RENEWN PICTURES presents

A MIGHTY NEW SPECTACLE WITH ACTION-PACKED ADVENTURE AND A CAST OF 10,000!

LEO CARRILLO
AS THE ROBIN HOOD OF THE SIERRA MADRE

PANCHO VILLA RETURNS

WITH
ESTHER FERNANDEZ
PRODUCED AND DIRECTED BY MIGUEL CONTRERAS TORRES

A RENOWN (HOLLYWOOD) PRODUCTION
LEO CARRILLO and a Cast of 10,000

IN

PANCHO VILLA RETURNS

LENGTH 7670 FEET · RUNNING TIME 85 MINUTES · CERT. "U" · REGD. No.

THE STORY

In the town of Robles, Teresa Mota and Martin Corona announce that they are to be married. Serapio Reyna, the Mayor of Robles, contemplates this news with displeasure, for he himself is in love with Teresa.

News reaches the town that revolution has resulted following the death of President Madero. Reyna takes advantage of this by accusing Martin of being a supporter of Madero. Martin is compelled to flee to avoid being killed.

Martin joins the famous guerilla leader, Pancho Villa, and his army. He fights loyally, and Villa promotes him to the rank of captain.

Meantime, the town of Robles has been occupied by Federal troops commanded by Colonel Lopera. Reyna, in connivance with the colonel, tries to persuade Teresa to marry him. He offers to free her brother, who, as a follower of Villa, is liable to be shot.

Fearing that Villa may arrive to upset his plans, Reyna tries to force the priest to marry him to Teresa without publication of banns. He threatens to shoot the priest if he does not agree.

Teresa, aware of the suffering that can follow her refusal to marry Reyna, agrees to become his wife. When her brother is set free, he promptly contacts Martin and tells him what is happening in Robles.

Martin is faced by a difficult dilemma: whether to try to save his sweetheart, or to complete a special mission for Villa. His friends assure him they will carry on for him, that he should save Teresa.

Martin goes to Robles, and, after a fight, takes refuge in the church. Villas’ forces suddenly arrive and take the town. Lopera and Reyna are put to death.

Martin shows himself to Villa, who is surprised to see him in Robles when his mission had been elsewhere. Villa orders his arrest, but when Teresa pleads with him, the General allows the lovers to be married.

THE CAST

Pancho Villa ........................................ LEO CARRILLO
Teresa .................................................. Esther Fernandez
Martin ............................................... Rodolfo Acosta
Rosario ................................................ Jeanette Comber
Reyna ................................................ Rafael Alcayde
Colonel Lopera .................................... Jorge Trevino
Father Romo ........................................ Eduardo Pliego
Tadeo ................................................ Humberto Almazan

AND A CAST OF TEN THOUSAND

TECHNICAL

Produced, Written & Directed by .......... Miguel Contreras Torres
Photographed by ................................. Alex Phillips
Musical Direction by ............................ Elias Breeskin

A RENOWN-TORRES (HOLLYWOOD) PRODUCTION
Leo Carrillo in Mighty New Film Spectacle About “Robin Hood of the Sierra Madre”

A spectacular and action-packed epic film starring Leo Carrillo and a cast of 10,000 is to be shown at the... theatre on...

The film is the new Renown presentation, “Pancho Villa Returns,” a thrilling story of the man who became known as “the Robin Hood of the Sierra Madre.”

“Pancho Villa Returns” spotlights the hectic period of the famous guerrilla's career, when his country was in the fiery throes of revolution and counter-revolution.

Woven into the story, amid this background of action and violence and breath-taking spectacle, is a tender tale of love between a soldier in the forces of Villa, and a young girl who is being forced to marry someone she loathes.

But it is for its spectacle—its tremendous scenes of cavalry charges by ten thousand horsemen led by Villa, its big scale battle scenes, and Leo Carrillo's brilliant portrait of the turbulent, avenging outlaw—that the film is chiefly notable.

Filmed entirely against authentic backgrounds, “Pancho Villa Returns” is imbued with all the emotion, sentiment and courage that surrounds the legend of Villa whose extraordinary exploits made him one of the most colourful figures in his country’s history.

“Pancho Villa Returns” was produced, written and directed by M.C. Torres, whose handling of a subject of epic proportions has been hailed in the United States as an outstanding screen achievement. Among those who have paid tribute to Torres’ work is Cecil B. DeMille, the acknowledged master of screen spectacle.

In addition to Leo Carrillo, whose performance in the title role has been widely acclaimed, “Pancho Villa Returns” is marked by first-rate acting on the part of a huge cast headed by Esther Fernandez, Jeanette Comber, Rodolfo Acosta and Jorge Trevino.

Alex Phillips has been applauded for his outstanding photography and Elias Breeskin for his fine musical score.

“Pancho Villa Returns” Is Action-Packed Epic

The cruel choice between love and duty is presented in the new Renown release, “Pancho Villa Returns,” an action-packed screen spectacle, starring Leo Carrillo and a cast of ten thousand, at the... theatre.

A soldier in the army of Villa, who became famous as "the Robin Hood of the Sierra Madre," is ordered to lead a band of men into a town ready to fall into Villa’s hands. At that moment the soldier learns his sweetheart is about to sacrifice herself by marrying a man who threatens to shoot her mother, and even the priest, if she refuses to wed him.

The soldier must make up his mind either to obey the orders of Villa or to return instead to his own town to save the girl he loves.

Producer-director M.C. Torres, an experienced hand at bringing the full scope of human emotions to the screen, admirably handles the drama inherent in this dilemma.

But is it the tremendous spectacle in “Pancho Villa Returns” that makes it a film not to be missed. The picture highlights the hectic period of the outlaw Villa’s life, when his country was in the grip of revolt and treachery. The tender story of love between the soldier and the young girl is skilfully woven into the background of action, violence and huge scale fighting scenes, one of which shows ten thousand horsemen going into battle.

Leo Carrillo, who gives a tremendous performance in the role of Villa, is expertly supported by Esther Fernandez, Jeanette Comber, Rodolfo Acosta and a cast of thousands.

Villa — The Fearless Outlaw

The famous cavalry charges that contributed to Pancho Villa’s reputation as a military genius are effectively shown in the new and spectacular Renown presentation, “Pancho Villa Returns.” The picture, starring Leo Carrillo, is not a biography of the outlaw but highlights many action-packed episodes of his stormy career.

Villa, whose real name was Doroteo Arango, adopted the name of a local bandit after he took up life as “the Robin Hood of the Sierra Madre.” Born in 1877, he had little, if any, home life. At an early age he roamed the countryside on exploits that earned him notoriety as a fearless outlaw.

His fame as a strategist grew. He became a master of guerrilla tactics. In more measured times his prowess as a military tactician would have been fully exploited and appreciated.

Villa’s boldness at one time nearly precipitated war with the United States. This was when he led a raid into U.S. territory to avenge what he considered “political duplicity.” American armed forces, under General Pershing, hustled Villa back to Mexico.

Exploitation Points

Here are some tips the live showman should bear in mind.

(1) Erect in your lobby a white rocking horse and mount it with a hard-riding effigy in a Mexican outlaw costume.

(2) Hire a number of horsemen and have them parade through the streets wearing colourful Mexican regalia. Have the leader carry a large card with the wording: “We are joining Pancho Villa at the... theatre.”

(3) A simple way of winning interest of passers by is to hire a man wearing bandit costume, to stroll in front of the theatre and in the lobby.

(4) Any lobby display showing Villa himself should carry this information: “He saved his own life 21 times by his sharp-shooting. He became known as ‘the Robin Hood of the Sierra Madre.’”

(5) Obtain a sombrero hat and have it displayed in the window of a men’s hat and clothing store. A card under the sombrero should read: “Hat of the type worn by Pancho Villa at the... theatre.”
AD. SALES AND ACCESSORIES

THRILLS! SPECTACLE! ACTION!
RENOWN PICTURES PRESENTS
LEO CARRILLO
"THE ROBIN HOOD OF THE SIERRA MADRE"
IN "PANCHO VILLA"
RETURNS
WITH A CAST OF 10,000

C.P.V.R.1. 11/-

THRILLS! ADVENTURE! SPECTACLE!
RENOWN PICTURES PRESENTS
"U" PANCHO VILLA
RETURNS
WITH A CAST OF 10,000

C.P.V.R.3. 7/6

STILLS
Set of 8 (10 x 8) . . . - 7/6
Quad Crown Posters (each) 3/6

CATCHLINES
The Robin Hood of the Sierra Madre strikes with 10,000 horsemen!
An epic spectacle . . . flaming with rage . . . each killing remembered . . .
and avenged a hundred fold!
Out of a background of turbulence and hate came a tender story of love!
See the terrific cavalry charge by 10,000 horsemen!
At the cry of "Viva Villa!" Ten Thousand Guerrillas were ready to
strike!
The flaming fury of the Fighting Guerrillas unleashed in the Sierra Madre!
The screen spectacle of the year . . . 10,000 horsemen . . . led by Pancho
Villa . . . terrorising a whole nation!

NOTE TO EXHIBITORS
"Pancho Villa Returns" is an exciting action picture. It is
highly spectacular. Above all, it is a thrilling adventure story
which will appeal to audiences of all ages and all classes.

In selling this picture to your public you should go all out on
the action angle.

Make full use of the excellent Quad Crown Posters in colour
which have been specially designed to sell the film to your
public. These posters plug the outdoor action
and spectacular nature of the production.
They will do much to bring the people into
your theatre.

Make use of your screen, too, to let your
audiences know that this tremendously exciting and spectacular film is coming to your
theatre.

Show a slide at least two weeks in advance.
Word it: "COMING! THE YEAR'S
GREATEST ACTION SPECTACLE!
PANCHO VILLA RETURNS. WITH A
CAST OF 10,000!"

Take extra advertising space in your local
newspapers. Make use of the two-inch
double-column advertisement shown at the
top of this page.

Consider, also, the exploitation points
outlined on the preceding page. "Pancho
Villa Returns" lends itself admirably to
outdoor and street stunts of all kinds.

Remember—EXPLOITATION AND
ADVERTISING PAY DIVIDENDS!

TRAILERS
Order Direct from
National Screen Service
Nascreno House
Soho Square, London, W.1

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36 Gresham Street, Belfast. Tel.: Belfast 25351

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Dominions House, Dominions Arcade,
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