CODY RIDES AGAIN
...straight to the hearts of countless millions who have always thrilled to the magic of his name!

CODY OF THE PONY EXPRESS
Far-Famed Fighting Frontiersman

CODY RIDES AGAIN
...to keep Columbia WAY OUT FRONT in the serial field!

★ One of the mightiest Western action serials ever!
★ Backed by a top-drawer exploitation campaign!
★ Typical of the great Columbia serials which have earned this accolade:

Directed by SPENCER BENNET • Produced by SAM KATZMAN • A COLUMBIA SERIAL

BOOKING NOW AT YOUR COLUMBIA EXCHANGE
CODY OF THE PONY EXPRESS

Far-Famed Fighting Frontiersman

(General Advance)

The development of America's ever-expanding Western frontier was paced by the railroads whose network of steel was pushed forward through the wilds. But, after superhuman efforts, 2,000 miles of barren land still separated East and West, and the overland stage lines spanned this railless land, too slow to satisfy the country's mounting passion for speed, taking all of three weeks to make the 2,000 mile trip.

The scene was thus set for one of the most dramatic plans in the conquest of the West, the Pony Express.

Out of this explosive material of America's past, Columbia Pictures brings back a spectacular serial adventure, "Cody of the Pony Express," far-famed fighting frontiersman, starting ........ at the ........ Theatre.

The Pony Express began its spectacular career on April 3, 1860, in St. Joseph, Mo., when a magnificent black horse carried a rider and fifteen pounds of mail at $5.00 the half-ounce, on the first lap of the race to span the continent.

Featured in "Cody of the Pony Express" are Jock O'Mahoney, Dickie Moore in the title role, Peggy Stewart and William Fawcett. Screen play was penned by David Mathews, Lewis Clay and Charles R. Condon. Spencer Bennet directed this Columbia serial for producer Sam Katzman.

(Advance Notice)

"Cody of the Pony Express," far-famed fighting frontiersman, returns on ........ in Columbia Pictures' blazing serial reprint at the ........ Theatre. Jock O'Mahoney, Dickie Moore, Peggy Stewart and William Fawcett are featured and the screen play was penned by David Mathews, Lewis Clay and Charles R. Condon. Spencer Bennet directed for producer Sam Katzman.

(Review)

Of the many flaming chapters written about the winning of the west, none is more vivid or graphie than the saga of the Pony Express. In its short and spectacular existence, the Pony Express embodied more authentic excitement than practically any other aspect of the west. Columbia Pictures' reprint serial adventure, "Cody of the Pony Express," which returned yesterday to the ........ Theatre, recalls to vivid life the fighting adventures of that far-famed fighting frontiersman. Subsequent episodes will be shown every ........ thereafter.

The story of "Cody of the Pony Express" concerns a huge conspiracy, fomented by an Eastern syndicate, to gain control of the stage lines and Pony Express stations of the Western frontier. Jock O'Mahoney, an Army lieutenant, is assigned as an undercover man to lift the veil of mystery surrounding the gang of desperadoes. He is aided by Dickie Moore, as Cody; William Fawcett, a relay station owner, and his attractive daughter, played by Peggy Stewart.

Spencer Bennet, directing from a script by David Mathews, Lewis Clay and Charles R. Condon, has whipped the action along at a head long pace. Sam Katzman produced "Cody of the Pony Express" for Columbia Pictures.

(Production Reader)

Screen and TV action star Jock O'Mahoney has a top role in the Columbia serial reprint, "Cody of the Pony Express," at the ........ Theatre each ........ along with Dickie Moore, Peggy Stewart and William Fawcett. But for a long time Jock was a stunt man, one of the best. So, whenever the script called for a particularly exciting piece of business, Jock was in there wringing out details and seeing that every last bit of thrilling action was derived from the scene. Penned by David Mathews, Lewis Clay and Charles R. Condon. Spencer Bennet directed this Columbia serial for producer Sam Katzman.

CAST and CREDITS

<table>
<thead>
<tr>
<th>Character</th>
<th>Actor</th>
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<tbody>
<tr>
<td>Archer</td>
<td>Jock O'Mahoney</td>
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<tr>
<td>Cody</td>
<td>Dickie Moore</td>
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<tr>
<td>Linda</td>
<td>Peggy Stewart</td>
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<tr>
<td>Ezra</td>
<td>William Fawcett</td>
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<tr>
<td>Doc</td>
<td>Tom London</td>
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<tr>
<td>Emma</td>
<td>Helena Dars</td>
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<tr>
<td>Mort Black</td>
<td>George J. Lewis</td>
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<tr>
<td>Slim</td>
<td>Pierce Lyman</td>
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<td>Pecos</td>
<td>Jack Ingram</td>
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<tr>
<td>Denver</td>
<td>Rick Vailia</td>
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<td>Dust</td>
<td>Frank Ellis</td>
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<tr>
<td>Ross</td>
<td>Ross Elliott</td>
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<tr>
<td>Eric</td>
<td>Ben Corbett</td>
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<tr>
<td>Chet</td>
<td>Rusty Wescott</td>
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</tbody>
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Screen play by David Mathews, Lewis Clay and Charles R. Condon; Story by George H. Plympton, Joseph F. Poland; Directed by Spencer Bennet; Assistant Director, R. M. Andrews; Director of Photography, Ira H. Morgan, A.S.C.; Art Director, Paul Palmentola; Film Editor, Earl Turner; Set Decorator, Sidney Clifford; Set Continuity by Violet Newfield; Musical Director Manager, Herbert Leonard; Produced by Sam Katzman, A Columbia Serial Reprint.

STORY

(Not for Publication) An outwardly respectable attorney, Mort Black heads an outlaw band which is raiding and robbing stages, wagon trains and Pony Express relays. Young Pony Express rider Bill Cody and Army undercover investigator Jim Archer team to smash the renegades and, persevering through countless harrowing experiences, they finally do succeed in bringing to justice Black and his outlaw crew.

Accessories at Your Columbia Pictures' Exchange

- Utility Mat
- Still Set
- Trailer

- 10' x 3' Banner Available from National Flag Company, 43 West 21st Street
New York 10, N. Y.

Price: $16.50
NOTE:
The entire advertising campaign and the two publicity scenes, shown separately on these pages, are included in the composite campaign mat, Special No. 1-R, available at Columbia exchanges.

CODY OF THE PONY EXPRESS
Far-famed Fighting Frontiersman

Ad No. 101 R—20 Lines

CODY OF THE PONY EXPRESS
FAR-FAMED FIGHTING FRONTIERSMAN

Ad No. 201 R—68 Lines

[Mat 2-A] GALLOPING OUT OF THE WEST's most thrilling era, Jock O'Mahoney, Dickie Moore and Peggy Stewart ride to glory in "Cody of the Pony Express." The Columbia serial reprint is at the Theatre every .

All material in this pressbook has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America.
Pony Express Jr.

Well in advance of playdate, arrange for a sidewalk photographer with small pony to make the rounds of residential areas, taking the pictures of youngsters astride the animal. Prominently placed signs should announce that the pictures will be judged in a "Junior Pony Express Contest," with first-prize-winning youngster awarded guest tickets to all your serial showings. Post all photographs in your advance lobby, and arrange for patrons to ballot. Photographer with pony should also take pictures at each chapter showing. Back of club card, and a lobby 40" x 60", might announce photographer's offer of a free picture of all youngsters who see every chapter of the serial.

HORSESHOE QUIZ

Display a large open box, containing a quantity of old horseshoes, in your lobby or in window of a neighborhood store. Attach a sign to the box, inviting estimates of the correct amount of horseshoes and offering guest tickets to the first ten winners. You should be able to obtain the horseshoes from a local riding academy, milk company or other firm using horses.

WESTERN STAFF

Create a Western illusion in your theatre by having your theatre staff attired in Western accoutrements to include ten gallon hats, lassoes, gun-and-holster sets, bandanas and cowboy boots. Cardboard sheriffs' badges, crediting "Cody of the Pony Express," should be worn by each member of your staff.

CHAPTER TITLES

1. "Cody Carries the Mail"
2. "Captured by Indians"
3. "Cody Saves a Life"
4. "Cody Follows a Trail"
5. "Cody to the Rescue"
6. "The Fatal Arrow"
7. "Cody Gets His Man"
8. "Renegade Raiders"
9. "Frontier Law"
10. "Cody Tempts Fate"
11. "Trouble at Silver Gap"
12. "Cody Comes Through"
13. "Marshal of Nugget City"
14. "Bolt From the Blue"
15. "Cody's Last Ride"

OFFICIAL BILLING

CODY

OF THE

PONY EXPRESS 100%

Far-Famed Fighting Frontiersman

with

JOCK DICKIE PEGGY WILLIAM
O'MAHONEY MOORE STEWART FAWCETT

Screen Play by DAVID MATHEWS, LEWIS CLAY and
CHARLES R. CONDON 15%

Directed by SPENCER BENNET 15%

Produced by SAM KATZMAN 15%

A COLUMBIA SERIAL REPRINT 25%

LOBBIES EXHIBIT

With the cooperation of a local museum or historical society; arrange for an advance theatre lobby exhibit of paraphernalia common to the frontier era. Your exhibit might include Indian bows and arrows, cattle skulls, pistols and rifles, period costumes and similar materials. Be sure to credit your playdate.

LIBRARIES

Line up libraries and book stores for displays of Western books dealing with the development of transportation and communication.

WESTERN TOYS

Arrange for displays of cowboy suits, gun holsters and other Western toys in your town's toy, department and dime stores. With each display use stills and credit cards.

HITCHING POST

Set up a Western-style hitching post in your lobby or under the marquee of your theatre. An attached sign should carry copy along these lines: "Reserved for Cody of the Pony Express. Here every Saturday."