a body to the theatre. Offer prizes for best outfits.

➤ **HITCHING POST:** Improvise a typical western hitching post at the curb in front of your theatre. On opening day hitch a couple of horses with signs draped over them. Signs should read: *HITCH YOUR HORSES HERE WHILE ENJOYING "THE OKLAHOMAN."*

➤ **TIE-INS:** Promote window in stores selling western apparel; toy shops carrying gun and holsters and kiddie cowboy outfits; lending libraries and book stores for windows displaying books, fact or fiction, with a western background. Add signs with local tie-in copy.

➤ **STREET BALLY:** Have one or more "cowboys" ride horses around town. Signs on their backs should bear copy similar to this: *We're on our way to see Joel McCrea in "The Oklahoman" at the Blank Theatre.*

Color Snapshots

Call attention to the fabulous color of "The Oklahoman" by making a three way tie-in between the theatre, camera shop and newspaper. The idea is to ask newspaper readers to send in color snapshots with a western background. Camera shop should be glad to make a special window display of the winners and offer a camera or a piece of camera equipment for the best snapshot received. Runners-up should be awarded theatre tickets.

Action Board

Sell the action in "The Oklahoman" by making up a special 40" x 60" board with stills showing the sensational fight sequence in the film. These stills are included in the regular NSS set. Ask for stills 41, 42, 44D, 52, and 53D.

KEY POSTER ART MAKES ATTRACTIVE STANDEE



The key art on "The Oklahoman" three and six sheets has been designed to enable theatre man to make an attractive and inexpensive lobby standee.

Mount the multi-colored poster on beaver board and cut out as shown on the left. Back it up with strips of fir. Spot it in your lobby well in advance of playdate, and place it out front during the picture's run. Suggest you give the standee a coat of shellac for outdoor use.

Oklahoma Day

Arrange with your mayor, city manager or board of selectmen to issue a proclamation designating the opening day as "Oklahoma Day." Grab extra newspaper space by promoting or buying a western type hat and photographing the chief executive signing the proclamation while wearing the hat. Allied Artists exploitation department can arrange to have a telegram signed by Joel McCrea sent to any city official cooperating on this stunt.

Over The Airwaves RADIO TRANSCRIPTIONS

Five punch-packed radio spots, recorded by one of Hollywood's ace announcers, are contained on one platter. This record is available to you at no cost. Powerful dramatic copy will make this transcription one of the best selling media of your campaign. 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 Dep't., 4376 Sunset Drive, Hollywood, or from Allied Artists Exploitation Dep't., 1560 Broadway, New York 36, N. Y.

TELEVISION SLIDE

Spot the television slide following a western type TV show to sell "The Oklahoman" to those who like outdoor action films.



The slide has been designed so that it can be adapted for use with or without station ID. Space has been left open on the upper left hand corner for this purpose.

When ordering, please include, in addition to your theatre name and date, the station call letters and channel number if you wish the ID on the slide. Slides are \$4.00 each including imprinting and postage. All orders must be accompanied by check or money order. Order direct from:

**CHATIS ART DISPLAYS, 6453 SUNSET BLVD.
HOLLYWOOD, CALIF.**

MATERIAL FOR OKLAHOMA QUIZ

Facts on Oklahoma adaptable for a "true or false" or regular quiz are listed here. All statements made are true.

Oklahoma entered the Union in 1907 . . . the 46th State.

Oklahoma is known as the Sooner State.

Oklahoma City is not only the state's capital but also the biggest city.

Oil derricks can be seen in operation directly in front of the State House.

Oklahoma has about 1/3 of the country's Indian population.

INVITE OKLAHOMANS

Designate the opening night as "Oklahoma Night," and invite any former or visiting Oklahomans as your guests. Of course, this stunt is not practical in Oklahoma or its bordering states. Use lobby card or screen clip to extend invitation. Make any official document such as driver's license good for admission. Drive-in theatres can admit cars bearing Oklahoma plates.

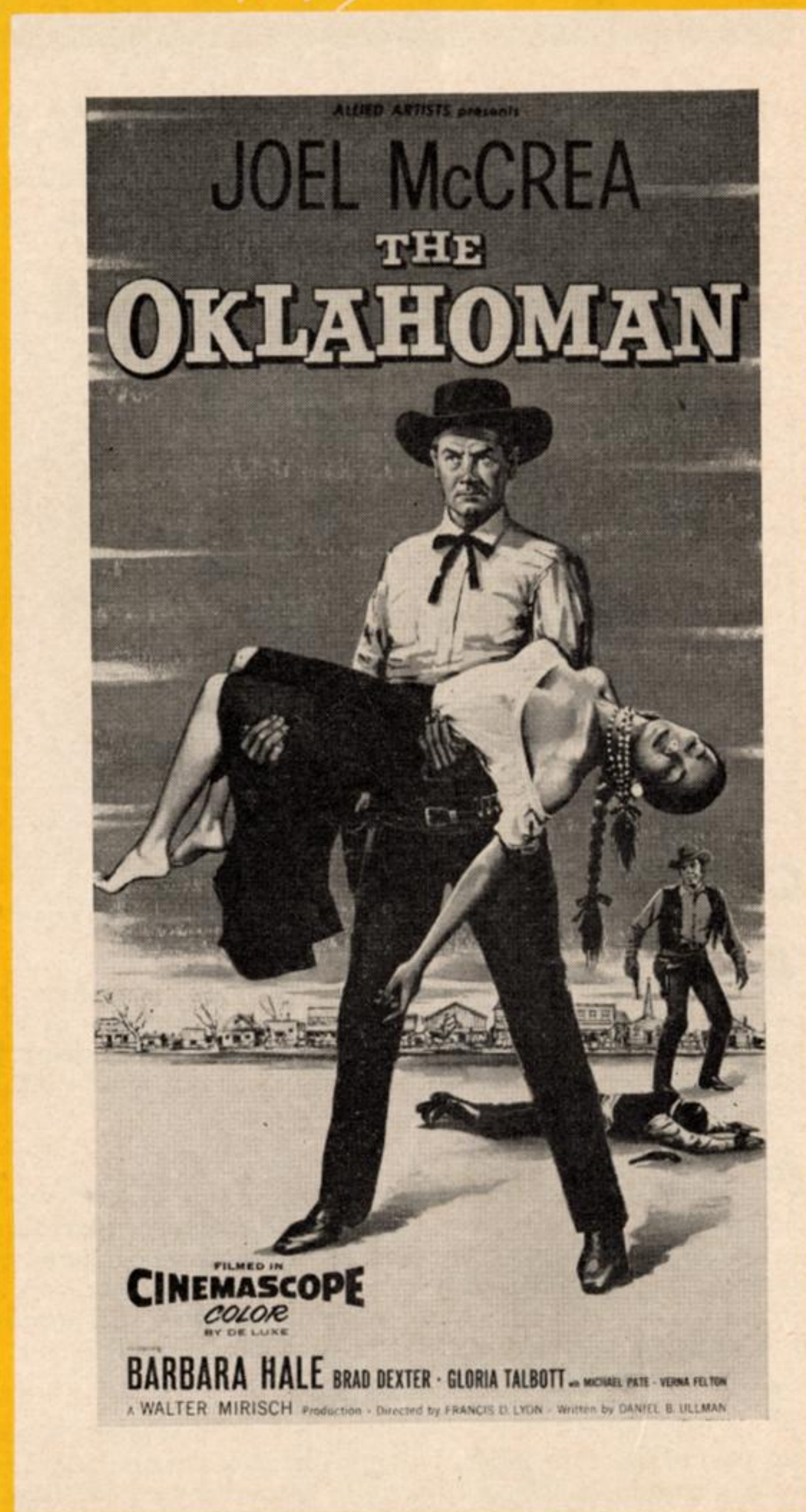
CINEMASCOPE TRAILER

Don't undersell "The Oklahoman" on your screen by running any advance trailer other than one in CinemaScope. There is no problem involved, especially if your current attraction is in CinemaScope. All you have to do is splice the CinemaScope trailer to either end of the current CinemaScope feature, depending on how you arrange your schedule. There are no lenses to change and no time lost. Order direct from National Screen Service.

POSTERS and LOBBIES



SIX SHEET



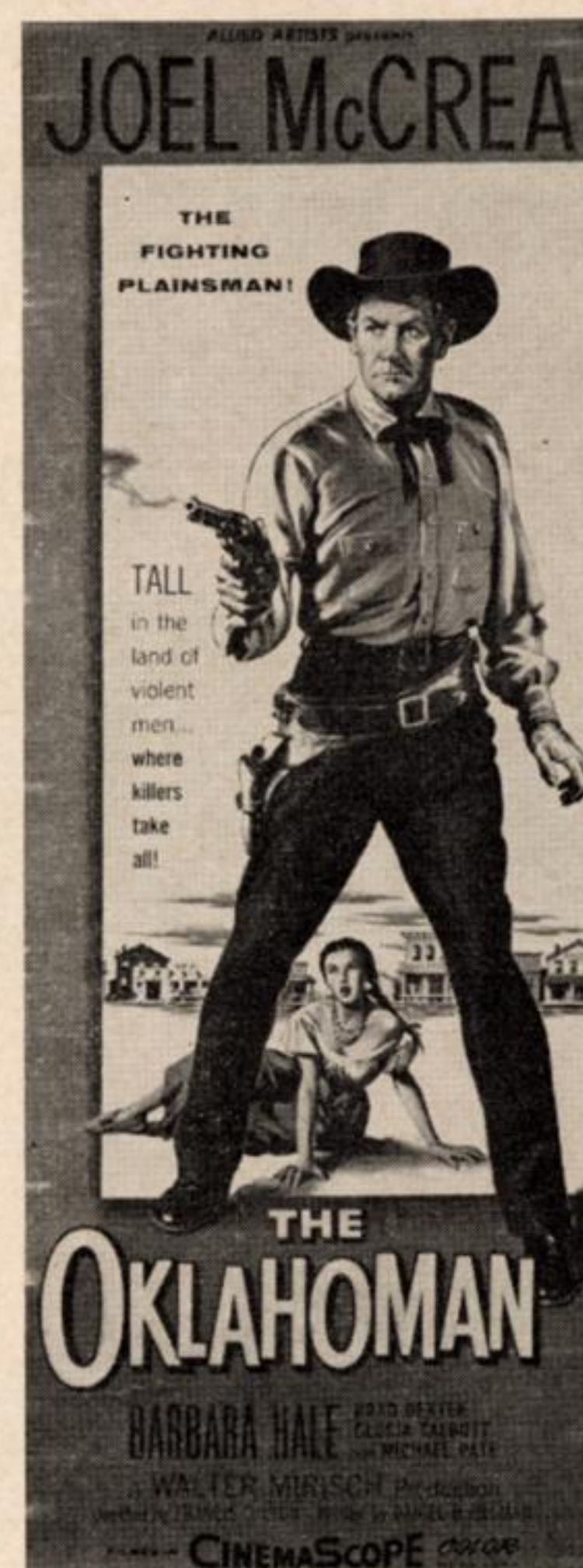
THREE SHEET



ONE SHEET



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

Printed in U.S.A.