KEN MAYNARD

With His
Wonder Horse
“TARZAN”

in
"COME ON TARZAN"

WILD HORSES AND WILDER MEN IN A BITTER WAR
OF COLD TRUTHS AND HOT LEAD

a KBS Production
Produced at
CALIFORNIA T I F F A N Y STUDIOS
***NEWS FEATURES STORY—CAST...A REAL WESTERN HEADLINER***

**"COME ON, TARZAN" A TOUGH ASSIGNMENT FOR COWBOY STARS***

(Adams Story)

Ken Maynard shares honors with his wonder horse, Tarzan, in his new Western, "Come On, Tarzan." As the king of all wild horses of the world, Tarzan is called upon to do the daring and dangerous feats of the silent screen in this thrilling silent picture.

Besides his usual tricks of 'yes' and 'no' outlining ropes, and giving Ken to get his attention, Tarzan leads for hundreds of miles whenever he wishes to go there, and stands out a fiery stallion. Ken, who has been bound and gagged by these wild horses swimming out, letting Ken get hold of his tail and taming him to be his companion.

"Come On, Tarzan" has a notable supporting cast including Merna Kennedy, Nile Welch, Roy Stewart, and others. The picture was directed by Alan James.

**LEAD IN MAYNARD FILM***

(Adams Story)

Merna Kennedy, beautiful blonde who scored her first outstanding screen appearance as lead lady in "The Circus" makes her second appearance as leading lady to Ken Maynard in "Come On, Tarzan," in the new Western. Starring the cowboy hero and his famous wonder horse, the film was announced as the next project from the Theatre commencing production.

Tarzan Comes Thru

**SPECTACULAR PRODUCTION FEATURES KEN MAYNARD'S "COME ON, TARZAN"***

(Advance Feature)

Superb horsemanship, daring feats by both Ken Maynard and his wonder horse, Tarzan, in the picture "Come On, Tarzan," are all part of the excitement that characterizes the Western pictures and "Come On, Tarzan," coming in the fall.

Although action and speed are expected of the Western screen, "Come On, Tarzan," is far above the usual western.

From the standpoint of spectacle the picture surpasses anything previously attempted in the screen history of cowboy-starring vehicles. The visual appeal of the brood and sweeping scenes of horseback riding, the stage are striking.

From the opening sequence in which hundreds of wild horses are seen on the open range, to the final fight scenes, the picture is an excellent film fare.

Maynard as Ken Benson, ranch foreman, possesses the steeplechase horse, Tarzan, against whom he fights and wins the wild range horses that have been deemed to beholders through passage of a state bill legalizing the slaughter of wild horses on the range. A picture based on real-life events, three dollars per head on them. He refuses right of way through his ranch to a powerful packing company which wants to drive horses to capture them to be butchered for horseflesh. Plenty of action; with excitement; spectacular; complete goring.

In the cast with Maynard are Merna Kennedy, Nile Welch, Roy Stewart, Kate Camp and others. Directed by Alan James.

**"COME ON, TARZAN" THILLS***

(Advance Story)

You like your western pictures spiced with plenty of fast action, plenty of thrills and chills and up and down your bench. You want 'em full of horseplay, gunplay, all-things-considered? "Come On, Tarzan," now at the theatre, is the one for you.

Rapid Fire Romance Of The Open Range

KEN MAYNARD and his wonder horse "TARZAN" IN "COME ON, TARZAN" Directed by Alan James

Ken Maynard Merna Kennedy
Roy Stewart Kate Camp
Bob Kortman
Bob Kortman
Nile Welch
Corbett
Jack Rockwell
Skeeter Holmes
Jack Meover
Length, 5744 Ft. Running Time, 64 Min.
Distributed by WORLD WIDE PICTURES 1905 Broadway, New York City

East, their prospects are brighter when Benson, thinking to give Pat Riley, owner, a real western welcome, finds himself in the embarrassed position of scoring aantage—opposite chocolate—Pat Riley.

**TRICK LIGHT CAUSES DAWN CALL FOR MAYNARD TROUPE***

(Advance Story)

There is one time when film light sometimes differs from dawn light. In the telling of a picture that the "Come On, Tarzan" company on the lot at Selbrooke has demonstrated this fact.

Besides the east of Maynard, Merna Kennedy, Nile Welch, Roy Stewart, Kate Campbell, and many others directed by Alan James.

**"THEY WON'T GET TARZAN"***

(Advance Story)

In "Come On, Tarzan," one of the latest Ken Maynard western pictures to come to the theatre, Maynard sings one of the famous cowboy songs popular on the range for over fifty years. The purpose of these songs was often two-fold. They served to pass the time away while sitting around a campfire, and, also, they were used to keep the cattle from becoming restless. The beasts, hearing the voices, knew that the strange figure and noises were not a threat, and would not become startled by the cowboy as he rode up.

With Maynard in "Come On, Tarzan," Merna Kennedy, Nile Welch, Roy Stewart, Kate Campbell, and many others directed by Alan James.

**Hoss Actor Quits At 4:30 Sharp***

(Advance Story)

Hoss Actor Quits At 4:30 Sharp

Tarzan unfeelingly knows how to get out of the situation at 4:30, exactly, he stops work. He can no longer continue working on "Come On, Tarzan," and has quit. He was once a popular picture of the same name, but now prefers to remain as a horse actor. In the finished product, the horse shares honors with his former human partner.

The story deals with the fight for the right to play Tarzan. It tells how he beat the law that allows the horse to be used as a pet. As a friend of the range animals, Ken fights for them from the "hide-in-the-hunt," as he calls them, and claims financial interests in a horse that seeks to turn the horse once again to the class dog and cat food.

With plenty of red-blooded action, fast cutting, gun fights and a cast including Merna Kennedy, Nile Welch, Roy Stewart, Kate Campbell, Bob Kortman, Nelson McLean, Jack Meover, "Come On, Tarzan," is one of the best pictures of the season, as the screen in many a moon. Alan James directed.

**YOU BEAT US, NOW BEAT THAT RIVER***

(Advance Story)

Several famous screen personalities in "Come On, Tarzan," now at the theatre, are giving their best, Roy Stewart, Nile Welch and others. The picture has been widely praised, as seen in this new Western World Picture's release.

**FAVORITES IN CAST***

Two Column Scene Cut or Mat No. W-449
SHOWMANSHIP IDEAS...CAMPAIGN AIDS

SPECTACULAR WESTERN: Outstanding feature of this picture is the spectacle introduced in great sweeping views of the range inhabited by hundreds of wild horses. This quality, adding mightily to the force of the fast action and thrills, should be stressed in lobby and front displays in advance and during run. Stock paper providesistent material for advance displays, with cutouts from all three posters employed to drive home the quality of the stam-
pede, the boy fights and love interest.

BALLYHOO: The horse is king in this picture and therefore street signs should feature the animal. Cowboy riding horse and carrying staff with banner (made of heavy burlap) advertising title and theatre. Or put novelty angle over by using small pony or don-
lly, blanketed with banner reading “I would like to be one of the herd led by Tarzan—he’s a real cham-
pion and leader. See him at the . . . Theatre in ‘Come On, Tarzan’—you’ll like him too.”

STORE TIE-UP: Good results for both theatre and some local merchant can be realized from a simple tie-up in which heralds are inserted in packages or bags of merchandise, with a certain number of free tickets enclosed in some of the heralds. If prices exceed cost of the heralds, the prices fixed to the inside fold by gummed paper, thus making containing the prices will not differ in appearance from others. This circulation for the heralds will proved a profitable advertising effort, and it should be supplemented by wide distribution of the heralds into homes.

NOVELTIES: Two excellent novelties are available for Ken Maynard pictures—advertising buttons, and school book covers.

MAYNARD BUTTONS: These buttons make a tremendous hit with the youngsters and they offer ace-sales good-win-builders for the theatre. Ken May-
nard’s picture and his name are imprinted in blue on a white ground. The buttons are of 16 gauge size, and sell for the following prices: 1 M, $1.35; 3 M, $1.50 per M, 5 M, $2.75 per M, 10 M, $7.00 per M, 100 M, $71.50 per M, 1,000 M, $7.75 per M. Order direct from Green Tree Co., 125 W. North Avenue, Chicago, II.

BOOK COVERS: Made of special stock, long wearing. One size fits all books regardless of size (geography excepted). Requires no cutting or gluing to adjust. The cover features a drawing of Ken Maynard and provides space for theatre name. Distrib-
tion may be arranged through neighborhood schools, etc. Schools have a particular interest in the story cover保护 books. These covers are available at the following prices (theatre imprint included) shipments expressed collect: 1 M, $1.80; 2 M, $2.25; 3 M, $3.50 per M; 4 M, $4.80 per M; 5 M, $7.75 per M; 6 M, and over, $7.50 per M. Order direct from: American Book Cover Co., 225 W. 36th St., New York, N. Y.

CATCHLINES

Flying Hoos... Blazing Gams... An Act that Sweeps Like a Cyclone Across the Screen.

The Greatest Western Star As Arrowed Champion of Demmed Range Heroes—Fishing For His Life and Thine.

A New Idea in Western Romance With the Zen and Thrills of the Old West.

Pounding Hoofs... Thrilling Gangsi... Daring Horsemanship to Make Your Heart Beat Faster.

A New Record for Speed in Western Action . . . A Spectacle of the Old West to Delight Your Eye . . . A Romance That Will Captivate You.

World’s Champion Horsemen Stars Heroes With His Champion Mount... Maynard and Tarzan Will Show You Now Thrills.

LOBBY DISPLAY STRESSES SPEED, ACTION, COLOR OF SPECTACULAR WESTERN

THRLS AND ROMANCE OF WIDE OPEN SPACES

PROGRAM PARAGRAPHS

For relaxation and enjoyment, Ken Maynard lies his horse and waves his hat in air. Maynard’s whip from his horse’s neck. Romance of action and the excitement of the audience. The western star’s horse is a real star in this picture, in which he shares the spotlight with his famous mount.

Roy Stewart, popular leading man, of leading man of western, posses a go-getting spirit, a type of a manly, courageous, adventurous spirit, which is the central theme of the picture. The horse is a real star in the picture, and he is used in a most effective manner.

Marcos Kennedy was a new star in the western world. He was a real star in the western world, and he continued to be a real star in the western world.

The western star is a real star in the western world. He was a real star in the western world, and he continued to be a real star in the western world.

ACCESSORIES

LITHOGRAPHIES

8 Sheet—3 Sheet—1 Sheet

CUTS AND MATS

For Advertising and Publicity

PHOTOS

25x19 Lobby Cards (1 set)

Colorized

11x14 Title Card and Seven Others to Set (Colorized)

5x70 Black and White Stills

Photos

Heralds—Stills—Twenties

Colorized Insert Card, 14x26

Maynet Window Card, 8x14

5x70 Black and White Stills

Heralds—Stills—Twenties

SET OF TWO

2 x 28 CARDS

WINDOW CARD

8 x 14

INSERT CARD

Lobby Cards (2 in set)

Colorized

The Voice of Maynard, the western star’s

Heralds—Stills—Twenties

Arrest ATTN... Rouse INTEREST

Set of Eight 11x14 Cards

The western star’s horse is a real star in the picture. He is used in a most effective manner, a spectacular quality which is the central theme of the picture. The horse is a real star in the picture, and he is used in a most effective manner.
POSTERS

Broadcasting A Call to “Come On Fans”

ONE SHEET

Send your campaign off to a galloping start with these outdoor smashes. They tell the story and sell the kind of entertainment the fans go for. Spectacular western atmosphere as the setting for rip-snorting action, daring horsemanship and love interest.

SIX SHEET