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8 BEAUTIFULLY COLORED 11x14"S
THRRILLS RUN RIOT IN KEN MAYNARD'S EXCITING MELODRAMA OF THE WEST—"PHANTOM RANCHER!"

LET'S GO, Mr. Showman! You've got the most popular Western star in the business to sell, plus a roaring-action story that there's a hundred ways with as stirring an aggregation of fast-moving situations that could be desired by avid excitement-seekers. The magic that is the WEST comes to surging life in this high-speed thunderfilm of daredevil riding, hand-to-hand fights, blazing gunfire and human interest! Here's KEN MAYNARD at his best in a versatile adventure epic!

PHANTOM RANCHER isn't merely an ordinary thriller. It's a whole barrage of thrills, as well as a box office winner. As the PHANTOM RANCHER, masked to conceal his identity, Ken rides the range, dispensing stern six-shooter justice, a sort of modern Robin Hood who rights the wrongs of ranchers oppressed by a wealthy villain; aided in his almost miraculous exploits by his wonder-horse, Tarzan, the screen's most gifted four-footed actor. Incidentally, he woos and wins a pretty girl who at first considers him her mortal foe, thus providing a touch of romance sure to please the feminine fans. The picture's cleverly handled mystery angle is replete with unexpected developments which rate as terrific shock surprises and keep the suspense fires at a constant state of suspension as to what is coming next! When you've got an audience guessing and teetering on the keen edge of anticipation—you've scored a hit in the true showmanship sense of the phrase!

ONLY ONCE in a blue moon does a Western of such potent box office possibilities come to swell your house receipts. There's not a dull moment in this rip-roaring Western. As the instant the credits fade off the screen, up to its crashing surprise finish. And because the role played by Ken Maynard is such a colorful one, a great deal of your advertising may be centered on him, thereby putting over that direct personal appeal which exercises irresistible lure for movie patrons. Out of the rugged West is evolved magnificently blood-stirring entertainment into the setting of which fits ideally the stalwart figure of the picture-fans' bronzed idol. It's a sure enough made-to-order Maynard role! RIGHT NOW Western pictures are having a run of popularity never surpassed in the history of the film industry. So, when, as in this case, you book one that provides the ORIGINALITY and stressed audience appeal stands out prominently above all its predecessors, it's up to you to get behind it with the rapid-fire type of ballyhoo it deserves!

PHANTOM RANCHER will more than live up to any exploitation claim you can make for it. There are sure-fire box office elements here that will stampede your patrons into honest enthusiasm for this vibrant tale of adventure in the open. And you can be certain that their appreciation will result in a lot of word-of-mouth advertising which will bring their friends to see the feature.

THE PICTURE won't fail to deliver the goods, Mr. Exhibitor—if you do your duty by it! When you've watched the colorful reels of PHANTOM RANCHER unfold upon the screen, you'll realize that, no matter what wallop Dame Fortune may have handed you in the past, she's come through with a genuine BOX OFFICE BREAK this time! Young and old, rich and poor, adults and kids—they'll respond with a vim to Ken Maynard's BIG-TIME Western! You'll find in this campaign book sound ideas for ballyhoo stunts you can utilize with a minimum of cost and effort. Adapt them to your local requirements, and they'll repay you by bringing increased revenue to your theatre!

ROBERT S. MASON
Executive Producer

 showmanship

Producers—Max and Arthur Alexander

Colony Pictures Inc.

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The more you use the better your chances of getting full coverage for this outstanding Western. Take advantage of all of these attractive novelties . . . distribute them . . . they're cheap but will get the kiddies coming in not only once but every time you show it.

KEN MAYNARD Western.

KEN MAYNARD
Photographs

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"Ken Maynard Lucky Horsebuck Ring" Complete directions for making the popular bandanna will ship with this novelty. On a card 4 x 6 inches, is fastened a nickle bandanna roll.

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COLONY PICTURES, INC.

Present

KEN MAYNARD
(With His Wonder-Horse "Tarzan")

in

"PHANTOM RANCHER"

CAST

The Players

KEN MAYNARD
Dorothy Short
Harry Harvey
Ted Adams
Dave O'Brien
Tom London
John Elliott
Reed Howes
Steve Clark
Karl Matthews
Sherry Tansey
Tarzan

Characters

KEN MITCHELL
Ann Markham
Collins
Luke
Parker
Markham
Lon
Burton
Hank
Joe
Himself

Directed by HARRY FRASER

Producers—Max and Arthur Alexander

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Passed by National Board of Review

Cammeraman
Wm. Hyers
Art Director
Fred Pyle
Film Editor
Fred Bain
Musical Score
Lew Porter
Sound Engineer
Clifford Ruberg
Story and Screenplay
Bill Bilye

Purpose: To give you ideas to make your campaign successful. The more you use these, the more successful you'll be. The more you use these, the easier it will be for you to make your campaign successful.

2 Col. Scene Mat No. I

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Every Colony Picture To Meet Every Practice Requirement. Advance Stories—Prepared Reviews Count! Is Advertising The Box Office!
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(Specify Clearly Quantity Required)

Please ship to this theatre the following accessories on

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3 SHEETS
6 SHEETS
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SETS COLORED 22x28's
SETS 8x10 STILLS
PRESS BOOKS
SLIDES
SCENE MATS
AD MATS
THEATRE
STREET ADDRESS
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THREATENING SCENES! STIRRING ADVENTURE!

KEN MAYNARD in "PHANTOM RANCHER"

The season's big surprise Western! Spectacular, vividly impressive, enthralling, the Western with irresistible appeal for young and old! With Ken Maynard, ace rider and battler of filmland galloping straight into the hearts of all action-lovers!

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SHORTS

The good horse Tarzan, equine wonder of the screen, shares dramatic batters with his master, Ken Maynard, in the latter's latest thrill-Western, “Phantom Rancher,” now current attraction at the Theatre. Ken claims that Tarzan is nine-tenths human. When the pair start on a hazardous trek on a mountain trail, the star says Tarzan gives him one straight-in-the-eye glance which indicates that he is with him to the last, and never has botched at the most dangerous venture.

Few Westerns can boast of as talented and efficient a support cast as this surrounding Ken Maynard in his new Western, “Phantom Rancher,” which comes on to the Theatre, Harry Fraser, who directed the picture, gathered together the following favorite players: Dorothy Short, Harry Harvey, Ted Adams, Dave O'Brien, Tom London, John Elliott, Reed Howes, Steve Clark, Karl Matthews and Sherry Tasney.

Ken Maynard, star of “Phantom Rancher,” now playing at the Theatre, has a national reputation as a crack marksman. He asserts that whereas most anyone can be taught to shoot fairly well with a rifle in a short time, that accuracy of aim with a revolver is only obtained after months of strenuous application.

Desire to shine as an eyeline has no place among the ambitions of Ken Maynard, star of the big thrill Westers, “Phantom Rancher,” which opens on the Theatre. “I tackle any role on a horse,” says Maynard, “but a flying, the earth is good enough for me!”

WHO ARE YOU?

SYNOPSIS

KEN MITCHELL comes to take possession of a ranch willed to his employer and confesses the truth. The sherif with Ann Markham. Her father has been killed by the bandits of Collina, a wealthy sheriff who plans to gain possession of all the surrounding ranches by foreclosing mortgages on them. One of his intended victims is Ann Markham.

THE DECEASED Jim Mitchell was unpopular with the ranchers and Ken finds that he is also distrusted because of his relationship to the dead man. Ken knows the man who killed Markham, and takes measures accordingly. Disguised as a masked rider, he ثحث Collina's plan, and killing his friend, his group, and giving them money to pay off the mortgages.

HE ALSO defects Collina's attempts to deprive Ann of her ranch of water. Ann is captured by Collina's men, but is rescued by Ken. He sends her for the sheriff, while he proceeds to hold up the Collina bandits who are stampeding the cattle. Ken captures Collina and the sherif arrives with his posse. Luke, one of the riders, turns on Collina, and together they make a lightning attack. The captive turns around the abductor's shoulders and drags him from the saddle. Ken then gives to the stumped man and haggles him. He captivity never fails to bring cheers from the youngsters who see it.

TRAPPED

DON'T MOVE!

More Adults Than Children Send Fan Mail To Maynard

More adults than children recently sent fan mail to Maynard, according to Ken Maynard, king of the range rides, now starring in Cinema's "Phantom Rancher," which comes on to the Theatre. This statement is proved by the fact that when Maynard first became a Western star, most of his mail came from boys between the ages of eight and eighteen. He received an occasional feminine letter, and some requests for photographs from mature men and women.

Today, the actor declares that but one-third of his mail comes from teen-agers. The rest is sent by grown-ups, approximately half of whom are women. Many of his correspondents are repeaters, says Maynard, who personally reads all his own fan mail. A first request will arrive for a photo. This will be followed by a thank-you note, after which the writer may comment on each of Ken's pictures immediately after he sees it.

From his loyal fans the star gets many suggestions for the improvement of his films—and he discusses them with his cowmen and director. “I'm not making pictures for myself,” remarks Maynard, “I'm sincerely doing my best to please my fans, and I'm glad to say that their letters tell me I'm succeeding. I always welcome frank criticism!”

“Phantom Rancher” probably rates as the most exciting of all the Westerns Maynard has appeared in. He is supported by Dorothy Short, Harry Harvey, Ted Adams, Dave O'Brien and many others. The picture was directed by Harry Fraser from an original story and screenplay by Bill Lively.

NEW WESTERN IS A REAL FAMILY PICTURE

There are scenes possessing a strong feminine appeal. Others that please young boys and still others that cater chiefly to juvenile audiences. Once in a while you find a feature with threshhold attraction, the aim that provides entertainment for everybody. "Phantom Rancher," the latest Colony Pictures Western thriller, now on the bill at the Theatre, belongs in the last-named category in this respect. For those who react to the call of fast action, hard fighting and riding, with plenty of gunfire, there's enough to satisfy any thrill-seeker. Those who prefer a story with a touching romance are not left out.

This cleverly interplated bit of romance balances the blood-and-thunder sequences nicely, and taken all in all, "Phantom Rancher" must be listed as an attraction certain to win high favor from young and old wherever it is shown. Tarzan, the screen's most interesting animal character, outdoors all his previous amazing stunts in this feature, much to the joy of juvenile patrons.

This short resume, of course, doesn't do justice to the picture, which abounds in unexpected shock-thrills. You use an "ace Western." For yourself to properly appreciate this Maynard masterpiece of open-air adventure, Dorothy Short is a wiselily chosen heroine and Ted Adams is also included. Harry Harvey, Ted Adams, Dave O'Brien, Tom London and other well-known players.

YOU SEUNK!

Sensational Western Scores A Hit In Debut At Strand Theatre

The latest of the Colony Pictures' Western thrillers, "Phantom Rancher," starring Ken Maynard, made its debut last night at the Strand Theatre, unfolding a sensational fast-moving picture upon the screen that kept an enthusiastic audience on the keen edge of delightful anticipation. There can be no doubt regarding Ken's immense popularity with the movie fans. Had such a doubt existed it would have been quickly put to flight by the reception accorded the film's hero. To use an ancient phrase once dear to the brotherhood of dramatic critics—the "house rose at him!"

Racking guns, pounding hoofs, fictitious blood and thunder bull—there's never a slack moment throughout this production of a picture. It is a full-fledged entertainment, a bully yarn, well acted by principal and supporting cast, and the star's unusual good luck is being equipped with first-rate material. The picture is a splendid modernization on a suspenseous measure. The star fills the roll of a masked rider who defeats the evil designs of a wealthy sheriff, whose schemes have brought near-triumph to honest ranchers in a Western community. The really fine thing about Ken also is the love of a girl, rancher, the latter inspiring him as a supposed enemy.

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YOU SEUNK!
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