Tim McCoy

IN

RIDERS OF BLACK MOUNTAIN

Directed by PETER STEWART  Produced by SIGMUND NEUFELD
SMASHING CUT-OUTS
FOR ZIPPY DISPLAYS

For personality stuff, the head of McCoy from the 3-sheet is strong salesmanship. Use it as marquee and lobby display.

BOOM TIM MCCOY
With Photo-Stamps!

Start your Tim McCoy series of P.R.C. westerns right—and use as many of the accessories outlined on these pages as your budget allows. Tim McCoy photo-stamps are sure to give the western fans a thrill—and will serve to bring them into your theatre.

Minimum order 300—at $1 per M;
1000 for $7.50.
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New York City

Hold A Tracking Contest For the Kids!

As a crowd-pulling stunt for motion picture patrons, sponsor a "Track Down The Rustlers" contest in connection with your showing of Tim McCoy's latest picture.

Get the kids started from in front of the theatre and give them clues to track down. You probably played the game when a kid and can make up an itinerary that will have the kids baffled and laughing. Let a couple of your ushers handle the whole show— and give prises to the first dozen kids reaching the destina-
tion first.

EVERY KID IN TOWN WILL WANT A TIM MCCOY BUTTON!

One of the newest novelties you could wish for is the Tim McCoy button.

They carry plenty of punch—the red, white and blue color scheme is flashy and attractive.

Here is a giveaway that will cause a stampede into your theatre if you handle it properly.

Announce that at special showings of this Western picture, you will give away a button to every patron and display a couple of them in your lobby a few days in advance. The response will surprise you—kids are notorious for wanting to possess pin buttons and remember that Tim McCoy McCoy is one of their favorite heroes.

The Tim McCoy button is 1½” in diameter and carries a swell likeness of the cowboy star.

Inexpensively priced at: 50¢—55¢; 1½¢—1½¢;
$14 per M in lots of 50.
Don't wait—order liberally now and boost up the returns on this Western.

Order from:
PHILADELPHIA BADGE COMPANY
942 Market Street

Standard McCoy Burgee
Saves You Money!

Here is the initial announcement of the standard burgee on all Tim McCoy westerns for P.R.C.

The significant factor about this accessory is that once purchased it is available for use on the remainder of McCoy's features this season.

It will pay you to invest in several of them—and use them for all subsequent pictures.

The McCoy Burgee comes in several bright colors and is composed of waterproofed canvas. 20 in. x 30 in.—$1.00 each; 24 in. x 36 in.—$1.25 each.

Order from:
ART FLAG, Inc.
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Fan Fotos Helpful in Exploitation!

Give away Tim McCoy fan fotos and sell your cowboy star to the entire town.

Heavy coated half-tone reproductions cost you very little and will wake up your city to the fact that you're featuring the ace western hero on your screen.

You can use reverse side to print come-on attractions and get double use. Many showmen have used this plan to good advantage and have made it pay them dividends.

Tim McCoy fan fotos cost you $5.50 per M and can be ordered directly from your nearest P.R.C. Exchange.
ADVANCE REVIEWS \ CURRENT SHORTS - SCENES

THUNDER-THRILLS VIBRATE IN NEW MCCOY WESTERN "RIDERS OF BLACK MOUNTAIN"

(Advance)

It comes pretty near being under the heading of real news when you come across a Western that can fairly lay claim to an original story. Such is added exceptionally telling punchlines warranted to make even the most blase picture-poor sit up and take notice, you've got a picture that needn't compete in the battle for box-office honors. In the latter category belongs the current five-reeler Releasing Corporation feature, "Riders Of Black Mountain," starring Tom McCoy. At a pre-review of the film and all agreed that the production was well-mounted, plotted, and cut. The only criticism one that had been received by him on the occasion would be the occasional bit of startling volume in his honor at the conclusion of his review.

McCoy has WROE ROLE

The hero's story is, of course, nothing new in McCoy's experience. It is rather rare that a star's work is so well fitted to his personality. In "Riders Of Black Mountain," an ex-convict, McCoy's role is ideal, and the audience.s reaction, probably one reason is that the hero role of deputy marshals Tim Donovan and Tim McCoy's athletic and likeable personality is so ingrained.

He also is fortunate in that the plot does not follow stereotyped lines. The Westerns of recent years have offered a monotonous and rehash to countless pictures. This one is better, with rough life, in open spaces. Films which really rely on the writing for their success are exploding guns and thundering hooves, but offer little in the way of originality. There are thunder-trilling enough and in space in "Riders Of Black Mountain," it fact is may be doubted whether any of the manly, violent and picturesque contributions to the screen could equal its wonderful realism, self-madeism, and the great pictures.

TRAILED STAGE ROBBERS

But in addition, there's an exceedingly well-developed plot in which

PRODUCERS RELEASING CORPORATION Presents

TIM MCCOY

"RIDERS OF BLACK MOUNTAIN"

THE CAST

Players

TIM MCCOY
Pauline Haddan
Franka La Rue
Ned Lesson
Julien Rivero
Jack Rutherford
Edward Peil, Sr.
Alton Hume
Ralph Peters
Jim Clason
Reg E.Berry
George Chesbro
Dirk Thame

Characters
TIM DONOVAN
Betty Harper
Judge Harper
Sheriff Clay
Joe
Bill
Emmett
Tom
Pete

Synopsis

Disguised as a gambler, U. S. Marshal Tim Donovan rides the Black Mountain range, which is held up by Pete and his bandit gang. Tim and his pal, Tomabeau, pursue and out clever the criminals. The outlaws, Bill, Sheriff Clay and a posse arrive and arrest Tim and Tomabeau at the border. The outlaw, Bill, has a stage passenger, refuses to hold Tim, as the latter is a being. Betty Harper, the sheriff's sweetheart, is also present.

Tim, when released, finds a charmed money-bag in Judge Harper's purse. The bandits having used the purse as a rendezvous, unknown to Tim, Pete and his men blow up the relay station and escape the curtain-box. Tom joins forces with Harriett, an insurance investigator, and they discover that Judge Harper possessed a valuable family heirloom which was stolen by the bandits. Sustaining Tim, the sheriff gives the latter 24 hours to get out of town. Bill, one of Pete's band, wounded in the gun battle when his comrades get away with the stronghold, is pursued and caught by Tim. As Bill is about to confess and reveal the identities of the guilty ones, he is shot from ambush.

Clay goes to the relay station, where he captures Pete, Bill and the gang lieutenant, Jim. Fully understanding that the arrest of the trio will mean the fall of Tim and Tomabeau, after a hard fight, from the bandits from Clay's posse and ride out. At the marshal's request, two personal bodyguards of the gang, the sheriff offers a $500 reward for their capture. L bracketed with Clay's notice for the fugitives, information which leads to the hideout, where the gold has been deposited by Tim and his supposed accomplices.

Tim arrests cutter Emmett, in whose possession he finds practically all the loot acquired by the outlaws in their robberies. Thus, when Clay arrives at the hideout, he finds there's nothing for him to do but take charge of the prisoners turned over to him by Tim. Sheriff Clay resigns his standing in Betty Harper's hands by apologizing to the marshal for failing to penetrate the latter's disguise. Their job finished, Tim and Tomabeau leave on the same stage that brought them to Black Mountain.

Charm Tip From Pauline Haddan

Pauline Haddan, whose performance of heroine Betty in the Tim McCoy thrill- Western, "Riders Of Black Mountain," is playing to capacity houses at the Theatre. Has won golden tributes from the press, the critics, and fans of all ages. In this picture, Miss Haddan is playing the part of a child-impoverished woman, who, in order to help her sister, is forced to marry a man she loves.

"If a girl enjoys all the time, smiles when she gets up, when she goes to bed, when she does anything during the day, she's making a mistake," says Miss Haddan. "She should turn the tears once in a while. Men like happy women, but they get fed up with women who are unhappily happy. So does happiness have to be a means to an end.

"One non-stop laughing woman is more amusing than a heroine. Happiness is risky in proper proportion, but it may quickly become as a decided liability, if a woman never seems to have mood. That doesn't come off as almost reviling, this time, finds reflection in varied emotions!"

Pipe Gets Play In Hollywood

Franka La Rue, who plays Judge Harper in the Tim McCoy thriller, "Riders Of Black Mountain," which comes on to the screen this week, is asked by the press for the story of the film. She says that the story is based on a true story of going on the screen.

La Rue says: "The pipe is mine, but the story is not. If I have a pipe, I have a right to smoke it. But if someone else has a pipe, I have no right to smoke it."

Pipe, therefore, is mine, but the story is not. If I have a pipe, I have a right to smoke it. But if someone else has a pipe, I have no right to smoke it.

(Advance)

McCOY TAKES LONG TRIP TO CAST THAT ELECTION BALLOT

(Advance)

No matter what the outside world may think, and many figure the film capital as a byword for political apathy, the glamour girls in the movies, players and players, the Hollywood roundabout, was a thoroughly civic-minded bit, with a thorough rout of voting privileges. And one of the most civic-minded of the bunch is Tim McCoy, the screen's ace and favorite, whose latest thrill-Western, "Riders Of Black Mountain," opens on the screen this week.

"I am voting," Tim says. "It is a privilege and a duty. I am not going to let my busy career keep me from doing my bit for the country."

But there is still another reason why Tim McCoy is going to vote. He has been asked to vote by his hometown mayor, who is running for re-election.

(Advance)

Stellar Cast In Tim McCoy Film

Few Westerns can boast of as talented and efficient a supporting cast as that surrounding Tim McCoy in his new big-thrill Western, "Riders Of Black Mountain," which begins its engagement at the Theatre. Tim, who directed the picture, spent many weeks over the selection of people to create the following line-up of noted players — Pauline Haddan, Franka La Rue, Rex Lease, Julian Rivero, Jack Rutherford, Alton Hume, Ralph Peters, Tim Clason, George Chesbro and Dirk Thame.
TOM McCOY
HITS THE HIGH
SPOTS OF
ADVENTURE IN
HIS GREATEST
BIG-THRILL
WESTERN
RIDERS
OF
BLACK
MOUNTAIN
GUNS BLAZE AS
U. S. MARSHALL
ROUNDS UP
BAND OF
RAIDING
STAGE ROBBERS

A Triumph Of Western
Thrill Shocks!
Tim McCoy In A Dramatic Treat
For The Whole Family
"RIDERS OF
BLACK MOUNTAIN"

"Riders Of Black Mountain!" The
smash hit of the season!

Nerve-racking melodrama that
brings the adrenalin action and blood-chill
ing passion to the screen.

Starring Tim McCoy,

Human wolves slink into hiding,
while the mounted marshall hunts them along the
swooped, sinuous trails of the

"Riders Of Black Mountain!" So
the box office target plum-bummed
the town talking!

Crammed with dashing, desperate
revenge! Matchless juvenile
heroes of Black Mountain!

Thrills thunder across the screen
and justice, a galloping horse
the trail of stage coach
Riders Of Black Mountain!

It attains the high-water mark of
suspense from its thrilling
pause in the crimson-tinged

"Riders Of Black Mountain!" A
powerful new force of the screen.
Tim McCoy, heart thump faster in this

Vibrating with forceful, soaring
sustained interest and
kinds of movie patrons.

Tim McCoy in "Riders Of

Riding hard, with guns blazing
open trails, Tim McCoy gilt
his latest and greatest

"Riders Of Black Mountain!" A
fan to the heights of wild and
punch-scenes — thundering

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—brings your heart out of your mouth with its

—exciting, rip-roaring action, romance, treachery,

—exciting entertainment. It holds you in breath-

—dramatic thunderbolt, striking the battling ace

—will rouse your nerves to their utmost strength

—spur the most devoted movie

—The picture with something for all

BRING YOUR PATRONS BY THE AIR LINES TO SEE "RIDERS OF BLACK MOUNTAIN"

No up-to-date exhibitor can afford to overlook the air

talks as a means of boosting his business. The ever-increasing

use of radio advertising of all manner of products and

events stress the importance of employing this great ad-

medium, which should cost the showman little or nothing,

if worked out properly. One method by which free radio

advertising may be obtained, or the expense shared mu-

tually by local book stores, department stores and the theatre,

is to arrange for a radio dramatization of one of the thrill

scenes from "Riders Of Black Mountain" by local amateur

or professional talent. As this sketch would help fill in

suspending time on the air, you should be permitted at least

one announcement regarding the picture and its booking.

Once you make these contacts with your local radio

station you will have established a precedent that should

prove a tremendous box office asset for the future in herald-

ing attractions at your theatre.

GO THE LIMIT IN BOOSTING THIS FILM

Don’t pull your punches in hailing the “Riders Of Black Mountain.” It’s a McCoy miracle of

adventure-action, and it’s up to you to let your

customers know what a treat’s in store for them.

There are many excellent tie-ups which can be

made to net window displays, and possibly news-

paper advertising on the part of merchants. Play

up the kiddies for your Saturday matinees. Tim’s

a rock foundation favorite with all boys and girls,

and they’ll eat this one up! Look over your stills

and get a choice selection for shop windows and

ads. Slip sheet adventure and Western magazines

with throwaways announcing your playdate.

Work can be done by distributors’ boys in return

for admissions to Saturday matinees. Mount on

action illustration from a poster. Use as center

piece for window decoration by leading sports

dealer, plus a prominent credit card.

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from NATIONAL SCREEN SERVICE

Produced by

Producers Releasing Corporation

EUGENE HADDEN

EDWARD PEIL, JR.

LADY LA RUE

DIANA ANNE NEUFELD

1 Col. Ad Cut or Mat No. 2

1 Col. Ad Cut or Mat No. 3

1 Col. Ad Cut or Mat No. 4
RIDERS OF BLACK MOUNTAIN
FLAMES WITH BLAZING GUNFIRE
AND MANY WESTERN THRILLS

Tim McCoy's Latest Open-Air Adventure Film Scores Big Hit In Successful Debut At Strand Theatre

(Review)

If it was a behavior of first-night audience at the Strand Theatre last night is any criterion, then the new.film, “Riders of Black Mountain,” the latest in Westerns from the product of the Producers Releasing Corporation studios, will bring a much-longed-for roundup of customers to many theatres across this word is passed around regarding the excellence of this film. For the Strand patrons not only liked the features, but went visually into blooms of delight and generous applause over the action, melodramatic punches, and exceptionally fine acting of Colonel McCoy and a talented supporting cast.

The star, usually fortunate in his choice of good material, especially so in this instance. From the moment its first reel flashes upon the screen, up to a remarkably effective climax, stylish铺设 of suspense is almost never let up in the tension, or any slackening of speed.

**McCOY A. U. MARSHALL**

Tim appears as a U. S. deputy marshal, in the disguise of a trim- turned gambler, who goes upon the trail of outlaws who have been holding up stage coaches and generally terrorizing a Western community. In the course of his investigations, aided by his loyal pal, Tom, he played by Ralph Peters, he discovers that the outlaws, gun-shy and wall-eyed, are the men he has been looking for.

**SHERIFF GUSSIES WRONG**

Clay, the local sheriff, unaware of Tim’s local status, suspects him of being a member of the bandit gang. His sweetheart, Betty, is more far-sighted, but cannot overcome her love that he is mistaken. Owing to this fact the plot takes numerous unexpected twists and turns, the sort of thing that adds a certain gusto to the thin edge of a narrative. In the long run, McCoy scores on both handles and sheriff, but not until he has passed through a series of ventures as bizarre as they are exciting.

**STAR SCORES A HIT**

The result is a picture of which its sponsors, Samuel Goldwyn, has never appeared to better advantage, and which should prove to the public. Pauline Hadden fills the heroine role of Betty Harper. The cast includes such well-known troopers as Edward Peil, Sr., Frank La Rue, Russ Lee, Julian Rivero and Ted Adams. The film was produced by Sigfield Neufeld.

“Riders Of Black Mountain,” the dreariest Western of the season is now playing to capacity houses at the Strand Theatre, and is proof that the public appreciates the work of Sigfield Neufeld in producing its films.

Star Talks In Od

In a two-day shoot, the camera rolls with a couple of the young cowboys, star of the first Western, “Riders of Black Mountain,” now playing at the Strand Theatre.

**ROUNDS BAND ORCHESTRA**

The story is an original by Joseph Lipsett, and is ably directed by Peter Stewart. The production was in the capable hands of Sigfield Neufeld.

1 Col. Scene Cut or Mat No. 6

**BRIEFS**

There’s tricks in all trades, and especially in the beautifying business! Pauline Hadden, pretty, pipe-smoking leading lady, who plays heroine Betty in Tim McCoy’s latest Western, “Riders Of Black Mountain,” now current attention at the Strand, has patented this idea, but passes it on to the simpleton face of charge. Pauline uses a crystal saltshaker for a face powder container.

The exhibitor who fails to book “Riders Of Black Mountain,” which comes on... in the Strand, is passing up the year’s best Western box office hit. Every showman knows how its star, Tim McCoy, carries irresistible appeal to movie fans. There are unlimited possibilities for reaping a rich harvest by theater operators, wherever this film appears on the screen.

Cyclical winds of gale proportions swept through Southern California in time “Riders Of Black Mountain,” the McCoy Western, now playing at the Strand. The theater was being filmed. This caused a lot of damage to innumerable sets on location. An entire Western street was blown into the hills and sage brush, and when struck by the storm, the street was eliminated.

A delay of one day’s shooting was caused while the sets were repaired.

*Maybe you remember the horse belonging to the late Tim McCoy, which his devoted owner always had bred shod with silver’s Well, the dashing steel that Tim McCoy forks in “Riders Of Black Mountain” is also a great favorite with his master, and the boys and girls who follow the McCoy vehicle, trail know that horse well. But Tim is a trifle more than practical, and shows his horse with bronc. McCoy recently gave one of these bronze shoes to Dickie Jones, juvenile actor as a keepsake.*
BOX OFFICE STIMULANTS FOR 1940-41

6

Adventures of Billy The Kid
Starring
Fighting BOB STEELE

The Screen’s most popular fighting hero, Bob Steele, as Billy the Kid, the great Southwest’s most notorious two-gun personality, whose name and reputation will go down in history as the greatest and most reckless adventurer ever spawned.

1—"BILLY THE KID OUTLAWED"
2—"BILLY THE KID IN TEXAS"
3—"BILLY THE KID’S GUN JUSTICE"
4—"BILLY THE KID TRAILS WEST"
5—"BILLY THE KID AT SANTA FE"
6—"BILLY THE KID’S LAST RAID"

6

Frontier Marshal Western Tornadoes
Starring
Gallant TIM McCOY

With a star as popular as Tim McCoy in stories that move with lightning speed that have an abundance of gripping situations, and whirlwind entertainment, this group is first-class sure-fire box-office.

1—"FRONTIER CRUSADER"
2—"GUN CODE"
3—"ARIZONA GANG BUSTERS"
4—"RIDERS OF BLACK MOUNTAIN"
5—"BORDER BAD MAN"
6—"RIO GRANDE OUTLAWS"

6

Lone Rider Hair-Trigger Westerns
(STAR TO BE ANNOUNCED)

Fighting Courage, Sublime Romance, Sparkling Humor against the Gorgeous Panorama of the Glamorous West.

1—LONE RIDER "Rides On"
2—LONE RIDER "Fights Rustlers"
3—LONE RIDER "On A’Dude Ranch"
4—LONE RIDER "Across The Rio Grande"
5—LONE RIDER "At The Rodeo"
6—LONE RIDER "Meets The Outlaws"

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