BERNARD B. RAY presents

BOB CUSTER

in

A WESTERN DRAMA
PACKED WITH STARTLING
AND UNUSUAL
ADVENTURES!

"SANTA FE RIDES"

With

DAVE SHARP
ELEANOR STEWART

Directed by

FRANKLIN SHAMRAY

SNUB POLLARD
LAFE MCKEE

SCREENCRAFT PICTURES, INC.
341 WEST 44th STREET   NEW YORK 18, N. Y.
If you want to hear and enjoy some range songs of the genuine sort, don’t fail to see “Santa Fe Rides,” starring Bob Custer, when that whirlwind action Western comes on to the screen of the Theatre. These ballads are the real thing, and once you hear them you’ll be humming their haunting refrains for many a day.

In the supporting cast of Bob Custer’s latest Western, “Santa Fe Rides,” the sensational film now at the Theatre, are Eleanor Stewart, Carol Sheldon, Dave Sharp, Snub Pollard, Lafe McKee, Slim Whittaker, Nelson McDowell, Oscar Gahan, John Elliott, and the famous singing cowboys.

Lafe McKee, has in the past been chiefly identified with bad men roles, usually fighting to the death and defiant to the last. But he’s more or less of a reformed guy in the new Bob Custer Western. “Santa Fe Rides,” now sending shocks down the spines of spectators at the Theatre with its incessant barrage of thrills. For Lafe is cast as Dad Sheldon, father of heroine Eleanor Stewart, and though he does accidentally shoot and wound a deputy sheriff, is on the whole a person to be admired, rather than hated as a sinister bampot. McKee welcomes the change as he owns he is a little weary of drawing hisses from an audience for viciousness, and likes a bit of applause by way of variety.

**BOB CUSTER in “SANTA FE RIDES”**

**THE CAST**

<table>
<thead>
<tr>
<th>Bob Custer</th>
<th>Santa Fe Evans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eleanor Stewart</td>
<td>Carol Sheldon</td>
</tr>
<tr>
<td>Dave Sharp</td>
<td>Buddy Sheldon</td>
</tr>
<tr>
<td>Lafe McKee</td>
<td>Dad Sheldon</td>
</tr>
<tr>
<td>Snub Pollard</td>
<td>Stubby</td>
</tr>
<tr>
<td>Nelson McDowell</td>
<td>Andy</td>
</tr>
<tr>
<td>Oscar Gahan</td>
<td>Cal</td>
</tr>
<tr>
<td>John Elliott</td>
<td>Carlton</td>
</tr>
<tr>
<td>Lloyd Perryman</td>
<td>Singing Cowboy</td>
</tr>
<tr>
<td>Rudy Spoter</td>
<td>Singing Cowboy</td>
</tr>
<tr>
<td>Curley Hogg</td>
<td>Singing Cowboy</td>
</tr>
</tbody>
</table>

Directed by FRANKLIN SHAMRAY

Story and Continuity: Tom Gibson
Dialogue: Forest Sheldon
Cameraman: Pliny Goodfriend
Editor: Fred Bain
Assistant Director: William Wolfe
Sound Engineer: Johnny Elers
Production Manager: Lou Dow
Songs and Music: Oscar Gahan
CATCHLINES

Take a lightning trip to the Land of High Adventure with Bob Custer in “Santa Fe Rides” his latest big-thrill Western. A film that will hold you breathless, told to the accompaniment of crackling gunfire and thudding hoofs, entertainment with a punch in every foot of film!

* * *

Rapid fire action, thrills unlimited, lively comedy, a sensational rocket of plunging speed permeated with romance and heart interest. That’s “Santa Fe Rides,” starring Bob Custer, the greatest Western of that popular star’s eventful career.

* * *

Here’s the only Bob Custer in a cyclone Western crammed with shock situations that will warm the cockle of your heart. “Santa Fe Rides” crackles into fiery action right from the start. An eye-opener for everybody—all the hard riding, savage battling and romance that could be included in a single feature!

* * *

Winds of wild adventure will sweep you through scenes of sensational delight in “Santa Fe Rides.” Vivid! Nerve tingling! gun battles to the death, thrills you can’t forget, interpolated with flashes of laugh-compelling comedy! Never an instant when suspense relaxes or action drags in Bob Custer’s new super-Western!

* * *

A picture for the whole family, hot with the breath of heroic daring, stimulating the adults, giving the kiddies a treat they’ll never forget! That’s “Santa Fe Rides,” the Western par excellence, starring Bob Custer!

“Santa Fe Rides” Opens Today

The latest Bernard B. Ray Western, “Santa Fe Rides,” begins an engagement today at the ............. Theatre. Starring the ever popular ace rider and battler of the screen, Bob Custer, this exciting film has been unanimously pronounced by newspaper critics who previewed the picture to be far ahead of even the greatest Custer thriller-Western of the past, crammed as it is with marvelous exhibitions of horsemanship, shock punch situations, and romantic angles. The plot hits an original angle, getting clean away from the old routine stuff, is rich in comedy flashes, and offers a treat to music-lovers by the performances of singing cowboys of the genuine range brand.