

FREULER FILM
ASSOCIATES, Inc.
present

TOM TYLER

in

**"WHEN A MAN
RIDES ALONE"**

with

**ADELE LACEY
AL BRIDGE**

Directed by

J. P. McGOWAN

A Monarch Epic
of The West



ACTION ADVERTISING



11 x 14



11 x 14



11 x 14



11 x 14



22 x 28 and SLIDE A

USE
THREE SHEET
and
SIX SHEET
CUT-OUTS
IN YOUR LOBBY
and
ON YOUR
MARQUEE



THREE SHEET



SIX

ACCE

Three-Sheet

On
Se
8-11 x 1
2-22 x 2
20- 8 x 1
2-1 Col
2-2 Col
2-1 Col
1-1 Col
2-1 Col
1-2 Col
2-Slides
14 x 36
Talking and

THAT CORRALS CROWDS!



11 x 14



11 x 14



11 x 14



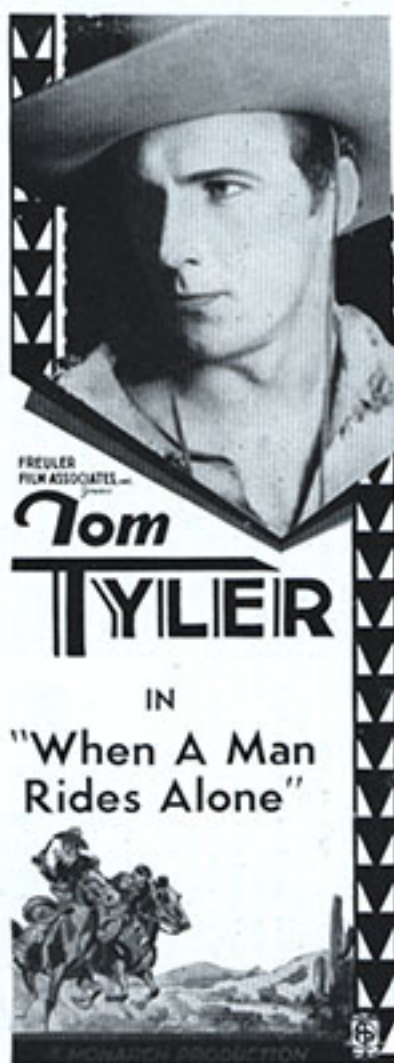
11 x 14



22 x 28 and SLIDE B



SHEET



14 x 36 INSERT CARD



ONE SHEET

SSORIES

Six-Sheet

Sheet

s of

Lobby Photos

Lobby Photos

Stills

mn Ad Mats

mn Ad Mats

mn Ad Slugs

mn Star Mat

mn Scene Mats

mn Scene Mat

Insert Card

Silent Trailers

"WHEN A MAN RIDES ALONE"

Program Shorts

Down the trail—and past the posse! Here comes Tom Tyler—twigger-twistin' Tom who fights singlehanded in "When A Man Rides Alone"—a good old-fashioned bang-up Western replete with thrills! Tom plays a Robin Hood of the Rockies and does he slam-bang into thrills—he makes 'em! You'll love Tyler in this latest outdoor feature with beautiful Adele Lacey opposite him, and if you aren't breathless at the end—it won't be Tom's fault!

A shoot-em-up Western with a shoot-em-up star is coming to this theatre soon. It's Tom Tyler, starring in "When A Man Rides Alone"—an outdoor feature crammed with action and thrills galore! Tom holds up stage coaches and rides beneath them! What a daredevil this lad is! And can he shoot straight—and sure! But of course he can—he's the King of Shot—and a two-fisted fighter as well! When you want ACTION you want TYLER!



(1-Col. Ad Slug "A")

(Advance Newspaper Notice)

Gus Edwards Helps Protege Succeed

Gus Edwards, that friend of the young, has coached still another beauty who is succeeding in films! We refer to lovely Adele Lacey—who is as dainty as her name—last seen in Warner Brothers "42nd Street" and now appearing opposite Tom Tyler in the Monarch Western, "When A Man Rides Alone" coming to the Theatre tomorrow.

Edwards has been known for years to select personable youngsters who he grooms for stardom for the stage and screen and his list of proteges reads like the entire roster of the theatre's cleverest and best!

In "When A Man Rides Alone," Miss Lacey has her first opportunity to display her horsemanship—and Tyler, who is one of the screen's daredevils—complimented Adele on her stunning handling of horses. You can imagine that this pleased the young lady—and urged her to give her best!

In this Tyler Western, fairly crammed with thrills, we find an excellent all-round cast consisting of Al Bridge, Frank Ball, Barney Furey and many others. J. P. McGowan directed.

LOVE FINDS A WAY!



Tom Tyler is a reckless lover in Monarch's "When A Man Rides Alone" with Adele Lacey opposite.

(1-Col. Scene Mat "B")

The Story In Brief

We find Tom Tyler as Tom Harris, alias the Llano Kid, working single-handed in a scheme he has to return the gold invested by the working people of the Western gold fields in a mine once owned by his father and one Slade. Unknown to anyone Harris senior, had been made

the dupe of Slade who, after the former had gone among the people and collected their money, had been killed by this clever rascal.

Each time the coach travels with a consignment of gold from the Slade mine, the vehicle is mysteriously held up by a "desperado" who is never seen—for he jumps upon the coach from the back, makes passengers and drivers hold their hands up, push out the bullock—and then orders them to proceed unmolested. Sometimes he rides beneath the coach, coming apparently from nowhere—and as quickly getting away!

Then several "investors" are made happy by a delivery of gold mysteriously flung from heaven!

The sheriff and his deputy are hot on the Llano Kid's trail to forestall him on a night when one of the deliveries is to be made. He declines to participate in a card game and goes to his room—where he is watched. A couple of hours later news spreads through the town that the Llano Kid has held up the coach with the usual results. The room was watched—but as the sheriff returns to the keyhole he sees the Kid entering the window and finds he has been outwitted by a planted figure which he believed to be the Kid!



(1-Col. Star Mat "C")

The Kid manages to intercede in a fight with an old man and Slade in which the man, Jack Davis, impoverished through Slade, is badly injured.

The Kid incurs the enmity of Slade, who at the time does not know his identity—and when the sheriff starts on his trail he makes a get-away.

On his next—and his final expedition—he finds it necessary to take the passenger—a beautiful young girl—prisoner. When he finds she is Davis' daughter he permits her to escape and lends her his horse. She is clearly moved though she keeps up her pretense of anger.

Slade becomes much interested in Ruth Davis and offers her a teachership which she accepts—but does not give the Kid away though she soon discovers who he is and that they are after him.

The Kid throws prudence to the winds and visits Ruth in town when Slade discovers his presence and he makes a spectacular escape. He is wounded in the fray and is helped by Ruth, when by a clever ruse he turns the tables on Slade and reveals his true identity! The whole affair is cleared once and for all and as Slade goes to receive his proper punishment the lovers find their reward awaiting them!

(Playdate Reader)

School Children Thrill At Stars

School children of Saugus, California, got a thrill when the country school-house was utilized for certain sequences of "When A Man Rides Alone," a Monarch Western starring Tom Tyler!

Director McGowan, Tyler, Adele Lacey, the beautiful "school-mistress" of the film, Al Bridge and others were sent on location and no one has decided whether the players or the children were happier—but anyway, "a good time was had by all!"

When Tom drew up in his car—the horses are sent on by special lorries—he was almost torn apart by the children climbing all over it—and him—and trying to see who would be the first, and last, to shake the hand of this popular Western star!

Then Tyler was called upon by Director McGowan to do some riding for the scenes and the boys were required to keep at a safe distance where their shouts and whoopees wouldn't interfere with the dialogue.

It was a great day for Saugus and one that will be long remembered by the lucky school children!

(Prepared Newspaper Review)

Western At Rialto Snappy and Lively

Tom Tyler Starred In New Monarch Film

"When A Man Rides Alone," the Monarch film which started an engagement yesterday at the Theatre, stars Tom Tyler, that popular young Western player who is likeable, speedy, young and clever.

Tyler, as the Llano Kid, is a sort of Robin Hood of the West. Unbeknownst to all and sundry he is robbing the Cottonwood coach only that he may repay those who were fleeced by his father's partner, who afterward killed the part-owner of the rich vein.

The kid is determined to "steal" only enough to reimburse the people who put their life's savings into the venture—and on his last expedition finds a girl passenger who becomes the disturbing influence and the cause of much trouble and many complications which, happily for all, terminate quite satisfactorily. However there is some splendid riding, some clever and ingenious situations and a real slam-bang Western with snap and pep!

Adele Lacey, a beautiful blonde, plays opposite Tyler. She was seen most recently in Warner's "42nd Street" and likely more will be seen of her. Al Bridge is the villain. The picture was directed with skill by J. P. McGowan.

CATCHLINES

Tom Tyler is a Robin Hood of the Rockies in "WHEN A MAN RIDES ALONE"—a thriller!

"WHEN A MAN RIDES ALONE" is a Western crowded with action!

Tom Tyler is the single-handed two-gun daredevil of "WHEN A MAN RIDES ALONE!"

"WHEN A MAN RIDES ALONE" he has to be courageous, clever and quick—and Tom Tyler is!

Dangerous business calls for no confidences—it is then "WHEN A MAN RIDES ALONE!"

"WHEN A MAN RIDES ALONE"—he rides to win—or to death!

(Current Newspaper Notice)

Dangerous Stunts Featured In Film

Some really dangerous stunts—leaving synthetic thrills far behind—are featured in the Monarch production "When A Man Rides Alone" now at the Theatre.

Tom Tyler, who is the star, can certainly be set down as one of the colony's daredevils as the result of his appearance in this film. He does everything—the harder it is apparently the better he likes it!

From riding beneath a moving stage coach, yes, actually holding on in some miraculous way, to jumping on the top from an overhanging branch—mind you—while the vehicle is going pell mell down the road—to riding like greased lightning in the saddle—he leaves nothing undone! In fact he does ride alone—he outdistances all other riding scalliwags by miles—and you'll love it!

The film has pretty Adele Lacey, an easy-on-the-eye blonde opposite Tom and an excellent supporting cast. Incidentally J. P. McGowan directed—and McGowan is a director who demands thrills and gets them—and here he has done a job that is duck soup for the action fans!



(1-Col. Ad Mat "E")

FRUELER FILM ASSOCIATES, INC. PRESENTS

TOM TYLER

IN

WHEN A MAN RIDES ALONE

Thrills! Spills! and Romance!

with ADELE LACEY AL BRIDGE

Directed by J. P. MCGOWAN

A MONARCH PRODUCTION

(2-Col. Ad. Mat "D")

(Special Newspaper Feature)

Tom Tyler Is Horseman and Weight-Lifting Champ

BORN NEW YORKER — TYPIFIES WEST

Born at Port Henry, New York about twenty-one years ago, Tom Tyler, Monarch star appearing currently on the local screens in "When A Man Rides Alone," has attained prominence in several fields of endeavor and has achieved a remarkable following on his attainment to manhood.

Tyler, a member of the Los Angeles Athletic Club, created a new world's amateur record in the right hand clean and jerk lift of 213 pounds, breaking the former record of 212 pounds held by Noah Young, also a member of the same club—and which record remained for eight years!

Tyler is a perfect example of all-around athlete. He weighs 197 pounds and is remarkably fast on his feet. He can perform an outstanding

variety of acrobatic tricks, stunts on the horizontal bars and among his other accomplishments he is a brilliant horseman.

He first started in amateur theatricals as an extra—and to add to his other accomplishments he has been, at one time or another, a crack football player, strong man, and amateur boxer, lumberjack and even a stevedore when he shipped, as a young lad, on a lumber schooner!

SINGLE-HANDED 2-GUN DAREDEVIL!

(Playdate Reader)

"When A Man Rides Alone" Is Western Melodrama With Stage Coach Thrills Realistic Acting Headed by Tom Tyler

Pretty Adele Lacey
Pleasing Heroine

Jump on your pet bronco—or into your new flivver—and get to see "When A Man Rides Alone," showing today at the Theatre. It will well repay you for your trouble—that is, if you enjoy a rousing Western melodrama with thrills, clever acting and that popular star—Tom Tyler himself!

Of course, "Boy," the Tyler horse that is becoming almost as famous as his master, is prominent—and a newcomer to Westerns makes her debut. She is pretty Adele Lacey, who has appeared in many musical comedies of the screen and, most recently, in "The Kid from Spain," starring Eddie Cantor, and in Warner's "42nd Street." She brings something, new, fresh and interesting to her role opposite Tyler—and they certainly do make a handsome couple for those who are interested in romance!

There is a stage coach that is the center of several rousing episodes and if you are able to sit in your seat unmoved and uncheering you should have an examination for low blood pressure!

Monarch Productions have wisely signed Tyler to a series of pictures and under the direction of J. P. McGowan their popularity should become legion!

Order Trailer Direct From



A TENSE MOMENT



Tom Tyler, star of "When a Man Rides Alone," a Monarch production with Al Bridge.

(1-Col. Scene Mat "F")

"YOU'RE AT THE END OF THE ROPE, SLADE!"



Tom Tyler is the fightin'est—shootin'est—ridin'est cowboy in Monarch's "When a Man Rides Alone," with Adele Lacey and Al Bridge.

(2-Col. Scene Mat "G")

EXPLOITATION "Man Rides Alone" Ballyhoo

Hire a boy and build a dummy horse around him and have him walk through the theatre section holding the reins of the "horse" which will bob up and down as he walks. This can be built of oil cloth much in the same manner as a circus clown often "rides" a dummy horse. Let him stand still and crack a whip over his head at intervals, making a cracking noise—and being careful not to touch passersby. When he has caused a great deal of attention he can give out handbills announcing "WHEN A MAN RIDES ALONE" at your theatre with the playdates.

Tom Tyler Burgee

The snappy Tom Tyler Burgees which are issued on Monarch's six Epics of the West, will be valuable aids throughout the series. The illustration represents a canvas burgee, size 20x30 inches. These are just the thing for your lobby and marquee, for the entire Tyler series. The bottom has a wide fringe which adds to the appearance of the burgee. Eyelets are placed at the top for ease in hanging. The burgees come in various colors, and will be assorted, unless ordered otherwise.

PRICE - 65 cents each

Metal Sheriff's Badge

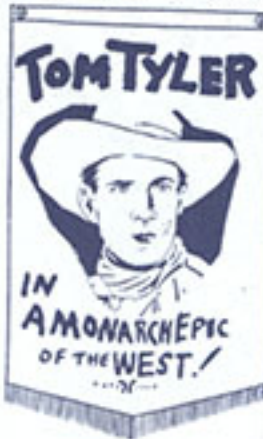
Makes an ideal novelty to exploit this Tom Tyler picture, and is something that every kid will be proud to wear.

Is made of metal, with a slip pin on back. Badges come to you fastened onto a card measuring 4 x 6 inches, with appropriate wording on star and picture. Particularly effective in connection with Tom Tyler Wild West Clubs, or for general give-away purposes.

Prices of badges attached to card, with your theatre name and playdates:

1000 - \$15.00 500 - \$8.00 250 - \$4.50

ECONOMY NOVELTY AND PRINTING COMPANY
239 West 39th Street, New York City



(Prepared Newspaper Review)

New Film at Bijou Is Well Received By Large Crowds

Tom Tyler Popular
Among Action Fans

Tom Tyler, who has long been making a bid for the Cowboy Crown seems near his goal as a result of his work in the Monarch Western "When a Man Rides Alone," which started a days' engagement at the Theatre yesterday!

Tyler does some of the screen's most exciting stunt acting in this out-door film which has a commendable cast—but gives the proper opportunity for single-handed thrills to this popular young star. And Tyler makes the most of it and from comments made on all sides he is well liked, not only by the youngsters who admittedly adore him, but by the adult element who enjoy action film entertainment.

It is a very interesting story of a young man—sort of a Robin Hood of the Rockies—who for some mysterious reason keeps robbing one particular stage coach which brings in shipments of gold from one particular mine. Tyler, as this young man, the Llano Kid, is apparently a decent chap and



(1-Col. Ad Slug "H")

his raids are intriguing. Why does he rob this particular coach? What does he do with the money? When we find he repays amounts to various members of the community in an equally mysterious manner this serves but to complicate the plot further.

Then one day when he robs the coach there is a fair passenger in it—and the trouble really starts! He takes her prisoner and then lets her go—and braves the law, which is after him, to pay her a visit.

Of course he is discovered and trailed and then slightly wounded—but this brief sketch does not begin to describe the innumerable exciting incidents which can only be seen to be fully appreciated.

The film, directed by J. P. McGowan, shows forethought and study in preparation and the splendid cast adds, of course, to the excellence of the whole.

Go see "When a Man Rides Alone"—we feel certain you will find it thoroughly enjoyable.

Use More
HERALDS
They will help sell
more tickets at the
box office
Use them on this picture
FROM YOUR EXCHANGE OR DIRECT FROM
FILMACK CO.
100 N. WABASH AVE., CHICAGO
TELEPHONE HARRISON 0100

(Current Newspaper Notice)

"Boy" Does Daring Act in Tyler Film

Horse Understands
Actor's Mere Wish

Tom and Boy are an inseparable team of daredevils!

We refer to Tom Tyler and his trick horse Boy—both of whom may be seen this week at the Theatre in the Monarch production "When a Man Rides Alone."

The title tells the tale. Tom and Boy are the whole picture—although, in fairness we must admit that the rest of the cast of splendid players do admirable work in a thoroughly entertaining film. But Tom Tyler is our favorite thrill actor and Boy gets better as he goes along. He really does everything—and does it in the best manner of the most veteran Hollywood trouper. In other words, Boy understands.

Tyler says that Boy is eleven-tenths human. Says that when he starts on

Swift!
Sure!

TOM TYLER
ADELE LACEY
AL BRIDGE
Directed by J. P. MCGOWAN
A MONARCH PRODUCTION

(1-Col. Ad Mat "I")

a particularly hazardous tear down a mountain, rolling, sliding and pitching. Boy gives him a look before the command to "shoot," a look, straight-in-the-eye, Tom says which plainly indicates that he's with him to the last—sink—or swim! Boy has never made the slightest effort to evade any stunt. In fact, he has never shown trepidation where other good horses refuse, point-blank, to go on. His trust in Tyler is unfailing—and as long as they're a team Boy may be depended upon!

A Single-Handed

Tico-Gun Daredevil!

FREULER FILM ASSOCIATES, INC.
TOM TYLER
IN
WHEN A MAN RIDES ALONE
with ADELE LACEY AL BRIDGE
Directed by J. P. MCGOWAN
A MONARCH PRODUCTION

(2-Col. Ad Mat "J")

FREULER FILM ASSOCIATES, Inc. present

"WHEN A MAN RIDES ALONE" with

Tom Harris	TOM TYLER
Ruth Davis	Adele Lacey
Slade	Al Bridge
Sheriff	Bob Burns
Jack Davis	Frank Ball
Aggie Simpson	Alma Chester
Deputy Sheriff	Barney Furey
Blake	Lee Cordova
Mrs. Blake	Lillian Chay
Red	Jack Rockwell
Zeke	Bud Osborne
Stage Driver	Ed Burns

Length, 5452 Feet

Presented by Freuler Film Associates, Inc.
Directed by J. P. McGowan
Story by F. McGraw Willis
Continuity and Dialogue by Oliver Drake
Photographed by Edward Kull
Edited by Fred Bain
Assistant Director Harry Knight
Sound Technician Earl Crain
Released by Freuler Film Associates, Inc.

A MONARCH EPIC OF THE WEST

Whoop-Te-DoKids Tom Tylers Comin!

Here comes Tom Tyler—everybody's hero—he's ridin' like sixty—and who cares about Prosperity?

Pshaw, we clean forgot to tell you that he's headin' for the Theatre where he'll arrive tomorrow, and no mistake about it—and the name of the picture is "When a Man Rides Alone." Didja say it sounds exciting—gosh, it is excitin' and you'll be sittin' on the edge of your seat and prayin', swearin' and cheerin' for Tyler who 'bout makes everything hum—all by himself!

Single-handed he holds up stage coaches and busts into the town's biggest fight—then he gets away, only to find the whole posse after him.

Did you say excitin'—well!!! It has a swell cast of red-blooded, hard-ridin' hombres and a good looking girl who causes a whole lot of trouble—and Boy, Tyler's horse, well, Boy gives the grandest performance of his career.

You won't be wantin' to stay home, will ya? So better plan now to see "When a Man Rides Alone,"

ACTION ADVERTISING THAT CORRALS CROWDS



11 x 14



11 x 14



11 x 14



11 x 14



11 x 14



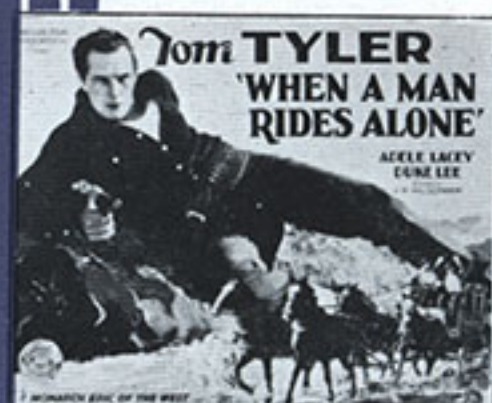
11 x 14



11 x 14



11 x 14



22 x 28 and SLIDE A



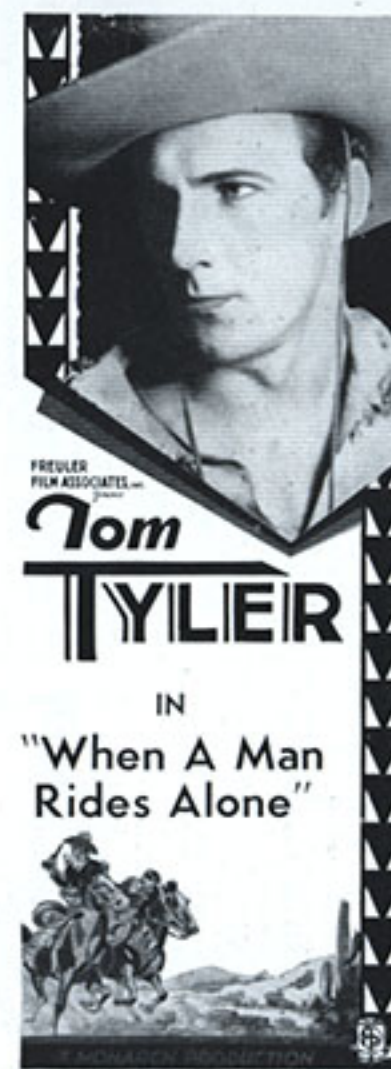
22 x 28 and SLIDE B



THREE SHEET



SIX SHEET



14 x 36 INSERT CARD



ONE SHEET

ACCESSORIES

Three-Sheet Six-Sheet

One-Sheet

Seis of
8-11 x 14 Lobby Photos
2-22 x 28 Lobby Photos
20- 8 x 10 Stills
2-1 Column Ad Mats
2-2 Column Ad Mats
2-1 Column Ad Slugs
1-1 Column Star Mat
2-1 Column Scene Mats
1-2 Column Scene Mat
2-Slides
14 x 36 Insert Card
Talking and Silent Trailers

USE
THREE SHEET
and
SIX SHEET
CUT-OUTS
IN YOUR LOBBY
and
ON YOUR
MARQUEE

SMACK AT YOUR BOX OFFICE!



MARIA ALBA
AND
WALTER BYRON
IN



**"KISS
of
ARABY"**

The desert moon—pale, strange, beautiful—a white girl, lovely as a desert flower—and a bronzed shiek, find love and futility inseparable before the immutable laws of Allah . . .

Caught in the midst of Eastern intrigue a wierd, unearthly force lures these reckless lovers into fatal and vastly interesting adventures!

With

THEODORE VON ELTZ — CLAIRE WINDSOR

CLAUDE KING — FRANK LEIGH

Directed by PHIL ROSEN

A MONARCH PRODUCTION