

## Document Citation

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**EUREKA! URANIUM!**

You'll strike pay dirt  
with those Get-Rich-Fast  
Fools who turn the  
Wide-Open Badlands  
into a Bedlam of  
Boxoffice Boom Daze!



Leo Huntz  
**GORCEY · HALL**  
and THE  
**Bowery Boys**



**DIG  
THAT  
URANIUM**

DIG  
THOSE  
HOT  
ROCKS!  
THEY'RE  
REAL  
COOL!

AN ALLIED ARTISTS PICTURE  
with **MARY BETH HUGHES**  
**RAYMOND HATTON**

PRODUCED BY BEN SCHWALB · DIRECTED BY EDWARD BERNOS · ELWOOD ULLMAN AND BERT LAWRENCE



Your **ALLIED ARTISTS** Showmanship Campaign Book



They're on the trail of those  
**CRAZY HOT ROCKS!**



**LEO GORCEY-HALL**  
and **THE Bowery Boys**

And BOY,  
how their  
geiger  
counters  
click when  
they meet  
those babes  
from the  
badlands!

**DIG  
THAT  
URANIUM**

with **MARY BETH HUGHES**  
**RAYMOND HATTON**  
AN ALLIED ARTISTS PICTURE

PRODUCED BY BEN SCHWALB - DIRECTED BY EDWARD BERNDT - ELWOOD ULLMAN AND BERT LAWRENCE

Ad No. 201 2 cols. x 7 3/4" (217 lines)

HAPPY BOOM DAZE with that URANIUM CRAZE!



**LEO GORCEY HUNTZ HALL**  
and **THE Bowery Boys**

**DIG THAT URANIUM**

AN ALLIED ARTISTS PICTURE

Ad No. 206 2 cols. x 1" (28 lines)

They're on the trail of those **CRAZY HOT ROCKS!**



**LEO GORCEY-HALL**  
and **THE Bowery Boys**

**DIG  
THAT  
URANIUM**

with **MARY BETH HUGHES**  
**RAYMOND HATTON**  
AN ALLIED ARTISTS PICTURE

Ad No. 204 2 cols. x 3" (84 lines)

They're huntin' for the  
**HOT ROCKS**  
in the  
uranium search  
that panicked  
the West!



**LEO GORCEY-HALL**  
and **THE Bowery Boys**

**DIG  
THAT  
URANIUM**

with **MARY BETH HUGHES**  
**RAYMOND HATTON**  
AN ALLIED ARTISTS PICTURE

PRODUCED BY BEN SCHWALB - DIRECTED BY EDWARD BERNDT - ELWOOD ULLMAN AND BERT LAWRENCE

Ad No. 202 2 cols. x 6 1/4" (175 lines)

**YOU'LL  
ROCK N' ROLL**

as those  
geiger-  
happy  
tenderfoots  
dig those  
**CRAZY  
HOT  
ROCKS!**



**LEO GORCEY-HALL**  
and **THE Bowery Boys**

**DIG  
THAT  
URANIUM**

It's  
REAL  
COOL!

with **MARY BETH HUGHES**  
**RAYMOND HATTON**  
AN ALLIED ARTISTS PICTURE

PRODUCED BY BEN SCHWALB - DIRECTED BY EDWARD BERNDT - ELWOOD ULLMAN AND BERT LAWRENCE

Ad No. 101 1 col. x 6 1/4" (88 lines)



# COMPLETE CAMPAIGN MAT 35c

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

ORDER "DIG THAT URANIUM" 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.

THE FULL LINE OF POSTERS AND LOBBIES IS AVAILABLE THROUGH NATIONAL SCREEN SERVICE EXCHANGES



203

Ad No. 203

2 cols. x 3 3/4"

(105 lines)



DIG THAT URANIUM

No. 22



103

Ad No. 103

1 col. x 2"

(28 lines)



DIG THAT URANIUM

No. 5



102

Ad No. 102

1 col. x 3 3/4"

(46 lines)



104

Ad No. 104

1 col. x 1"

(14 lines)



with MARY BETH HUGHES - RAYMOND HATTON  
AN ALLIED ARTISTS PICTURE

205

Ad No. 205

2 cols. x 2"

(56 lines)





# PUBLICITY



DON'T PULL IT!



DIG THAT URANIUM

No. 21

As gunman Harry Lauter holds Leo Gorcey petrified, Huntz Hall looks on with interest to see what will happen in "Dig That Uranium," latest in Allied Artists' Bowery Boys series, now at the theatre.

## TRIO OF VILLAINS PLOT GRAB OF BOWERY BOYS' RICH MINE

When Leo Gorcey, Huntz Hall and the rest of the gang who operate from the Bowery Sweet Shop strike out for the west to work their newly purchased uranium mine, bought sight unseen and quite unproved, they run into all sorts of trouble with three determined claim jumpers in "Dig That Uranium," latest of the Bowery Boys comedies, now at the theatre.

The three villains, played by Harry Lauter, Myron Healey and Richard Powers, eventually are out-manuevered by Slip and Sach, assisted by an ancient prospector and his long-suffering donkey with Raymond Hatton in the role of the old desert rat.

A hilarious climax of the picture comes when the three claim jumpers, in a jeep, are pursuing the Bowery Boys in their ancient jalopy over mountain trails. By a sharp maneuver, Gorcey, at the wheel, tracks the driver of the jeep to drive over a high cliff, the car plunging in a shower of sparks, rocks and dust into a canyon far below.

Sharing featured roles in the Allied Artists hit are Mary Beth Hughes, David Condon, Bennie Bartlett, Bernard Gorcey and Carl Switzer.

The comedy was produced by Ben Schwalb and was directed by Edward Bernds.

### Cast

Slip ..... LEO GORCEY  
Sach ..... HUNTZ HALL  
Jeanette ..... MARY BETH HUGHES  
Louie ..... BERNARD GORCEY  
Mac ..... RAYMOND HATTON  
Chuck ..... DAVID CONDON  
Butch ..... BENNIE BARTLETT  
Haskell ..... HARRY LAUTER  
Hody ..... MYRON HEALEY  
Loomis ..... RICHARD POWERS  
Indian ..... PAUL FIERRO  
Shifty ..... CARL SWITZER

### PLAYS WAITRESS

Mary Beth Hughes has the role of a sexy waitress in "Dig That Uranium," latest of the Allied Artists Bowery Boys comedies, now at the theatre. The Ben Schwalb production stars Leo Gorcey and Huntz Hall.

### Synopsis

(Not for Publication)

A slick confidence man, Shifty Robertson (Carl Switzer), sells Louis Dumbrowski (Bernard Gorcey) the deed to the Little Daisy uranium mine, purportedly located in Bearclaw Canyon, near Panther Pass. Slip (Leo Gorcey), Sach (Huntz Hall), Butch (Bennie Bartlett) and Chuck (David Condon) pile into an old jalopy with Louie and head for the mine. En route, the car breaks down. The mechanic who repairs it fixes it so that it will travel twice as fast in reverse as in high. In Panther Pass, Ron Haskell (Harry Lauter), Jeannette, a waitress (Mary Beth Hughes), Frank Loomis (Richard Powers) and Joe Hody (Myron Healey) plot to take the mine from the Bowery group when they locate it. With the help of an old desert rat, Slim McKenzie (Raymond Hatton), they locate the site of the mine, but of course find no evidence of uranium. Haskell and his ruffians close in. A fight develops. To escape, Slip and his gang get in their car and whip away, in reverse. Battled, Haskell and his men try to follow in a jeep. Slip out-smarts them, the jeep dives over a cliff, and in doing so knocks off a jagged ledge of rock right on the site of the Little Daisy. The Geiger counters start a terrific chatter. The Bowery Boys and Louie are rich—until a group of Indians come up to claim the mine. The Little Daisy is on their government reservation.

## Trick Up Car For Wild Chase

Mechanics at the Allied Artists studio in Hollywood, accustomed to taking things in stride, were somewhat startled recently when an order came through to build an automobile that could travel faster backward than forward, and be steered from either end.

That they did it, and did it well, can be seen in "Dig That Uranium," latest of the Bowery Boys comedies starring Leo Gorcey and Huntz Hall, now screening at the theatre. The trick jalopy takes a prominent part in the wild mountain chase that comes near the end of the picture.

Prominent in the supporting cast are Mary Beth Hughes, Bernard Gorcey, David Condon, Bennie Bartlett, Myron Healey, Harry Lauter and Raymond Hatton.

The picture was produced by Ben Schwalb and directed by Edward Bernds.

## Bowery Boys In Uranium Hunt

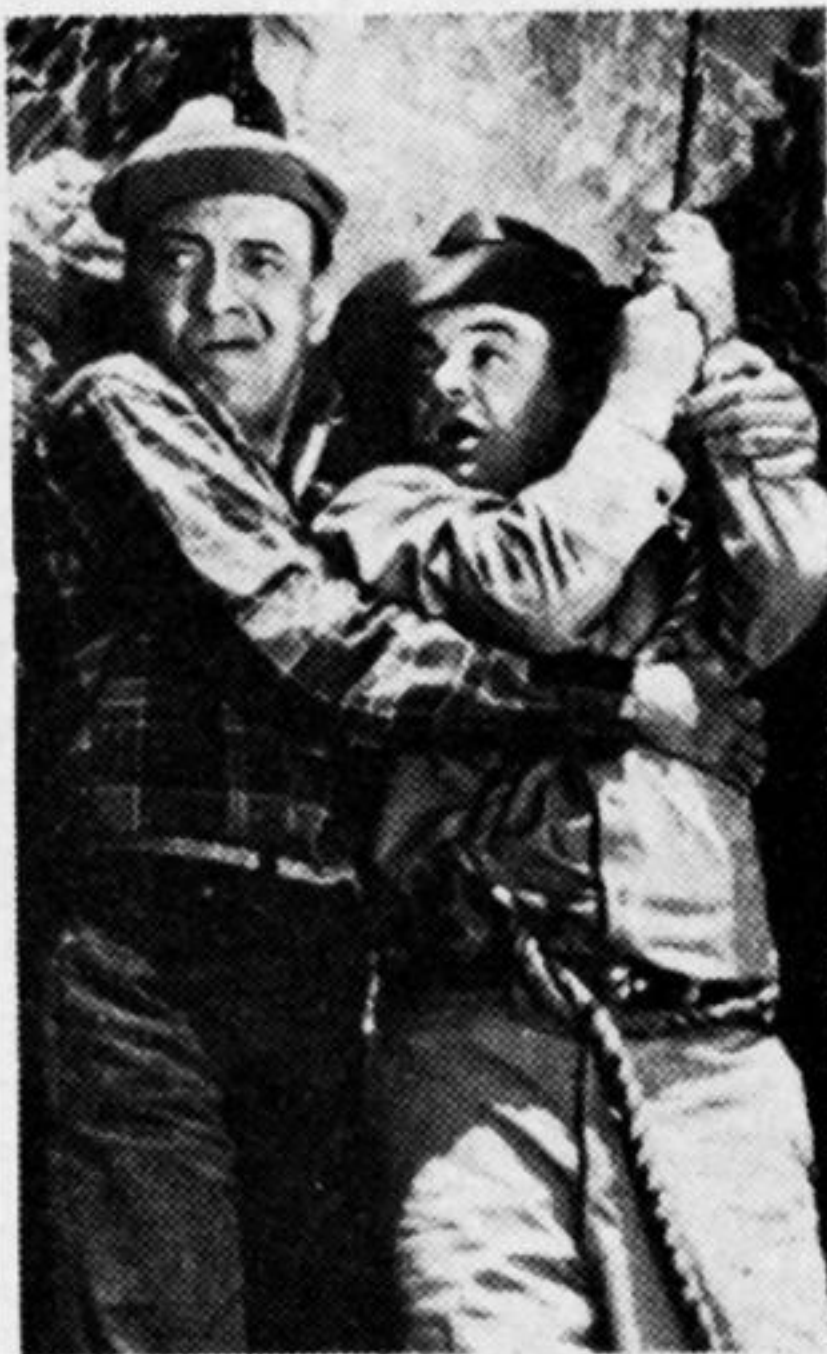
(Advance)

Leo Gorcey and Huntz Hall, with the rest of the Bowery Boys, return to the screen at the theatre in "Dig That Uranium," their latest comedy for Allied Artists, in which they meet all manner of adventures on a prospecting trip to the west.

Featured in the supporting cast are Mary Beth Hughes, Bernard Gorcey, David Condon, Bennie Bartlett, Harry Lauter, Myron Healey and Raymond Hatton.

The picture was produced by Ben Schwalb and directed by Edward Bernds.

### TRAPPED



DIG THAT URANIUM

No. 3

Huntz Hall and Leo Gorcey, co-starred in "Dig That Uranium," latest of the Bowery Boys comedies for Allied Artists, here are trapped. The picture is now at the theatre.

### Credits

Produced by Ben Schwalb; Directed by Edward Bernds; Written by Ellwood Ullman and Bert Lawrence; Photographed by Harry Neumann, A.S.C.; Production Manager, Allen K. Wood; Editorial Supervision, Lester A. Sansom; Film Editor, William Austin; Music by Martin Skiles; Assistant Director, Austen Jewell; Sound Recorder, Ralph Butler; Art Director, David Milton; Set Dresser, Joseph Kish; Continuity by Dick Challee; Special Effects by Milton Rice; Makeup by Emile Lavigne.

## JEEP PLUNGES OVER CLIFF AS CLIMAX OF WILD CHASE

Climaxing a riotous chase that comes near the end of the picture, a jeep carrying three villainous characters plunges over a high cliff to crack open a rich uranium discovery in "Dig That Uranium," latest in the series of Bowery Boys comedies, now on the screen at the theatre.

Leo Gorcey and Huntz Hall, with the rest of the Bowery group, lead the chase in a decidedly unorthodox manner, for by some mechanical mishap their beaten-up old jalopy is found to travel twice as fast in reverse as it does in forward high gear, and backward is the way they travel.

Action in the picture starts when a shifty character sells Louie Dumbrowsky — Bernard Gorcey, of course—the deed to the Little Daisy uranium mine, located in Bearclaw Canyon, near Panther Pass. Arrived there, they locate the purported site of the mine with the help of an old desert rat, played by Raymond Hatton, but their Geiger counters and scintillators fail to register even the slightest click—until the crash of the jeep some riotous reels later.

Prominent in supporting parts are Mary Beth Hughes, David Condon, Bennie Bartlett, Harry Lauter and Myron Healey. The picture was produced for Allied Artists by Ben Schwalb and was directed by Edward Bernds.

## Donkey Eats Picture Props

A donkey with an appetite for plastic interrupted production for several hours on "Dig That Uranium," latest in the Bowery Boys comedy series of Allied Artists, currently at the theatre.

Property men on the picture had made, from the apparently tasty material, a pair of crazy binoculars that Huntz Hall was to use in one of the scenes. When it came time for filming, it was discovered that the donkey, belonging to an old prospector in the picture, had crunched both props to pieces and duplicates had to be brought from the studio before shooting could be resumed.

Leo Gorcey and Hall head the cast, supported by Bernard Gorcey, David Condon, Bennie Bartlett, Harry Lauter and Myron Healey.

The picture was produced by Ben Schwalb and was directed by Edward Bernds from a screenplay by Ellwood Ullman and Bert Lawrence.

## Geiger Counter Busts Up Scene

A clicking Geiger counter, held by Leo Gorcey in a scene in which he was playing the role of a uranium prospector, so startled him that he forgot his lines and seconds later the entire company was grouped around him, thinking about riches.

Gorcey's "discovery" was made in the Santa Susanna mountains near Los Angeles during location scenes for "Dig That Uranium," new Bowery Boys comedy now at the theatre. Although the area was slightly radioactive, it did not remotely approach commercial value.

Co-starred with Gorcey in the Allied Artists comedy is Huntz Hall. Prominent in the supporting cast are Mary Beth Hughes, David Condon, Bernard Gorcey, Bennie Bartlett, Myron Healey and Harry Lauter.

The picture was produced by Ben Schwalb and directed by Edward Bernds from a screenplay by Ellwood Ullman and Bert Lawrence.

### TICK-TICK



DIG THAT URANIUM

No. 5

Leo Gorcey and Mary Beth Hughes hit pay dirt in Allied Artists' new Bowery Boys comedy, "Dig That Uranium," now at the theatre with Huntz Hall co-starred.

## Prices Stable In Famed Shop

Unlike any other place of its sort in the world today, prices have never been raised at Louie's Sweet Shop, headquarters for Leo Gorcey, Huntz Hall and the rest of the Bowery Boys since the place was opened 10 years ago. The original signs, pricing various items on the menu, are still in use as each new picture in the series goes into production.

The Sweet Shop again is the base of operations for "Dig That Uranium," latest of the Allied Artists comedies, currently showing at the theatre.

In the supporting cast are David Condon, Bernard Gorcey, Bennie Bartlett, Harry Lauter, Myron Healey, Richard Powers and Mary Beth Hughes.

### SECRETS



DIG THAT URANIUM

No. 4

Huntz Hall and his burro share a lot of secrets in Allied Artists' "Dig That Uranium," now at the theatre with Leo Gorcey co-starred.



BOWERY BOYS TREK WEST IN QUEST OF URANIUM RICHES

(Review) The Bowery Boys, backed financially by Louie of the Sweetshop as usual, head westward, on a safari for uranium in their latest Allied Artists' comedy, "Dig That Uranium," which opened yesterday at the .....theatre.

The action is fast, furious and funny as Leo Gorcey and Huntz Hall, Bernard Gorcey, David Condon and Bennie Bartlett roar into Bearclaw Canyon, Geiger counters in hand. On hand to take their mine away from them, if they ever find it, are a group of rascals headed by Harry Lauter, Richard Powers and Myron Healey, who finally are outwitted after a climactic chase that has the audience roaring.

Gorcey and Hall, together professionally for more than twenty years, have perfected their respective types of humor to the point where they are a screen staple, appearing in four pictures a year as sure as the seasons roll around.

In "Dig That Uranium" they have added comedy support provided by Raymond Hatton who, years ago, appeared with the late Wallace Beery in a series of feature comedies made by Paramount. Hatton appears as an ancient prospector, whose equally ancient mule features in several laugh provoking sequences.

BOWERY BOYS

Leo Gorcey, Huntz Hall and the rest of the Bowery Boys invade the wild west in their latest Allied Artists comedy, "Dig That Uranium," now playing at the ..... theatre. It is a Ben Schwalb production directed by Edward Bernds.



STRIKE!  
DIG THAT URANIUM No. 2  
Leo Gorcey's prospecting tool registers a hit in "Dig That Uranium," latest in Allied Artists' Bowery Boys comedies, co-starring Huntz Hall, now at the ..... theatre.

Gorcey, Hall Strike It Rich

Invading the west with Geiger counters and scintillators, Leo Gorcey and Huntz Hall strike it rich in their latest Allied Artists comedy, "Dig That Uranium," only to have their claim taken away from them in surprising and amusing fashion. This latest in the popular Bowery Boys series is now at the ..... theatre.

Heading the supporting cast are Bernard Gorcey, David Condon, Bennie Bartlett, Harry Lauter, Myron Healey and Raymond Hatton, the latter playing an old desert rat who helps the Bowery group locate the claim they had bought from a wily promoter.

The picture was produced by Ben Schwalb and was directed by Edward Bernds.

Our Gang Star In Film Return

Carl "Alfalfa" Switzer, who started his screen career as a child star in Hal Roach's Our Gang comedies, is actively resuming film work and has a featured role in "Dig That Uranium," latest in Allied Artists' series of Bowery Boys comedies, starring Leo Gorcey and Huntz Hall. The picture is currently at the ..... theatre.

In supporting roles are Bernard Gorcey, David Condon, Bennie Bartlett, Harry Lauter and Myron Healey. Ben Schwalb produced and Edward Bernds directed.

THOROUGHLY COVERED



DIG THAT URANIUM No. 22

Huntz Hall even points a gun at himself as Mary Beth Hughes and Leo Gorcey have him covered in one of the mad scenes of "Dig That Uranium," latest in Allied Artists' Bowery Boys series, now at the ..... theatre.

HUNT URANIUM

The Bowery Boys, headed by Leo Gorcey and Huntz Hall, prospect for a uranium claim in "Dig That Uranium," their latest comedy for Allied Artists, now at the ..... theatre. It is a Ben Schwalb production directed by Edward Bernds.

OUR GANG

Carl Switzer, once a child star in the Our Gang comedies, has a featured role in "Dig That Uranium," latest of the Bowery Boys comedies, now at the ..... theatre. Leo Gorcey and Huntz Hall are starred in the Ben Schwalb production for Allied Artists.



EXHIBIT OF MINERAL ORE

Hobbyists who collect samples of mineral ore should be a good source for plugging "Dig That Uranium." Stores catering to hobbyists also carry such samples. Make a lobby or store window exhibit of a collection of various types of mineral ore. Label each sample and put them under glass to prevent theft. Surround the exhibit with production stills and accessories plus a card bearing theatre name and playdate.

Teen-Age Lingo

The teen-agers of today have a lingo all their own. One of their favorite expressions used in describing things and persons starts with the words "Dig that crazy," etc. Enlist the cooperation of your newspaper editor in digging up as many of these as he can by having them submitted by the youngsters. Offer tickets for the cleverest ones sent in. For example: when first seeing a zebra, the following expression was used, "Dig those crazy pajamas"; and when seeing a dirigible, "Dig that crazy cigar."

MERCHANDISING STILLS

Several of the production stills offer an opportunity for merchandising tieups. These stills are included in the set available at your National Screen Service branch. For western apparel, holster sets, guns, etc., and fancy embroidered western shirts obtain stills 7 and 59; stills 21 and 76 are especially good for Army and Navy and sport stores selling camp equipment.

EXPLOITATION

GEIGER COUNTER STREET BALLY



A couple of boys, dressed a la Leo Gorcey and Huntz Hall, and carrying Geiger counters, should attract a great deal of attention as a street bally. Attach a cloth sign on the bottom of the mechanisms bearing copy such as: WE ARE ON OUR WAY TO DIG THAT URANIUM . . . AND YOU WILL BE ON YOUR WAY TO A LOAD OF LAUGHS WHEN YOU SEE LEO GORCEY, HUNTZ HALL AND THE BOWERY BOYS IN "DIG THAT URANIUM" AT THE REX THEATRE.



GEIGER COUNTER DISPLAYS

Many department and sporting goods stores sell Geiger counters, especially in mountain areas. You should not have any difficulty in promoting window space as well as a lobby exhibit of the ore finding machines. Check the set of "Dig That Uranium" production stills for a number of stills showing the stars carrying Geiger counters.

Bowery Boys Club Cards

Kids love to belong to clubs. If you have not already organized a Bowery Boys Club, it is not too late to do so. This club, designed to keep every member a regular patron for every Bowery Boys picture, will get the youngsters talking about your latest film in this series. A mat of the membership card is available to you at no cost. Order it from Allied Artists Exploitation Dept., 4376 Sunset Dr., Hollywood 27, Calif.

CARICATURE MATS ARE FREE

The two caricature heads of Leo Gorcey and Huntz Hall, illustrated above, are available in individual 2-column size mats. They can be used for newspaper planting, on heralds, lobby displays (when enlarged), etc. For your free mats write to the Allied Artists Exploitation department.

CONTEST FOR SCHOOL CHILDREN ON WHAT COUNTRY "DIGS THE MOST"

Get to the school kids by running, via newspaper or geography class, a quiz contest on which the youngsters must supply the answers to the following questions. (Answers are in parentheses). WHAT COUNTRY DIGS THE MOST . . .

- Gold? (United States of So. Africa)
- Coal? (United States)
- Silver? (Mexico)
- Iron? (United States)
- Tin? (Malaya)
- Copper? (United States)
- Uranium? (Belgian Congo)

TRICK SIGNS ON VACANT LOTS

A sign with a gimmick to attract attention is illustrated on the right. Have your sign artist paint several of these and spot them on vacant lots around the town. Be sure that the top line is painted in very small letters so that the viewer would have to stand real close to it to be able to read it.

We Doubt If You Will Find—

URANIUM HERE

But You'll Find Plenty of Laughs in "DIG THAT URANIUM"

Starring LEO GORCEY & HUNTZ HALL and the Bowery Boys

STARTS WED. — BLANK THEATRE



# POSTERS and LOBBY DISPLAYS



THREE SHEET



ONE SHEET

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

Set of Eight Full Color  
11 x 14 Lobby Photos  
Also Available



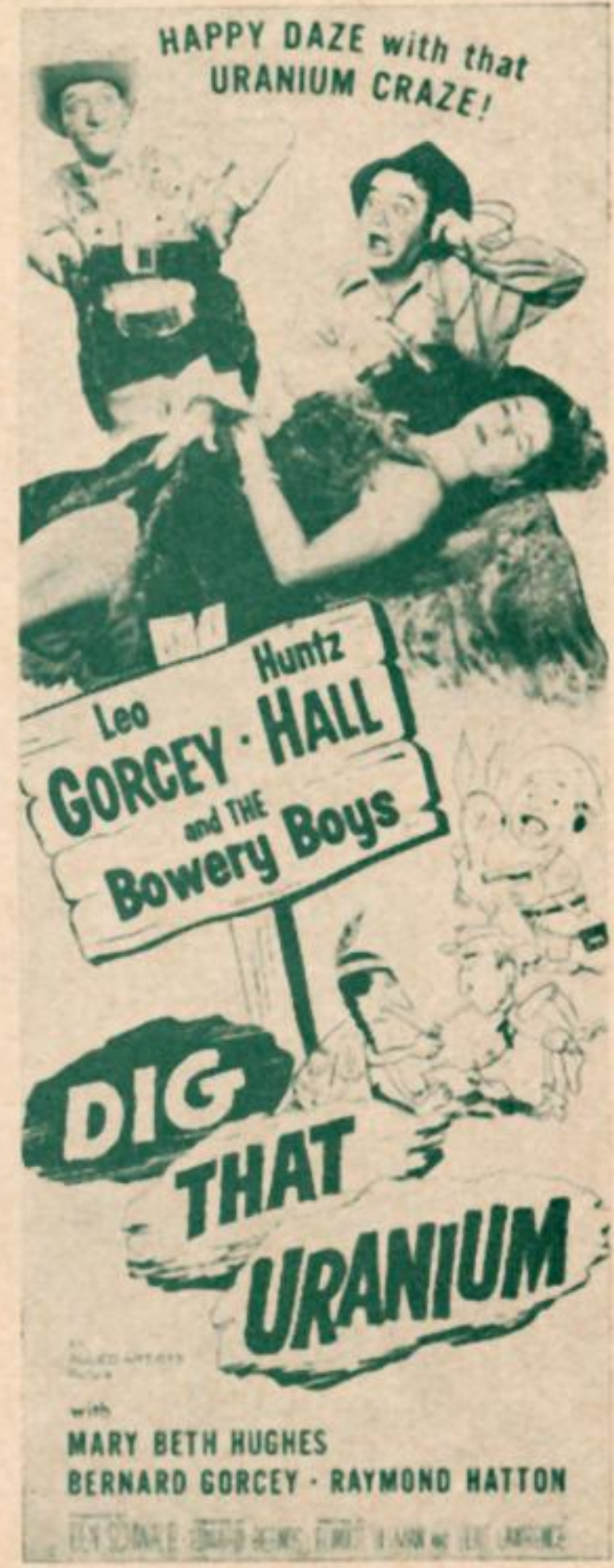
TWO 22 x 28 LOBBY CARDS



(Printed In U.S.A.)

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