**CAST**

Jack Preston...Warren RANDALL
Dashi-Warnor Richmond
Grizly...George Cooper
Joan Porter...Peggy Keys
Pinto...James Sheridan
Two-Gun Gardner...Earl Dwire
Dad Moran...Lloyd Ingram
Cree...Ed Brady

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**HIGHLIGHTS OF THE THRILLING STORY**

**New Western Star**

With the discovery of gold in Arizona, a wave of reckless mining and murderous ruthlessness swept across the region. Resenting the gains of outlaws in Dashi, a footloose gunfighter, and joined by his brother, the law-abiding Latek Moran (Lloyd Ingram) goes to Dashi county to settle the law of the land. As he enters the office of the state marshal, Preston (Jack Randall), the state marshal, is reorganizing Two-Gun Gardner (Earl Dwire), a killer, from a jail sentence. Preston wins the state marshal’s office: "Are you ever meet a man in this town?"

Preston is commissioned to go to Green Valley to clean up the town. He's accompanied by Grizly (George Cooper), his friend. Preston goes to Green Valley posting as a law man and runs over Gardner and his men with his new gun. As a result, Grizly cuts out Two-Gun Gardner's gang.

Places made to rob Grizly's stage coach which is about to leave town. With the joining of his own gun, Preston presents the town.

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**SHORTS!**

**HOLLYWOOD LOWDOWN**

**On Jack Randall, Sensational New Singing Cowboy**

Jack Randall...new western star for Monogram, is only outdoor singing actor in the business...His last picture "Riders of the Dawn" now playing at the theatres...

Jack Randall, popular singing cowboy, whose current picture "Riders of the Dawn" now playing at the theatres, is a faster than any other man in pictures. One-eighth of a second is his record. Jack Randall, a famous stage leading role in this musical western.

Jack Randall, star of Monogram's musical western, "Riders of the Dawn"...he has three fronts, two buildings and five horses.

Eight new musical westerns are scheduled for Jack Randall next season by Monogram. Randall is currently appearing in the thrilling "Riders of the Dawn", the first of the series.

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**LIGHTS OUT FOR BADMAN**

Jack Randall, sensational western singing find who makes his screen debut in Monogram's "Riders of the Dawn" now showing at the...Theatre. He has had a time of it as a raucous cowpuncher and western in the west when a man had to fight to live.

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**WESTERN STAR**

**STUNTS IN FILM**

Jack Randall, new western singing star, who makes his screen debut in Monogram's "Riders of the Dawn"...among the stunts he performed as his director, R. N. Bradbury, for more than 75 per cent of the time on the set holding up production.

The reason: Jack wanted to do his own stunts, but Bradbury didn't want the star to risk his life. The result: Jack won and did his own stunts.

However, at the end of the first day, Jack had two bruised fingers stuck off his left hand and was in need of clothing. But he was on the job the next morning and "treading on the toes" of Gardner. Jack explained his position to the great Northwest western crew that this was nothing new in his life as he had experienced such other incidents when he was a cowhand.

Others in the cast of "Riders of the Dawn" include Warner Richmond, George Cooper, Peggy Keys, James Sheridan, Earl Dwire, Lloyd Ingram and Ed Brady. The original story was written by Robert Emmett.

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**CREDITS**

**Scott R. Denlap**
Vice President in Charge of Production

**R. N. Bradbury**
Producer

**Cameraman**
BERT LONGNECKER

**Sound**
CARL ZINT

**Screenplay and Dialogue**
ROBERT EMMETT

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**AFTER 20 YEARS: TIES WESTERN**

George Cooper, who plays Grizly in "Riders of the Dawn"...Theatre, is an inestimable cigar smoker, it is estimated that he smokes more than fifteen cigars a day and more than twenty-five a week. He has inspired the saying "Riders of the Dawn is the first...Theatre."

Jack Randall stars in "Riders of the Dawn" at the...Theatre.

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**ONLY VETERAN COWBOYS CAST IN RANDALL WESTERN**

Pick of Action Players Seen in "Riders of the Dawn"

When casting began on Jack Randall's initial Monogram musical western, "Riders of the Dawn," director R. N. Bradbury stipulated that no one except experienced cowboys be hired for the production. As a result some of the most outstanding horsemen, riders and stunt men who usually appear in the films in supporting roles did the work of the more popular and best known cowboys used by Yakima Canutt, rodeo star, Yakima, not only held the world's championship for horseback riding and boxing, but was also among the finest cutting horses of the United States.

"Riders of the Dawn" introduces Jack Randall to the western star rating ranks. Not only is Randall an experienced rider, he is also an expert, but he possesses a fine baritone voice. In this picture, he might be seen. A two selections written especially for him.

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**Fast Riding and Romance in...**

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**BRIEF BLOGS!**

**JACK RANDALL**: Destined to become one of the screen's outstanding singing western stars. Has a deep rich baritone. According to advance notices, Randall is one of the most promising players in Hollywood. Can ride and use a six-shooter in true western style. Was born in San Fernando, California. Is six feet two inches and has curly, black hair.


**GEORGE COOPER**: Veteran stage and screen player. Last pictures were "Think Fast, Mr. Moto," "Stop Lively, Mr. Jones," and "That I May Live."

**PEGGY KEYS**: Attractive brown-haired actress who proves to be a proper leading woman for Jack Randall. Recent pictures include: "One Hour of Romance," with Kay Francis, and "The Singing Marine," with Dick Powell.

**SINGING COWBOY SENSATION IN NEW WESTERN FILM**

Jack Randall Sings, Fights and Rides with the Best of Them

A new singing western star was born last night when "Riders of the Dawn," was released by the Western Film. That new star is Jack Randall, tall dark-haired cowboy who is destined to become one of the outstanding outdoor actors on the screen.

A former vaudeville performer of the "Tumbling Tumblerites," Randall thrilled the audiences with his fast gun shooting, his adroit handling of his horse and his rugged, fine singing.

Another talent that Randall displayed was his gift for entertaining, as was evident in his dance on the set of "The Riders of the Dawn." Randall sang a song entitled, "The Riders of the Dawn," a thrilling western tune, that is sure to be a hit.

**CALIFORNIA FRONTIER TOWN SETTING FOR ——— THEATRE**

**OUTLAW'S TRAP JACK RANDALL IN "RIDERS OF THE DAWN" AT **** THEATRE**

Jack Randall, the sensational new singing cowboy who makes his screen debut in the picture "Riders of the Dawn," is currently playing at the **** Theatre. Jack Randall is shown above with badman W. E. Richmond who is making things tough for our hero.

**LOVE PINE LOCAL OF "RIDERS OF THE DAWN"; JACK RANDALL, SINGING COWBOY, MAKES DEBUT**

Lone Pine, one of the last remaining California frontier towns, was used as the background for Jack Randall's first singing western, "The Riders of the Dawn," which opens at the **** Theatre.

Of course, all the local pupils, many of the ranchers and cowboys in the vicinity turned out to see this magnificent new western film. It was the best of the lot, and the audience gave it a grand reception.

**SONGS...THEATRE HAS A NEW THRILL FOR YOU**

Jack Randall, singing cowboy star of "Riders of the Dawn," will be idol of men — ideal of women.

**MANY FAMED ACTRESSES IN WESTERN**

**HEROINE OF "RIDERS OF THE DAWN" HAS CAREFULLY PLANNED CAREER**

Peggy Keys, attractive leading player in Monogram's musical western, "Riders of the Dawn" now stars at the **** Theatre, has her screen career all planned. She intends to take the starring role of some of Hollywood's most outstanding western films.

**DAWN RIDER**

It is a recognized fact that a great majority of today's popular screen players have at one time appeared in western pictures. Take, for instance, Fay Wray, Janet Gaynor and Cecilia Parker. All at one time played in outdoor dramas. What they are now renowned for.

Miss Keys claims she wants to get plenty of good all-around experience in westerns before she attempts anything of that nature.

The young actress was spotted by a movie mogul, who was watching a play in the Pasadena Community Playhouse. After playing roles in various productions, she was offered a chance in westerns.

She was born twenty years ago in Lawton, Oklahoma. After attending public schools, Peggy decided to go to Hollywood and try her motion pictures. The only past experiences she has had was in amateur theatricals while attending school.

When she arrived in Hollywood she went to a private school at

**NEW YORK**

Jack Randall

One Col. Cut or Mat No. 5

**WESTERN TOWNS FOR HAM AND—**

George Cooper, who plays Grizzly Ham, one of the badmen in Jack Randall's sensational new western "Riders of the Dawn," is the hero of the picture's plot.

Hollywood is the greatest spot in the world to live in if you are an actor. George Cooper also claims that New Orleans is the best city in the world, having an all-around excellence in food.

Jack Randall, who plays a wild westerner, Peggy Keys recommends some westerns to read. "Riders of the Dawn," opening tonight at the **** Theatre, is one of the books. With its picturesque settings, the picture is a treat to see.

Others in the cast include Warner Richmond, George Cooper, James Sheridan, Lloyd Ingram and Ed Brady.

R. N. Bradley directed in fast tempo the making of the screen play by Robert Emmett.

**WESTERN ACTRESSES IN WESTERN**

**NEW YORK**

Jack Randall, new singing western star, sings two selections especially written for him by Director R. N. Bradley in the Monogram musical western, "Riders of the Dawn," at the **** Theatre. The songs are "The Blue Clouds in the Moonlight" and "Riders of the Dawn." This is Randall's debut in outdoor western action drama and is the first of a series of eight serials he will star in this season for Monogram.

One Col. Cut or Mat No. 6

**NEW YORK**

Peggy Keys, feminine lead in Monogram's new western, "Riders of the Dawn," now playing at the **** Theatre, has just made her screen debut in the exciting western. In her and the other leading women, "Riders of the Dawn" now playing at the **** Theatre, has just made her screen debut in the exciting western. In her western pictures, Peggy Keys is making a name for herself in the Hollywood film industry.
MOVIE MATIC CAMERA PROMOTION!

The General Photographic Camera, Inc., who manufacture and distribute a nationally popular camera to dealers in every section of the country have entered into an exclusive and comprehensive promotion campaign with Monogram pictures and players. They are creating a special display which will be available to all their dealers plugging Monogram pictures and the pictures in which they appear. This handsome display is available to you or a Movietastic dealer in your town upon request. You have printed special offset reproductions of a tie-up still showing Jack Randall, Peggy Keys and R. N. Bradbury, director and producer of "Riders of the Dawn," with a camera, which you may have by writing directly to the Movietastic people.

Two additional tie-up photos of Jack Randall have also been taken. You can secure photos from the Movietastic exploitation department or reproductions from Movietastic. We cannot stress too strongly the exploitation possibilities of this promotion as it gives you a natural and unexpected lead for live-wire exploitation on "Riders of the Dawn" and other Randall westerns.

Write immediately to the special advertising representative of Movietastic for list of dealers names and further information, and be assured of their complete cooperation.

Address all inquiries to:

LLOYD ARMANS
GENERAL MOVIE MATIC CAMERA, INC.
121 West 17th Street
New York City

PIGGY BACK RODEO!

Stage a festival of fun at a playground, in your lobby or on your stage using local youngsters for the attraction. Call it a "Wild West Piggy Back Rodeo" and have names of boys enter. Poster to "Riders of the Dawn" can be the lure that will attract kids from all over town.

One boy gets atop another's shoulders and they battle each other until one falls off. The sheer novelty of this stunt will put it over... and help sell Randall to the public.

Jack Randall

Photo Stamps!

Keep your tie-up material moving by a photo-stamp of Jack Randall... grown-ups will get a kick out of bringing them home to their youngsters.

They can be used on every Randall western—and are a proven exploitation novelty.

Size 1 in. x 1 1/2 in.—gummed and perforated. Minimum order 300—$8.00 per 100; 1000 for $7.00.

Order from C.O.D. Only. New York City from:

H. JACOBSON
125 West 45th Street
New York City

"Riders of the Dawn"

Accessory Order

(Specify Clearly Quantity Required)

1 SHEET
3 SHEETS
6 SHEETS
WINDOW CARD (Illus. on Cover)
SETS LOBBY PHOTOS (11x14's)
SETS LOBBY CARDS (22x28"
INSERT CARDS (14x36"
SET OF 8x10 STILLS
SCENE CUTS
AD CUTS
SCENE MATS
SLIDES
AD MATS
THEATRE
STREET ADDRESS
CITY—STATE

(Mail to Nearest Monogram Exchange)

Dawn Riding... For Riding Enthusiasts!

It is a well known fact that riding academies recommend early riding sessions for a spirited workout. Your local riding stable will find this a satisfying cooperative tie-up and can use displays with copy along these lines:

SPECIAL DAWN RIDING SESSIONS WILL BE HELD EVERY MORNING AT SIX A.M. DURING THE RUN OF "RIDERS OF THE DAWN." AT THE... THREATEN! YOU GET YOUR MOST SPIRITED RIDING WORKOUT EARY IN THE DAY... "YOU GET YOUR GREATEST THRILL FROM JACK RANDALL, MONOGRAM'S SENSATION AT VIRGIN SINGING COWBOY, IN "RIDERS OF THE DAWN."

Cooperate With S. P. C. A.!

The local Society for the Prevention of Cruelty to Animals is an idealistic organization that will get behind any publicity stunt that encourages more considerate handling of animals.

In the West, horses are as important as humans and are treated as considerately. Even the most villainous of old time outlaws used to pamper their horses because they realized their lives depended upon them.

Using this angle, get them to plant stories with newspapers—filing-in with "Riders of the Dawn."

Roping In The Lobby... To Lasso Them In!

Roping is a fascinating subject to the public and a roping demonstration in your lobby would jam it.

Use your contacts to find someone in town who can do tricks with a lasso and arrange for him to put on an exhibition.

Ballyho it everywhere and be assured the novelty of it will bring greater results than many a more pretentious stunt.

CIRCUS HERALDS!

Westerns are a great thrill attraction... and the special herald on "Riders of the Dawn" packs plenty of selling values.

Order from:

FILMACK HERALD CO.
4620 North Spaulding Avenue
Chicago, Ill.

THRILL TRAILER!

Hard riding... fast shooting... sweet singing... and furious fighting! You get them all in this action-packed trailer which sells Jack Randall as the new king of cowboys.

Order from:

NATIONAL SCREEN SERVICE

Jack Randall

NOW PLAYING!

MONOGRAM PICTURES

JACK RANDALL

in

"RIDERS OF THE DAWN"

with

Peggy Keys

Produced and Directed by R. N. Bradbury
Original Story by Robert Emmet

STASTISTICS

Code Number: MPPDA 3451
Running Time: 53 Minutes
Footage: 4920 Feet

Six Shooter Display!

Somebody in your city will undoubtedly have a collection of old time guns. Display them in your lobby along with samples of modern firearms which can be obtained from the police department.

Card can read: GUNS LIKE THESE WERE USED BY JACK RANDALL IN DEFENDING THE BEAUTIFUL WOMEN OF THE OLD WEST IN "RIDERS OF THE DAWN"... THESE GUNS ARE USED BY THE LOCAL POLICE DEPARTMENT TO PROTECT THE SAFETY OF OUR CITIZENS!

Horse Identification As Contest Bait!

A display card in your lobby is the basis of a simple contest that will draw attention to your Randall western.

Offer passes for the three most complete lists of types of western horses, and the odds are even that many will enter a contest with so little to do.

Well known breeds of cowboys horses are broncos, pintos, mustangs, cayuses, etc.

Special Jack Randall Burgees!

Put Jack Randall over with a bang... with burges. You can make him the biggest name in westerns if you get behind him with showmanship.

The special burge on the eight Randalls for 1937-1938 can be used to exploit every one of his pictures and are definitely a wise box-office investment.

Burgees are canvassed and waterproofed—in vivid colors. 20 in. x 30 in.—50c each; 24 x 42 in.—75c each.

Order from:

ART FLAG, INC.
468 West 42nd Street
New York City
PEPPY PENNANTS TO POP UP BUSINESS!

Westerns should be circused... and here is how you can do it. The special pennants illustrated (below) are dandy for exploiting every one of the series of eight Jack Randall westers you will play this season. They can be hung along your marquee... displayed in your lobby... store windows with display cards... from your building... key street corner locations... on automobiles, street cars and busses.

The pennants are made of a fine felt fabric and come in half a dozen flaming colors. They are 9" x 24" in size. They are inexpensive because they can be used again and again. Priced reasonably enough for you to order several dozen immediately. Prices: 6c each; 06c each in quantities of fifty; 09c each in quantities of 100. They are also available at the same prices as streamers and come sewed together, four to a yard. Purchased this way they are ideal for a permanent balance on the entire series.

For immediate delivery add postage charges to your each order, or request C. O. D. shipment.

Order direct from:
THE NORSID COMPANY
15-17 East 16th Street
New York City

COWBOY LINGO!

Kiddies Cowboy Lingo Day!

Hold a kiddies cowboy day with passes awarded to the best looking youngsters attired in cowboy suits. Mothers will urge their kids all like real backwoodies to show them off and you benefit with additional ticket sales for "Riders of the Dawn."

Kids will go for this big and for a couple of passes you'll get a large entry and plenty of snappy slogans to display on signs inside the theatre.

DRAY HORSES RACE! OPEN TO ALL COMERS!

Put reverse English on the stunt that electrified New York recently and broke every newspaper in town. Metropolitan cab drivers sponsored a cool race between the streets of the city carrying a full tray of glasses and dispensing them.

You can do the same... but for a tie-up angle with the Randall westerns... get every available dray horse around town to pull the teams. In this way you can have competition between grocery and vegetable stores, laundries, etc. Award passes for "Riders of the Dawn" showings for the winning owners and apples and sugar to the horses.

Perhaps you can get permission from civic officials and make this a real bung-up stunt, with newspapers picking it up for added promotion values.

Boy Scout Knot-Tying Contest Against Time!

Every town has its quota of Boy Scouts and how those kids go for action and thrill. Hold a knot tying contest in your lobby for Scouts. It can be handled either of two ways. A straight knot tying competition against time—or for more excitement, see which scouts can tie up another scout the quickest.

Offer passes to the winners... and hold several contests if you get a huge group of entries.

SNAPPY LOBBY ACCESSORIES!

A flash 40"x60" poster on "Riders of the Dawn" can be rented on reasonable terms from NATIONAL SCREEN ACCESSORIES, 225 W. 41st Street, New York City. This is a handsome display that illustrates action and access to introduce Jack Randall to your public.

Remember that you have eight Randalls to play this season and if you want them to go over BIG, get your customers as Randall fans right from the start.

SONG PLUG!

Jack Randall is one of the few singing cowboys in westerns and he has a voice your patrons will rave about.

Plant a husky man dressed in cowboy outfit in front of your lobby—singing popular western songs.

And plant signs plentifully over your front that Jack Randall sings two swell western songs, "Riders of the Dawn" and "White Clouds in the Moonlight" in the picture.

DAWN SHOWING FOR KIDS!

Instead of a special matinee performance, try an early bird show for youngsters and call it DAWN SHOWING OF "RIDERS OF THE DAWN."

Hold it about seven o'clock in the morning... and try to promote milk from local dairy and cereal foodstuffs from grocery to be served to audience.

Kids will like the idea of seeing a movie first thing in the morning... particularly a thrilling Jack Randall western.

BOYS CLUB HONOR ROLL!

Every western ranch has its own distinctive brand... and every boys' club has its own insignia. Your town is no exception and there are probably dozens of active neighborhood clubs.

Give these kids their day of glory... and run a lobby panel with club names and insignia.

HOLLYWOOD COWBOY!

You can probably borrow from a local riding academy or sports store a complete cowboy outfit to display in your lobby with card crediting dealer, and copy.

SAMPLES OF COWBOY OUTFIT WORK BY JACK RANDALL IN "RIDERS OF THE DAWN."

Cowboy clothing consists of: sombrero, bandana, gunbelt, holster and six shooters, western saddle and blanket, lasso, chaps, and stirrup.

HIT THE BULLS-EYE AND WIN PASSES FOR "RIDERS OF DAWN."

Most men pride themselves on their marksmanship. Give them a chance to try their skills at a shooting gallery which can easily be set up in your lobby.

Get special permission if necessary from police to use air rifle and set up targets for public to shoot at. If they hit a small circle in the center which can be designated as the Jack Randall cracker shot, they win an okay to see "Riders of the Dawn."

COWBOY YODELLING TOURNAMENT!

Cowboys have their own inimitable style of yodelling.

Offer passes at various playgrounds in your town for the kid with the lowest cowbooy yodel.

Let the local playground instructor be the judge... and watch every kid in town yell his head off to win a free admission for "Riders of the Dawn."

JACK RANDALL BOOK MATCHES:

What could be sweeter than a special Jack Randall match book with theatre imprinted and playdate for a give-away on "Riders of the Dawn."

This nifty novelty is available on every Randall western and is a gift every man and woman will be glad to receive.

Jack Randall match books are standard size with a good-looking likeness of Randall on one side, and brief biography, title, playdate and theatre imprint on the other.

Allow fifteen days for actual manufacture of Jack Randall match books... net prices, f.o.b. Springfield, Mass.

Buy them in lots of 2500 books at $3.85 per 1000 books; $3.65 per 500 books; $3.50 per 100,000 books, $3.45 per 25,000 books, $3.35 per 5000 books; and 50,000 books, $3.15 per 500.

Shipments C.O.D. from Springfield, Mass. Order direct from:
DIAMOND MATCH COMPANY
GRAND CENTRAL TERMINAL
NEW YORK CITY

SOAP BOX RACES FOR YOUNGSTERS!

Remember how you used to make model racing cars out of soap boxes when you were a kid? Well, they still do and this is how you can capitalize on it.

Ballyho a racing event of this type and call it the greatest speed contest since the days of the Pony Express.

Set your course once around the block, start... and finishing in front of your theatre. Hold heats and finals... and, of course, award passes to "Riders of the Dawn."

Few experts will come anywhere near winning and therefore you have a stunt that will cost you little and ballyhoo your picture widely.

Place a display card near the horses ring with copy:

Try for a Ringer and Win Passes to See JACK RANDALL... the New Western Singing Sensation in "RIDERS OF THE DAWN."

at the... THEATRE

POSTER CUT OUTS!

For your poster backgrounds and window displays... the 1 sheet and 3 sheet will do it. A pair of a 1 sheet and a 3 sheet is $1.75, and a small sheet is 50c. A set of 2 sheets is $1.50 and the size will fit your window.

The exciting head of Randall is reproduced for the smaller size... if the others, the complete display will make Randall a good looking and the完整的 display... if the others, the complete display will make Randall a good looking and

With the 3 sheet and 6 sheet sizes, you can print your own window displays and cut them down to any size you want. When you order, please specify the size you want.

The 2 sheet size has a number of sizes that will make it easy for you to get the exact size you want for your window cut outs. Order direct from:
JACK RANDALL PRODUCTIONS INC.
207-10 West 40th St., New York City
ROUSING COWBOY ADS!

IT'S HOT LEAD, PARDNER... AND IT'S COMING AT YOU!
A song on his lips... a gun in both hands... and a woman in his arms! Sensationally different entertainment — with golden-voiced

Jack RANDALL

THE GREATEST OF SINGING COWBOYS!

"RIDERS OF THE DAWN"

Produced and Directed by R. R. Breslauer
Original story by Robert Emmett
Presented by MONOGRAPH PICTURES

NEAR JACK RANDALL

"RIDERS OF THE DAWN"
"WHITE CLOTHES IN THE DUSKLIGHT"

PEGGY KEYS

Two Col. Ad Cut or Mat No. 7

A FIGHTIN' SINGIN' LOVIN' HE-MAN!

Here he is! It's Jack RANDALL, greatest of singing cowboys!

The new singing cowboy sensation... in a thrilling musical western! Watch him turn fightin' fool to farm boy and rustler to homesteader!

JACK RANDALL

"RIDERS OF THE DAWN"

PEGGY KEYS

Presented by MONOGRAPH PICTURES

Two Col. Ad Cut or Mat No. 10

THE GREATEST COWBOY STAR SINCE TOM MIX!

Never such fighting... such riding... such singing! Never an action hero to match Jack RANDALL, the sensational new idol of the movies! It's his first musical western... and the best you've ever seen!

Jack RANDALL

"RIDERS OF THE DAWN"

PEGGY KEYS

Monogram Pictures

Produced and Directed by R. R. Breslauer
Original story by Robert Emmett

Two Col. Ad Cut or Mat No. 8

A FIGHTIN' SINGIN' LOVIN' HE-MAN!

Here comes the sensational king of western heroes —

JACK RANDALL

"RIDERS OF THE DAWN"

PEGGY KEYS

Presented by MONOGRAPH PICTURES

One Col. Ad Cut or Mat No. 13

YOUR NEW THRILL HERO!

ACTION AND EXCITEMENT PLUS... THE GREATEST COWBOY STAR SINCE TOM MIX!

Jack RANDALL

"RIDERS OF THE DAWN"

PEGGY KEYS

Presented by MONOGRAPH PICTURES

One Col. Ad Cut or Mat No. 12

One Col. Slug Cut or Mat No. 9

Here comes the sensational king of western heroes —

JACK RANDALL

"RIDERS OF THE DAWN"

PEGGY KEYS

Presented by MONOGRAPH PICTURES

One Col. Ad Cut or Mat No. 14
TRIPLE-BARRELED ACTION AT THE BOX-OFFICE....

with Monogram's Three Great Western Stars!

Monogram has the BEST westerns - because three of the most magnetic personalities in pictures are appearing in them - because they are produced by top showmen who know the type of entertainment the public wants - because no expense is being spared to make every one of the 16 Monogram westerns you will play this year a super-attraction.

Here Are The Sensational Monogram Cowboy Stars!

TOM KEENE
For years he has been one of the greatest draws in outdoor epics. His dash and courage—typical of clean-cut America—is admired by his tremendous fan following of grown-ups and youngsters. Under the Monogram banner he will star in 4 rip-snorting action westerns, packed with riding, shooting, fighting thrills. Handsome, husky, heroic—TOM KEENE is a name to magnetize your marquee!

JACK
The newest name in westerns — and soon to be one of the greatest. This boy has everything — good looks, a million dollar build, a glorious voice that will echo his fame at the box-offices of the world.

RANDALL
He can ride, shoot and fight with the best of them. And how he can sing! Watch for JACK RANDALL in 8 sensational Monogram musical westerns!

TIM McC OY
Hero to millions—who have cheered him this year as star of the mighty Ringling Bros-Barnum and Bailey Circus. Millions more have thrilled to his daring exploits on the screen. TIM McC OY has been imitated by many — but only Monogram can present this outstanding star of the west—in 4 BIG MONEY westerns!

16 MONOGRAM WESTERNS IN 1937-38!
ACCESSORIES

RIDERS OF THE DAWN

30 MONOGRAM EXCHANGES to serve you

ALBANY, NEW YORK
ATLANTA, GEORGIA
BOSTON, MASSACHUSETTS
BUFFALO, NEW YORK
CINCINNATI, OHIO
CHARLOTTE, NORTH CAROLINA
CHICAGO, ILLINOIS
CLEVELAND, OHIO
DALLAS, TEXAS
DENVER, COLORADO
DES MOINES, IOWA
DETROIT, MICHIGAN
INDIANAPOLIS, INDIANA
KANSAS CITY, MISSOURI
LOS ANGELES, CALIFORNIA

MEMPHIS, TENNESSEE
MILWAUKEE, WISCONSIN
MINNEAPOLIS, MINNESOTA
NEW ORLEANS, LOUISIANA
NEW YORK, NEW YORK
OKLAHOMA CITY, OKLAHOMA
OMAHA, NEBRASKA
PHILADELPHIA, PENNSYLVANIA
PITTSBURGH, PENNSYLVANIA
PORTLAND, OREGON
ST. LOUIS, MISSOURI
SALT LAKE CITY, UTAH
SAN FRANCISCO, CALIFORNIA
SEATTLE, WASHINGTON
WASHINGTON, D.C.

SET OF TWO
22 X 28 CARDS

PRINTED IN U.S.A.