PRESS SHEET

WORLD WIDE Pictures

Presents

The Dude Wrangler

 Featuring

TOM KEENE
LINA BASQUETTE
CLYDE COOK

ETHEL WALES - FRANCIS X. BUSHMAN - SOJIN
Stampede of Wild Horses Results
In Spectacular Film Episode

(Advance Reader)

A breath-taking stampede of one hundred wild horses, racing furiously at a maddened pace over rocky, treacherous country, provides a climax of thrills to a gripping scene in "The Dude Wrangler," the sensational western comedy which comes on ............ to the ............ Theatre. In the direct path of the outrushing horses is a woman guest of a nearby "dude" ranch; terror-stricken, she is too frightened to seek safety—only the fortunate intercession of a "pansy" cowboy, considered by everybody as too weak and soft to brave any danger, saves the helpless woman from being mauled under the horses' hoofs.

This exciting episode constitutes a dramatic scene in a photoplay of real comedy, with an unbroken series of laughs arising from novel, laughable situations. The story concerns the heroic but pathetic attempts of a "gentle Annie" to shake off the domination of a maiden aunt and make good as a dry ranch on her own account, to win the girl he loves. Much of the comedy arises from his efforts at becoming a successful farmer, with insurmountable difficulties placed in his way, and handicapped by lack of experience. A cast of celebrities has been chosen for the roles in this talkie, the roster including Lina Basquette, Tom Keene, Francis X. Bushman, Clyde Cook, Ethel Wales and Alice Davenport. Richard Thorne directed the picture.

SOJIN AS WONG

(Current Short)

Sojin, the Japanese actor who plays the diabolical role of Wong in "The Dude Wrangler" at the ............ Theatre, is not nearly so ferocious and villainous as he appears in the film. A master of makeup, the actor's face sends a chill down the spines of the spectators when he brandishes a knife over the heads of the guests.

CAROLINE LOCKHART
SUCCESSFUL AUTHOR

Caroline Lockhart, author of four successful Western novels, became a celebrity through the publication of her latest work, "The Dude Wrangler," the talkie version of which comes on ............ to the ............ Theatre. Born in Kansas, Miss Lockhart studied at Bethany College in Topeka and the Moravian Seminary, Bethlehem, Pa., before entering upon newspaper work in Boston, New York and Philadelphia. She has written short stories for the Century, McClure's, American and Lippincott's Magazine. Her home is in Cody, Wyoming, where she owns and successfully operates a ranch. She knows the parable of the prodigals; the love of horses and the understanding of them are almost a part of her. Prior to the publication of her first book—"Me-Smith"—she vowed never to come east until she had "made good."

TOM KEENE

Star Cut or Mat No. 3

WISE-CRACKING WESTERN—SUDDENLY

Tied to his Aunt Mary's apron strings, Wally McCann is a soft, spineless youth who spends his time designing embroidery patterns. Helen Dane, a pretty miss who raises polo ponies, is fond of Wally, but cold-shoulders him in order to help make a man out of him. In a burst of anger against his aunt's domination, Wally takes over 160 acres of homestead land in Wyoming, close to Helen's farm, determined to make good on his own as a dry farmer. He arrives at his ranch dressed like a mail order cowboy, his right hand man being Pinky Fripp, a local character. Knowing nothing about cattle, Wally believes in the honesty of his neighbor Canby, and from him he buys a team of laced horses and a cow. Feverishly he ploughs a large strip of land, and having sown his seed, is all set to watch the crops grow and the money roll in. His plans suffer an unexpected setback, for that very day a fierce cloudburst breaks, his seed is washed away, and in place of ploughed fields he has nothing but a quagmire. Wally, who never touched a drop of liquor, goes off on a drinking bout with Pinkey, and feeling blindly, he is seen by Helen. Wally and Pinkey get into a fight and are thrown into the jug. When Wally is released, he has neither farm nor funds, but still intends making good on his own. He borrows money from the bank to buy a "dude" ranch. Several of the guests he left at the hotel before making for Wyoming, answer his call, and in the unsteady, rumbling open-coach they are brought to the Hors
Increase Your Box Office

Bushman New Type of Film Villain

(Advance Reader)

Francis X. Bushman, screen veteran, is prominently cast in the role of Canby in the merry western comedy "The Duke Wrangler," with a hilarious story centered about a "panny" cowboy. This spectacular production comes on to the Theatre. In it Bushman plays a "heavy" role, moving through the narrative as a menace to the attempts of Wally a soft, spoiled youth to make good on his own, and to win the girl he loves. Since Canby is himself fond of the girl, a race for the girl's affections gets under way, with the strong, muscular Bushman in the lead.

A fight with Canby establishes Wally's graduation from the "gentele" Annie to a real he-man, capable to make his own way.

"The Duke Wrangler" is based on the popular novel of Caroline Lockhart. A strong cast of featured players includes Lina Basquette, Tom Keene, Francis X. Bushman, Clyde Cook, Ethel Wales, Alice Davenport and Sojin.

H LINES

Robust humor, loud laughs in the season's freshest novelty.

A love romance of merry mirth in the sagebush country.

Hilarious humor, winning wisecracks, in the season's snappiest story.

A cloudburst of comedy in spectacular outdoor setting.

A "panny" goes western—and how!

SUPERLATIVE CAST OF PLAYERS

Shoe Ranch. Canby, who is in love with Helen and resents Wally's interference, secretly plots to ruin Wally's venture. In league with Sojin, the murderous Chink cook, he plans a series of mishaps to frighten the Western guests out of their wits, and soon half of the guests quit the ranch cold. One pair leaves after a woman guest, separated from the rest of the riding party, gets caught in a stampede of wild horses. From a distance, Wally sees the onrushing horses, and the helpless woman directly in their path;

he rides at a furious pace to her and rescues her from being mauled under the horses' hoofs.

Wally is wise to Canby's intriguing with Sojin, and after riding the Chink out of camp, he goes for Canby. Wally flares up at Canby's taunt: "You never did anything without a woman's money to back you," and is amazed to hear that Helen has endorsed the bank notes which enabled him to buy the dude ranch. Wally, burning with rage at Canby's attempts to ruin him, gets into a swift, furious fight with him, and knocks him cold. Having the goods on him, Wally compels Canby to take over the unprofitable ranch; and Canby, beaten to a pulp, hands over the money.

Helen's admiration for Wally—no longer a "gentle Annie"—is shared by his aunt—has grown to love. He keeps away from her, not knowing her real feelings for him; but her eyes betray what her heart feels, and as he looks into them, he knows that for her, he has made good.

Outlook Pictures Reclaim Popularity

By PETER VISCHER

(Managing Editor of the Exhibitors Herald World)

The spirit of America! That's what the public wants in pictures. Broad-shouldered pictures of robust American life, stories with the flavor and the tang of that outdoor activity so typical of American life, are coming into a popularity never even dreamed of before the advent of sound.

These stalwarts of the screen are the logical development of the famous so-called "Westerns," the "cow operas" of other days, which came in for so much general kidding and yet did so much to advance the popularity of motion pictures. Who can forget the popularity of those early pictures!

These modern pictures of the Spirit of America have retained much of the excitement of the early Westerns, yet have added to it romance and drama, sound and color. The best of our typically American pictures of outdoor life today are as far superior to the Westerns of olden times as "The Covered Wagon" was superior to a two-reeler made up of the cuttings from the floor.

Practically every producing company in the industry feels the popularity of these pictures of unquenchable spirit. The list is tremendously interesting, and exhibitors may well give it their thoughtful attention.

Realistic Film Fight Halted by Director in The Dude Wrangler

(Current Short)

So realistic was the fist fight staged between Tom Keene, as the mail order cowboy, and Francis X. Bushman, as the dishonest Canby, in "The Duke Wrangler," that at the Theatre, that the director and two of his assistants had all they could do to tear the pair apart. Not that anything personal entered into the scrap between the two players—they are, off the set, the best of friends. Their zealously was prompted by their characterizations in the talkie, for Bushman's role compels him to ruin the venture of Keene, who is intent on making good on his own in order to win the girl he loves.

Keene's attempts at dry farming provide a number of hearty laughs in the hilarious comedy situations arising from this unusual story. Caroline Lockhart wrote the novel, "The Duke Wrangler," and Robert Lee furnished the talkie adaptation. Richard Thorpe directed a large, strong cast, including Lina Basquette, Tom Keene, Clyde Cook, Francis X. Bushman, Ethel Wales and Alice Davenport.

CLYDE COOK

Star Cut or Mat No. 4

SHOULD GO OVER WITH A BANG!

Enjoyed every minute of the picture. . . . full of wise cracks and laughs. Wally Maginn as the Panay (better known as Tom Keene) gives a very fine performance. . . . Lina Basquette is as sweet as ever. . . . Clyde Cook is an old-timer and always gives a good performance. Directed by Richard Thorpe, who handled the production very nicely and the picture should go over with a bang.

—Hollywood Filmograph

(Charlie Abrams)

Sought Thrills (Current Short)

Ethel Wales provides scenes of hilarious antics in the robust novelty comedy, "The Duke Wrangler," at the Theatre. Her acting with Clyde Cook furnishes moments of considerable fun in this gay western story. Miss Wales plays the role of a prim-looking, unromantic spinster, who is in quest of excitement.

"THE DUDE WRANGLER"

WITH

TOM KEENE

Theatre Imprint

Ad. Cut or Mat No. 6

TOM KEENE AND CLYDE COOK

Scene Cut or Mat No. 5

Scene Cut or Mat No. 5
LOBBIES & POSTERS

USE THEM FOR YOUR OUTDOOR CAMPAIGN

WORLD WIDE PICTURES presents

Tom Keene in
The DUDE WRANGLER

with Lina Basqueth

THREE SHEET

A MONEY GETTER IN
ANY AND EVERY THEATRE

WORLD WIDE PICTURES presents

Tom Keene in
The DUDE WRANGLER

ONE SHEET

ACCESSORIES

LITHO'S
One Sheet
Three Sheet

PHOTOS
Colored 11 x 14's
8 to set

CUTS or MATS
Three Scene Cuts
Two Star Cuts
One Ad Cut

DIRECT PRESS

PRINTED IN U. S. A.