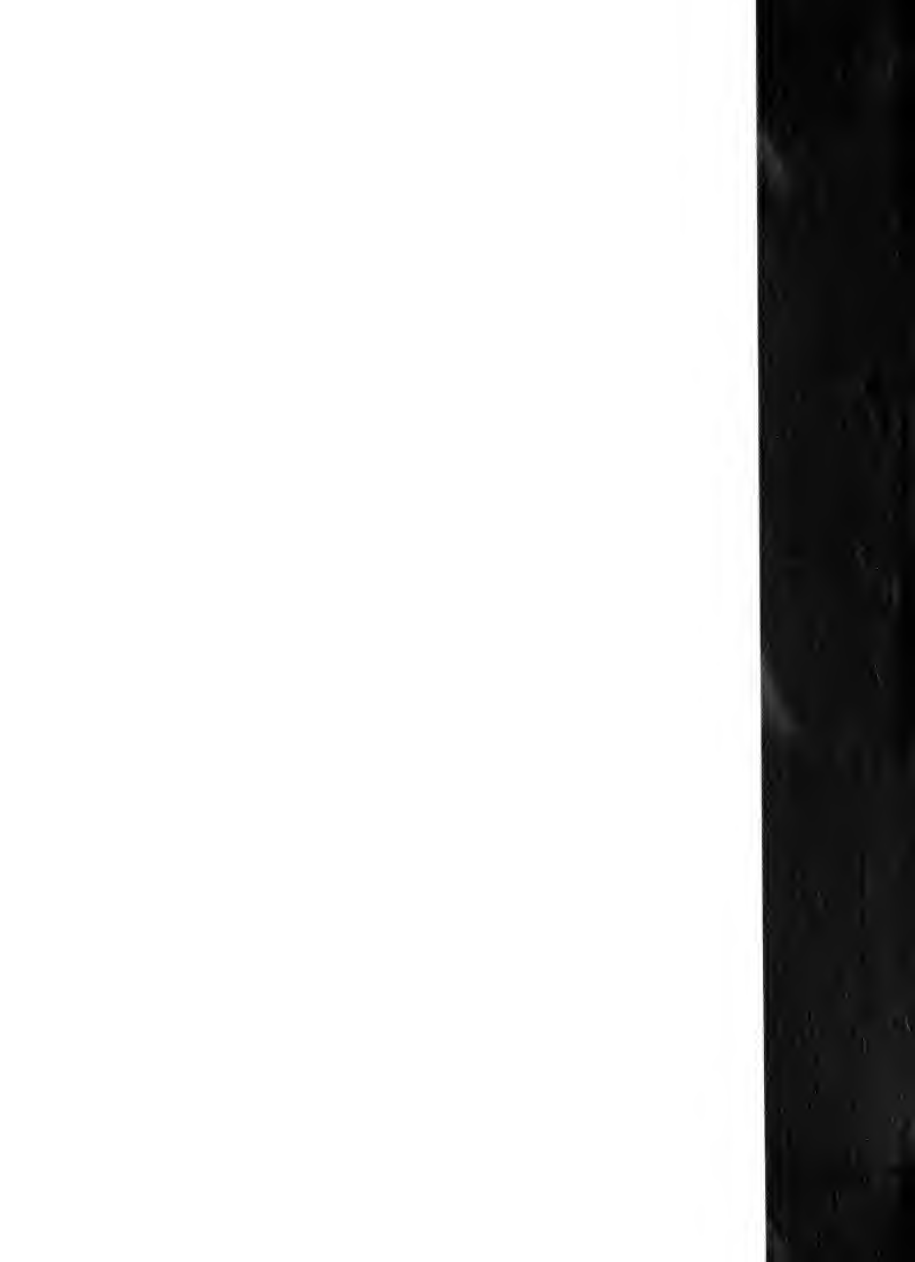


27





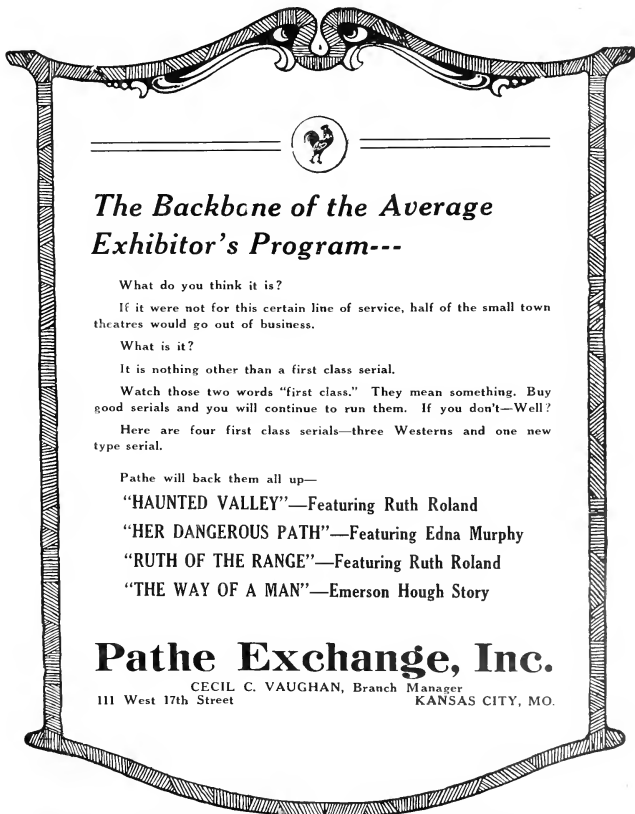




*The*

# Reel Journal

**The Film Trade Paper of the Southwest**



*The Backbone of the Average Exhibitor's Program---*

What do you think it is?

If it were not for this certain line of service, half of the small town theatres would go out of business.

What is it?

It is nothing other than a first class serial.

Watch those two words "first class." They mean something. Buy good serials and you will continue to run them. If you don't—Well?

Here are four first class serials—three Westerns and one new type serial.

Pathe will back them all up—

"HAUNTED VALLEY"—Featuring Ruth Roland

"HER DANGEROUS PATH"—Featuring Edna Murphy

"RUTH OF THE RANGE"—Featuring Ruth Roland

"THE WAY OF A MAN"—Emerson Hough Story

**Pathe Exchange, Inc.**  
CECIL C. VAUGHAN, Branch Manager  
111 West 17th Street KANSAS CITY, MO.

wonderful  
**POSTERS, ADS**  
and  
**EXPLOITATION**

Its an  
**F. B. O.**  
Picture

to help you  
put over

**JOHNNIE WALKER**

in

**FASHIONABLE  
FAKERS**

**Something New!!**

Give your patrons something brand new and fresh—right hot off the griddle—we've got the stuff all ready—to help you tell the world you've got **JOHNNIE WALKER** in "FASHIONABLE FAKERS."

Loads of exploitation—easy to put over and sure in its results—accessories and everything all set.

Get a press sheet—see what we've got for you, then book and make some dough with this clever picture.



DISTRIBUTED BY

**F. B. O.**

Snowier Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.  
127 So. Hudson St., Okla. City, Okla.  
122 S. G. Co. Bldg., Little Rock, Ark.

# What could be sweeter ??

—What could be sweeter than to have more than 7,000 highly pleased enthusiastic boosting Exhibitors playing the H. C. Witwer-Collier's Weekly "FIGHTING BLOOD" series? What could be sweeter than to receive from exhibitors all over the country hundreds of complimentary letters packed with words of praise on this series—praise that indicates packed houses, big nights, larger receipts every time one of the rounds are shown? Unmistakable signs that F. B. O.'s marvelously successful

# FIGHTING BLOOD SERIES are going like a house afire!

The first series brought more real money and more real entertainment to these thousands of theatres than any series ever filmed. The second series are doing the same thing only bigger and better. And not alone have we received praise for the cracker jack rounds but also on our posters furnished with each round. Have you seen them? They are made up to draw like mustard plasters and they do it. If you haven't played these guaranteed money getters—book 'em NOW. Play the first series, then follow up with the second. Every round "a knockout" in 100% entertainment for your fans. They eat 'em alive. Book through your nearest F. B. O. exchange.

DISTRIBUTED BY

## FILM BOOKING OFFICES OF AMERICA, Inc.

Snower Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.

127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

PUBLISHED EVERY  
SATURDAY AT  
NINETEENTH  
AND  
WYANDOTTE STS  
KANSAS CITY, MO  
Telephone  
Delaware 9763



BEN SHLYEN  
Publisher and Editor

SAINT LOUIS  
Representative  
DAVID F. BARRETT  
1748 Meramer St

New York Office  
TOM HAMLIN, INC.  
1540 Broadway

## WELCOME THE STRANGER

A stranger confronts the motion picture industry. He has a ready smile and shows a willing disposition to make friends. He is the New Year.

He wants to make good for you. He has a record to establish. It will handicap him if he has to reap the censure which should die with the death of his predecessor.

No doubt the industry made many resolutions in January of 1923. No doubt many of them were kept. Mistakes were made during the year. Mistakes are inevitable. They should be shelved and the lessons put to good advantage.

Picture production should reach a high level in 1924. Producers have awakened to the realization that the public is the dear editor who must be pleased. It is not necessary that pictures cost enough to build a battleship to gain popular approval. They know that eight and ten reels are apt to become wearisome.

The exhibitor and the exchanges have ironed out many differences between them. Let there be fair play on both sides.

The theatre owner, if he has neglected the care of his theatre, should resolve to give it undivided attention. Such management has long since ceased to be a side issue. It requires constant care.

If patronage has been desultory and in different now is the time to find out why. Have the pictures been of the type best suited to the audiences? Has there been diversity and that meticulous arrangement of detail that the picture-going public has come to expect?

To some exhibitors, to some exchange men, to some salesmen, the year 1923 is remembered with distaste. It brought only grief and disaster.

To others 1923 brought sunshine and prosperity. It brought to some exhibitors well filled houses and satisfied patrons, to some salesmen fat contracts.

There is no failure the cause of which cannot be directly traced. If the audience was small there was a reason. Perhaps it was not your fault. Chances are that it was. You were doing only as much as you could when you should have been doing more.

The time is at hand to make a fresh start. Forget that the skies may be a bit cloudy. Remember that you are an integral part of an immense industry which is pointing upwards. There may be an occasional slip from the right path, but the right trail is always found again.

The confirmed old grouch might say, "What's the use of shouting 'Let's make this the best year' when it doesn't mean anything?" But he is wrong, because it does mean something.

Each year has been a better year for the industry. 1923 was better than 1922, and 1924 can be better than 1923. It is up to those who play their part.

So let's really make 1924 the finest, rivet-proof, honest-to-goodness year for the motion picture industry there ever was.

# ANNOUNCEMENT



TO ALL MY FRIENDS:--

I wish to announce that I have gone into business for myself--the Floral Business--and that I shall earnestly strive to merit your patronage, which you so kindly gave me when I sold films, and for which I am very grateful.

BILL LEVY

## THE OWL FLORISTS

*"Flowers For All Occasions"*

WILLIAM LEVY, Manager

14 East 12th Street

Phone Harrison 4791

Kansas City, Mo.



## ANNOUNCE COMMITTEE TO AID IN SECURING REPEAL

Under the provisions of the motion adopted at the Washington conference of the National Board of Directors and Officers of the Motion Picture Theatre Owners of America at the Hotel Willard, Washington, D. C., December 1, 1923, Messrs. Martin G. Smith of Ohio, Fred Seeger of Wisconsin and J. S. Phillips of Texas were designated as a Committee of Three to select a committee to arrange for the fullest co-ordination and co-operation of all forces in the industry for the purpose of securing the repeal of the admission tax.

The following committee has been appointed by them: R. F. Woodruff, Dover, N. J.; Joseph Meigher, St. Louis, Mo.; C. E. Whitehurst, Baltimore, Md.; E. W. Collins, Jonesboro, Ark.; Martin G. Smith, Toledo, O.; Glenn Harper, Los Angeles, Calif.; Harry Davis, Pittsburgh, Pa.; M. E. Comerford, Scranton, Pa.; Joseph W. Walsh, Hartford, Conn., and Sydney S. Cohen, ex-officio.

## F. C. MUNROE PRESIDENT OF HODKINSON COMPANY

Announcement has been made by the W. W. Hodkinson Corporation that F. C. Munroe, until now vice president, had been elected president and that W. W. Hodkinson has gone from the presidency to the chairmanship of the board of directors.

The board of directors will include Hodkinson, Munroe, Raymond Pawley, Oscar M. Bate and Harry A. Richards. John C. Flynn and Paul O. Mooney will join the company as vice presidents in two newly-created posts.

It also was announced that the corporation in October increased its capitalization from \$800,000 to \$1,800,000.

## HINTON AMONG LEADERS

### IN W. W. HODKINSON DRIVE

The November sale drive conducted by the W. W. Hodkinson Corporation through its branch exchanges is one to close in a blaze of glory. The drive was continued through December with ever sales manager and salesman keyed to the highest pitch.

Ben Wettenbach, who covers southern Wisconsin out of the Chicago branch and S. W. Whitehead of the Los Angeles branch, were the biggest individual prize winners, each running first in total volume of business and in the number of features sold.

In the southern division George Hinton of the Kansas City branch finished second, Anna New-ton of New Orleans winning first prize.

Cash prizes totaling \$3,000 were distributed during November and a similar amount will be given for December.

## SONG TIE-UPS FOR TWO FIRST NATIONAL RELEASES

Exhibitors playing First National "Boy of Mine," starring Bonnie Alexander, and "The Song of Love," starring Norma Talmer, should be greatly aided by taking advantage of the advertising tie-ups afforded through the song written for and carrying the names of these pictures.

## LOCAL F. B. O. BRANCH WINS \$1,000 SALES PRIZE

Everybody is happy at the local Film Booking Offices exchange this week, to Roy Churchill and his sales crew, because the \$1,000 prize in the sales contest was being conducted by F. B. O. nationally. And the big prize is going to be divided up with a good share for everyone.

Churchill is very happy and wishes to thank the exhibitors in behalf of himself and his salesmen for helping his exchange win this prize.

## "GEORGE WASHINGTON, JR." A WARNER CURRENT RELEASE

The release of "George Washington, Jr.," the screen adaptation of the George M. Cohan stage success, has been advanced by one month and will be available for exhibitors during the current month, according to word from Warner Brothers.

The picture was pre-viewed at the Granada Theatre, Hollywood, and a wire to the home office reports "Howling success—picture is another knockout and you can go to the limit on it."

Wesley Barry has the starring role, portraying the same part to which George M. Cohan lent distinction. Exhibitors privileged to see the first print declare that the Cohanian touches, plus the Barry cleverness, make a very enjoyable and humorous picture.

## EDUCATIONAL ADDS TO ITS SERIES OF COMEDIES

The Educational Film Exchange, Inc. announce a most comprehensive program of Short Subjects for distribution during the latter half of the 1923-24 season. With several new series of picture-introductions, including the Juvenile and Travel Comedies, the "Sing Them Again" series and "Secrets of Life" pictures, the early part of the year will find still further additions to the program. The first of the two special Clyde Cook Comedies produced by Joseph M. Schenck, will be released in February. They are in two reels.

Lloyd Hamilton has resumed work on the remaining five subjects in his series of comedy "My Friend," one of the series, will be released this month. The third series of Wildtime's Talks by Robert C. Brno, will start this month, the first release to be a story of the sea coast, "Jean of Hecla Head."

There are twelve remaining Christie Comedies to be distributed. In the present series, the first of which will be "Kid 'Em Cowboy," with Bobby Vernon. Production is in full swing at the Fine Arts Studio, where Jack White has his booth of Mermaid Comedies well advanced. Lamary will see the release of what is said to be one of the fastest Mermaid Comedies ever made, "Flame Emission," in which an entire village is wiped out by a cyclone that is destined to be the biggest steam ever seen in a film comedy.

The Inceval and Gaiety Comedies also promise a greater number of local hits. "Sad Smith" cannot be out of the mind of Dallas film men. It has been added to the company of comedies. A new series of Emma H. Bond's "Bob" Polke has also been started.

## BILL LEVY LEAVES ROAD FOR THE FLORAL BUSINESS

William "Bill" Levy, recently a salesman for Universal and formerly with Fox, has entered into a new field as his own boss. Bill has forsaken the film business for a career as a florist and has secured a very nice little business. Known for years as The Owl Florists on Twelfth Street between Main and Walnut streets, but he says he wants to continue serving exhibitors and film people, only in this different way.

Bill has been in the film business for about eleven years and he says that it's hard to break away—but then, it's a business of his own. Bill is very grateful for the support the exhibitors gave him when he was a "knight of the road" and that he will do his best to merit their patronage in his new business.

The Owl Florists are members of the Florist Telegraphic Delivery Association and can send flowers anywhere. Just the word, says Bill, and you'll get service un-parpassed.

## EXHIBITORS SUGGESTED THE EXPLOITATION IDEAS

Unusual interest in the announcement that the advertising matter for "After the Ball" is promised by Theatre Owners Distributing Corporation because Anderson Pictures, through which the picture will be distributed, has called upon the exhibition men themselves to suggest the exploitation ideas that go into the posters, press book and lobby display as well as the different style of advertising accessories best suited to their requirement.

That the size and style of press books has been a matter of interesting discussion for a long time is proven by the number of prominent exhibitors who have addressed the meetings on the subject during the last two or three years. The press book the exhibitors themselves furnish with their first picture, "After the Ball," should cause a stir. It is a two-color book like many others, but its size and form are interesting.

## "THE ETERNAL CITY" IS BEING PUT IN FINAL SHAPE

John Emerson and Anita Loos have been engaged by Samuel Goldwyn to put George Fitzmaurice's production "The Eternal City" in its final shape. It is a current First National release.

In the cast of this production are five stars—Barbara LaMarr, Bert Lytell Lionel Barrymore, Richard Bennett and Montague Love. There is a vast international interest in the work of the Countess de Roliland an attaché of the Italian embassy in Washington, D. C. To ensure the complete cooperation of the Italian government, the Countess sent to Italy with the George Fitzmaurice unit to act as liaison officer between the motion picture company and the powers in Rome. Never before in film history has such an active interest been manifested in a photoplay by a country and its representatives.

Start the New Year Right  
Subscribe for  
THE REEL JOURNAL

## Moving Along Movie Row

Mr. Watson has bought the Electric Theatre at Caldwell, Kans., from C. Marshall, who has gone back to his home in Joplin, Mo.

"Dad" Meade of the Meade Theatre, Kingman, Kans., is going to take a long-earned vacation and spend a few weeks in California. His son, Frank, will look after the theatre while "Dad" is sojourning in the land of oranges and movies.

R. A. White, general sales manager for Fox Film Corporation, was here the past week.

Harry McClure has sold the Strand Theatre at Osage City, Kans., to W. L. Sloop. Mr. Sloop is also postmaster in the town.

Charles Burkey, Summit Theatre, a Kansas City suburban house, has bought a large lot at Valentine Road and Madison avenue on which he will build an English type home. Charlie says he's been saving for this home for a long time and he's glad to at last be able to realize this ambition.

J. J. "Bud" Barsky of Sunset Productions of Hollywood, producers of J. B. Warner and Kenneth McDonald productions, was in Kansas City over the holidays. "Bud" is a former Kansas City boy.

Well, Santa was good to most of the managers. E. C. Rhoden of First National received some golling equipment and Roy E. Churchill of F. B. O. a beautiful Gladstone bag. The employees were Santa's agents.

Prints on "Black Oxen," "Song of Love" and "Her Temporary Husband" have been viewed at the First National exchange and the comments are of a very enthusiastic nature. "Her Temporary Husband" is said to be a very laughable affair with a complicated situation.

W. D. Fite and brother have purchased the Best Theatre at Independence, Kans., from the Beldorf Amusement Company. He may have been attracted by the name.

Baby Alma Talcott, known as Baby Peggy's sister, appearing at the Liberty Theatre with "The Darling of New York," had a real Christmas surprise when Archie Josephson and the entire staff of the Bray Hotel decorated a tree that was placed in the little lady's room.

Stanley Chambers of Wichita announces "The Darling of New York" as the attraction at his theatre for the week of January 7. Baby Alma Talcott will appear at each performance.

Sam Henley, formerly branch manager for Associated Exhibitors at Oklahoma City, and recently on the sales staff of Universal at San Francisco, has been appointed manager of the Universal Film Exchanges, Inc., at Spokane, Wash. He is a brother of Hobart Henley, the director.

Stanley Mayer, recently with Goldwyn, is now covering the Wichita territory for Fox.

George West of Arrow Pictures is calling on the State Righters.

"The Hunchback of Notre Dame," the big super-special, will have its Kansas City premiere at the Liberty Theatre January 27. Popular prices will prevail and preparations are being made for an extensive publicity campaign.

W. J. Gable of Beloit, Kans., has bought the Tourney Theatre at McPherson.

Mr. Gable's son, who has charge of the theatre, was presented a son and W. J. is prouder of his right to this acquisition than he is over the theatre.

I. W. Maple of Bethany, Mo., was a visitor Christmas day.

Be prepared, you Kansas Exhibitors. Cecil Vaughan, the Pathe branch manager, is preparing for his first visit into your territory. He expects to leave after the holidays.

Sam Miller, the new manager at Educational, also plans a trip through the territory. He has become fairly well acquainted by this time and has obtained a survey of the land.

"Judging by those exhibitors whom I have met I know I will be pleased to remain here," Mr. Miller said. "Mighty fine fellows, they are"

L. V. Calvert, district manager for Educational, left before the holidays for his home in Bismarck, N. D., and will go from there to New York.

Manager Vaughan of the Art Theatre, Kansas City, Kans., has executed a contract with Morris Joseph of the Universal exchange that gives him exclusive first-run showing on Universal products for his city. Opening with "The Darling of New York," featured by the personal appearance of Baby Peggy's sister, Baby Alma Talcott, Manager Vaughan looks for a continuation of good business.

Sam Miller beamed bright on the world the other morning when he received a check from Uncle Sam for \$16.40, which amount was due him on government insurance contracted while he was in service.

He says he will bet the whole amount that there was a larger number of shipments last week than ever before in the history of the exchange.

First National exchange is emblazoned with posters featuring "First National Month."

Baby Alma Talcott will appear at the Apollo and other neighborhood theatres shortly. Jean Belasco of Universal is handling her booking.

## "They Satisfy"

Satisfaction is the most that can be asked for, even in the cigarette with the above slogan.

If every picture you play satisfies you, then you are an unusually successful exhibitor.

The ONLY picture that is sure to satisfy, fifty-two weeks in the year, is the

# PATHE NEWS

## A Steady Growth For Film Markets

By ALBERT E. SMITH,  
President of Vitagraph.

The music conservators and extraneous exhibitors, by limiting the motion picture industry, meddling about their own work. Fortunately there is a level road traveled by steady and sound thinking through the mazes of controversy. It is to be run as a matter of procedure and discipline, and which permits the open way to legitimate growth and development.

Since we have been in Hollywood, the center of motion picture production, I have had opportunity to study and analyze conditions in Great Britain and on the Continent as well as opportunity to review business in the United States and Canada and the prospects for the coming year.

I have seen twenty-six years of progress in motion pictures. Every year of those last seven one of advancement in production, each during the stern years of the year old business show any decrease. That decrease was in the foreign market. It was in a large measure, although not altogether, offset by the rapid motion picture production throughout the world stage. Never have the level-headed men of the industry had cause to complain about the growth of the industry as a whole. Each year sees new number of film.

The business of Great Britain and the Continent is being restored to normal in a normal, most satisfactory to the distributor and to producers. The Vitagraph's change in Great Britain, where we have to be in every large city in the progress, as well as in Scotland, Ireland and Wales, are reporting increased rentals every month. Our French distributors are coming back to what it was before the war. So contracting has been set right. The business in the Continent that I expected last summer a production crisis in Paris, which is making picture production Continental consumption. Vitagraph's and in Hollywood and Brook, California, not been such.

Of these I comment on the question of production in the East or in the West. It is to be common the concrete, the producer, private plans. There are some factors, such as, "Let Not Man Pre-empture," which I do not believe in. I am sure that it can be made very good. It is a picture of a locality. There are other pictures, such as "Pomegranate," which is designed to be a background that will be found out in the way of a local production in the West. I am sure that it should be limited to an industry, and that a production in the West should be limited to an industry, and that a production in the West should be limited to an industry.

The motion picture industry in the West is being restored to normal in a normal, most satisfactory to the distributor and to producers. The Vitagraph's change in Great Britain, where we have to be in every large city in the progress, as well as in Scotland, Ireland and Wales, are reporting increased rentals every month. Our French distributors are coming back to what it was before the war. So contracting has been set right. The business in the Continent that I expected last summer a production crisis in Paris, which is making picture production Continental consumption. Vitagraph's and in Hollywood and Brook, California, not been such.

Of these I comment on the question of production in the East or in the West. It is to be common the concrete, the producer, private plans. There are some factors, such as, "Let Not Man Pre-empture," which I do not believe in. I am sure that it can be made very good. It is a picture of a locality. There are other pictures, such as "Pomegranate," which is designed to be a background that will be found out in the way of a local production in the West. I am sure that it should be limited to an industry, and that a production in the West should be limited to an industry.

It could impress the industry, and the way has been made to open to a remarkable result in the motion picture industry. I do not believe in the motion picture industry, and I do not believe in the motion picture industry. I do not believe in the motion picture industry, and I do not believe in the motion picture industry. I do not believe in the motion picture industry, and I do not believe in the motion picture industry.

In February I came upon the twenty-seventh year of a motion picture producer and distributor. The name of Vitagraph is known in every civilized community. It has come to stand for good entertainment and every in distribution. I have applied strategic and business ethics to its development. Therefore when I predict in all countries that 1924 will show a continued steady growth of markets for film I speak of more than a quarter of a century of experience. Our own country is soon to be relieved of some of the burdens that it has laid upon it. Our industry will have directly in this relief, but the public at large will be the chief beneficiary. The more increased attendance and the building of new theatres.

Vitagraph wishes to all the industry all prosperity for 1924.

## A. J. MOELLER TO LAUNCH THEATRE SERVICE SOON

A. J. Moeller, for the past two and a half years general manager of the Motion Picture Theatre Owners of America, announces that upon the termination of his contract the first of the year he will launch the Moeller Theatre Service, Inc., with offices in the Bethlehem Engineering Building, New York City.

The Moeller Theatre Service will seek to render a comprehensive service to theatre owners in a general sense and through this system to put into operation lines of action which should be of decided advantage to all theatre owners participating. Mr. Moeller's nation-wide experience fits him for his new line of work.

## MACK SENNETT MAKING THIRD SERIES FOR PATHE

Mack Sennett will make another series of two-reel comedies for Pathe, supplementing his Mack Sennett comedies and Ben Turpin vehicles already appearing on the Pathe program. Harry Langdon, the former vaudeville favorite, will be featured in this series. The first of the new series will be released for showing February 3. This subject is titled "Pickin' Peaches" and is further noteworthy in marking the return of the Mack Sennett Bathing Beauties to the screen. There will be one of the Harry Langdon comedies released every month.

## Got the Boiled Front Out for "Youthful Cheaters"

By Oscar the Operator

It's the young 'uns who fill our house every night. They're regular. And, man, how they do eat up those jazz pictures.

When we played "Youthful Cheaters" I rented some glad rags and made a bee line for the lobby right after the fade out.

A flock of flappers were gathered round the Big Chief telling him this film was the cat's eyebrows. Glenn Hunter is the boy for the girls and jazz is what we all want. Sobs and

shooting is overdone.

I speak for the projector rooms everywhere when I say to showmen—book this one for the old bank book's sake.

Us exhibitors must have team work. Put your John Hancock on the kupon and we'll get going with Hodkinson Pictures.

**HODKINSON  
PICTURES**

Oscar the Operator,  
W. W. Hodkinson Corp.,  
409 Fifth Ave., New York.  
Don't give it to the fellow who plays off long enough to write me about a price on "Youthful Cheaters."

Name .....  
Theatre .....  
Address .....  
City ..... State .....



## Built on Effective Advertising

By MAJOR H. C. S. THOMSON,  
President F. B. O.

The big goal toward which producers should strive next year is inexpensive and entertaining productions that will appeal to the masses. This business is founded on its ability to please the masses, but, unfortunately, a number of producers have lost their perspective, preferring to try to cater to the highbrow element.

This is reflected in expensive costume pictures, highbrow stories and excessive length productions which cannot possibly please the masses, who want diversity in their entertainment.

Advertising is an important factor which many producers are slighting. Because their production costs run so high, they stint on the advertising appropriation, and then wonder why they do not get returns.

F. B. O. is making its pictures at a very nominal cost. Efficient production with all of the plans made in advance has made this possible. The chief factor, however, is that F. B. O. makes every effort to select stories which particularly lend themselves to advertising and exploitation.

We sometimes spend as much for advertising and exploiting a picture as the negative itself costs, but when we do so,

it is because the production itself warrants such expenditure.

We are making and exploiting pictures on the basis of a cost that will enable the exhibitor to pay a fair profit after it is shown. In my opinion, the necessity for spending three, four and five hundred thousand dollars on a motion picture production is all rot and most of it is represented in waste and is never seen on the screen. This business is founded on its ability to provide entertainment for the masses at a price that permits the masses to buy such entertainment. So far as F. B. O. is concerned, it is going to provide the best kind of entertainment at moderate costs.

As a first move to better productions for our coming schedule we are establishing an exhibitors' advisory film board to pass on all stories and production possibilities before the actual production has been started. In this way the exhibitor will be able to play the kind of picture we can sell and Film Booking Offices will know in advance what pictures the exhibitor is willing to buy. The board will consist of 50 of the most prominent exhibitors in the country, who will serve without pay.

### MORE GOOD REPORTS ON STANDARD WESTERN FILMS

Frank Warren of the Standard Film Company says that good reports continue to come in from exhibitors on "The Lone Wagon" and "Partners of the Sunset."

Mr. Warren particularly is pleased with the unsolicited letter received from R. G. Liggitt of the Gammut Theatre, Kansas City, Kans., which reads as follows:

"I want to advise that I just finished playing the 'Lone Wagon' and 'Partners of the Sunset,' and can recommend them as good, clean, money-getting Western pictures that will do business in any theatre playing this class of pictures."

"Partners of the Sunset" was especially good, clean entertainment; well directed and Allene Ray was exceptionally good as lead.

"The 'Lone Wagon' is similar to other pictures of this class and I did a stand-up business on this picture."

### "COUNTRY KID" SELECTED BY CATHOLIC COUNCIL

"The Country Kid," a Warner Brothers Screen Classic starring Wesley Barry, has been endorsed by the National Catholic Welfare Council, an organization which carefully sifts through motion picture after motion picture with a view to discovering those that have distinct family entertainment value, and that are refreshingly wholesome. Out of hundreds of films, the Council generally picks one or two for its approval.

Charles A. McMahon, in an article appearing in the Bulletin, the Council organ, says that "The Country Kid" is one of the best juvenile pictures offered this season. "It is a simple, interesting story, somewhat on the Charles Ray type of picture. It should prove a big magnet as far as family patronage is concerned."

### "WHEN EAST MEETS WEST" PRODUCED AT FT. SCOTT

A photoplay, written, directed, produced and enacted by local aspirants, was the thrilling treat for Ft. Scott, Kans., theatre-goers during the holiday season. The picture, "When East Meets West," has its premier at the Empress Theatre, owned by Dee Filizola, prominent exhibitor in this territory, who financed this production.

The scenario for "When East Meets West" was written by a sophomore of the Ft. Scott high school in a scenario contest held last spring. At that time the Empress Theatre held a popularity contest, from which the girls of the cast were selected. This cast is supported by a number of fellow students from the high school and Ft. Scott Boy Scout troop.

T. V. "Arc" Till, formerly a representative of the Kansas City branch of Associated First National Pictures, assisted Mr. Filizola in the directing and producing of the picture. Mr. Till says that the story is "clever, thrilling and romantic," and also pays high tribute to the cast.

Following its run at the Empress Theatre "When East Meets West" will be shown at various theatres in neighboring towns.

### FIRST NATIONAL SALES CONTEST JAN. 1—MAY 10

There's a chart showing a number of airplanes just behind Tom Bever's desk at the First National office, which we have been told will record the standings of their various branches throughout the country in the big sales contest beginning January 1 and ending May 10. Seven thousand dollars in cash prizes are to be awarded. The boys at the local branch are making lots of smoke and hope to land in first place.

### WATCH OUT FOR THIS FELLOW

A man, about 6 feet tall, weighing possibly 155 to 165 pounds, calling himself H. L. Turner, representing himself to be a Selznick film salesman, called on the Empress Theatre, Paola, Kans., the other day and persuaded the manager of the theatre to endorse a personal check for him to the amount of \$200.00. The check was made out to the Linwood State Bank, Kansas City, Mo. This bank has no account with H. L. Turner. Turner did not have a portfolio or other equipment such as a salesman carries, but intimated that he had left it at his hotel. He mentioned the fact that he was a Selznick salesman and he wanted to see Willard Frazier to get a date on a picture which Selznick was supposed to have booked for him. Turner talked to Mr. Krieger, who is the manager of the Empress at Paola. Send any information regarding this fellow to the Film Board of Trade.

### DeMILLE LAUDS EFFORT OF PICTURE PRODUCERS

Cecil B. DeMille, whose epic of "The Ten Commandments" is being shown at the George M. Cohan Theatre, sees a change in the public's attitude to the producers and a corresponding effort by the picture makers to effect real improvement.

"The modern picture producer," said DeMille, "is rising to the new opportunities placed before him. Never in the history of a new art has there been such rapid improvement, such earnest and definite striving to more worth-while things."

"We were blocked in these efforts rather by the misunderstanding or prejudice of persons outside the industry than by any forces within. But misunderstanding and prejudice are vanishing and soon I look for an America, every state of which is solidly behind and in sympathy with the better films we of the picture industry are trying to give the public."

The theme of DeMille's address was "The Responsibility of the Motion Picture Producer."

"Judged by the public weal," said the speaker, "his is a greater responsibility than that of the banker who handles your money or even of the engineer who pilots you at sixty miles an hour over the route of a fast limited. For we who make films talk to the world's largest audience. We have the opportunity to entertain, educate and uplift at the same time. And we reach millions who ordinarily would not be touched by either educative or moral influences."

### LIBERTY HAS A BIG LIST OF SPECIAL PICTURES

Coming to the Liberty Theatre following "The Darling of New York" there will be "The Fighting Blade" featuring Richard Barthelmess; Charles Chaplin's "A Woman of Paris"; Mary Pickford in "Rosta," and very possibly "The Hunchback of Notre Dame."

No definite announcement can be made on this last picture. If it is shown it will be the latter part of January. Just what the prices will be has not been decided, according to Manager Lee Balsly.

-:-

## ST. LOUIS TRADE EVENTS

-:-

By David F. Barrett

NEW HEAD OF FILM BOARD  
ANNOUNCES HIS POLICY

C. D. Hill, newly-elected president of the St. Louis Film Board of Trade, has mapped out a policy for the year 1924 that should greatly strengthen the spirit of cordiality existing between the exhibitors and exchanges in the St. Louis territory.

Hill's policy will be a "square deal for everyone" but he will insist that exhibitor and exchange alike live up to the rules of the organization. Hill, who is St. Louis manager for W. W. Holkinson Corporation, is of the square-shooting type with plenty of nerve when the occasion requires it.

The film board has a very capable board of arbitration to settle the dispute between the exhibitors and exchanges. This board is composed of Dr. J. L. Price, owner of the Liberty, Star and Grand theatres; East St. Louis, Ill.; John Karmz, owner of the Olympia, Lincoln and Casino theatres, St. Louis, and part owner of the Grand Theatre, Alton, Ill.; and J. S. Camp of the New Pastozio Theatre, St. Louis, representing the exhibitors, and Thomas Leonard, Progress Pictures Corporation; H. E. Krause, Famous-Players-Lasky Corp.; and S. J. Hankin, Educational Film exchange, representing the exchanges.

"GOING UP" WEEK BROUGHT  
BUSINESS TO THREE HOUSES

Last week was "Going Up" week with the Donaldis MacLean picture playing at the Grand Central, West End Lyric and Capitol Theatres. In all of these houses the picture played to capacity houses continued the rule throughout the week.

SAM WERNER ANNOUNCES  
FIFTY-TWO NEW RELEASES

Sam Werner of United Film Service has announced the release of 52 Western Specials featuring Neal Hart, Leo Maloney, J. B. Warner, Pete Morrison, George Larkin and Big Boy Williams. The pictures will be released one each week during 1924. Werner has had an unusual request for data on his program. There has been a distinct revival of interest in Westerns of the better type throughout the St. Louis territory in recent months. Some say that this is the natural reaction resulting from the film fans being fed up on "super specials."

St. Louis film men were sorry to hear of the death in Chicago on December 17 of Dr. Robinson, 51 years old, general manager of the Theatre Operating Company in Peoria, Ill. Robinson died while preparations were being made for a blood transfusion.

G. F. McKean, manager of the local Fox exchange, has returned from Chicago, where he attended a sales conference presided over by A. White, general sales manager for the Fox organization.

BRIGHT BITS  
and  
NEWSY NOTES

The St. Louis Film Board of Trade has sent out warnings to exhibitors in the territory to be on the lookout for a concern known as the Imperial Motion Picture Company which has been going about the country soliciting merchants to have motion pictures made of their towns. C. C. Petrijohn has advised the local film boards of trade to get in touch with Rotary clubs, Better Business Bureaus and similar organizations to see that no injustice is worked on an exhibitor in conjunction with the operations of the company in question.

Louis Landau's beautiful new Washington Theatre, Granite City, Ill., formally opened on Friday evening, December 21, with F. R. O.'s "Blow Your Own Horn" as the film feature. The new house represents an investment of \$600,000 and is one of the finest picture theatres in the Prairie State.

The opening night of the new theatre was a civic event for Granite City, the mayor, other city officials and prominent civic leaders being on hand to tell Landau how much the community appreciated his wonderful theatre. Other visitors included Tom Reed of Dunoon, Pete Pinkelham and Bert Cory, who are building a new theatre in Quincy, Ill.; Bob Stempfle of St. Charles, Mo.; and J. Levine of Ascher Brothers, Chicago. A capacity audience attended the opening.

Kammes & Lawson opened the New Grand Theatre, Mount Olive, Ill., on the evening of December 20. This house seats 500 and cost \$300,000. It will be a strictly picture house and will operate seven days a week.

The Rex Theatre, Stillerton, Ill., has closed temporarily due to the shutting down of the coal mines in that vicinity.

Harry Weiss, First National's boss here, spent the pre-Christmas week out in the territory. He is very optimistic about the outlook for 1924, saying he can't see anything but a big year for First National in this section.

Patrons of the Criterion Theatre, Broadway near Olive street, were unaware at 5:30 p. m. Thursday, December 20, that the operator of the projection machine had turned in a fire alarm when he saw the electric wires sputtering behind the big electric sign in front of the theatre. Firemen quickly extinguished the fire.

The civil suit against Mayor Henry W. Kiel of St. Louis to collect \$500, alleged to be due on a stock subscription to the William Christy Calumet motion picture organization has been continued until January 4. The continuance was taken at the request of counsel for Mayor Kiel

when the case was called before Justice of the Peace Martin December 20. Mayor Kiel contends that he merely agreed to give his moral support to the picture enterprise.

The annual ball of the St. Louis Film Employees will be given at the Arcadé Dance Hall, Olive street near Grand boulevard, on the evening of January 23, 1924. A very large attendance is expected. The committee in charge has prepared an excellent program for the occasion.

Floyd Lewis, district manager for Associated Exhibitors, returned to St. Louis in time to spend Christmas day with his family here.

R. A. Beatty, who produced the ceramic art titles for "Blood and Sand," "The Sheik" and other film masterpieces, has been appointed director of the art department of the General Film Manufacturing Company by Romaine Fielding, president and director general of the company. The General Film has recently signed contracts to produce the art titles for many of the first-run houses in the St. Louis territory.

Members of the local film colony were saddened when they learned of the death on December 21 of the father of William De Fremont of the local Paramount sales organization. The elder De Fremont, who was 85 years of age, died at his home in Prairie Du Rocher, Ill.

Romaine Fielding, president and director general of the General Film Manufacturing Company, 6800 Delmar boulevard, University City, has announced the release, on January 5, of the first picture completed by his organization.

The film, entitled "Kidnaped," a short mystery drama, features Betty Flornoy, 8-year-old Webster Groves, Mo., girl, who has been prominent in St. Louis dramatic circles for some time. Betty is of the delicate china doll-Lillian Gish type and her future work will bear watching. Fielding predicts that she is destined to occupy a prominent place in film circles in years to come.

Employees of the Metro exchange presented their boss, Charles Werner, with a beautiful brass desk set in remembrance of Christmas.

Leah Baird, accompanied by her husband, A. F. Beck, departed for the Pacific coast on December 16. Miss Baird will shortly begin work on her next big picture, "The Great Chicago Fire." William Baker, special representative for Beck, departed for Chicago on December 17. He plans also to visit Cleveland, Detroit and Pittsburgh in the next few weeks.

Visitors to the local film exchanges during the past week included Tom Reed, Dunoon, Ill.; R. E. Gump, Belleville, Ill.; Pete Pinkelham and Bert Cory, Quincy, Ill.; Bob Chester, Johnston City, Ill.; and Jim Keely, Princess Theatre, Alton, Ill.

## NEWS NUGGETS

The Los Angeles Telephone Company is giving the utmost co-operation to F. B. O. in the production of the new H. C. Witwer-Cosmopolitan Magazine stories now being filmed under the title "The Telephone Girl." Not only is Alberta Vaughn, the young and beautiful star of the series, being instructed in the intricacies of the work as an operator, but special telephone equipment also has been loaned to F. B. O.

Lionel Barrymore, in addition to his successful starring venture with David Belasco, has been engaged to play the part of Walter Butler in the forthcoming D. W. Griffith film production, "America."

"Going Up," Douglas MacLean's first starring picture for Associated Exhibitors, has been listed in the current number of "Exceptional Photo-plays" by the National Board of Review as "a picture worth watching for."

Charles Beahan's "The Man Who Knew Women" is to be made into a picture for Hodkinson release by E. D. Venturini, who also directed Hodkinson's "The Headless Horseman" and "The Old Fool."

Claude Gillingwater, widely known stage and screen favorite, has signed a contract to appear in his third successive "Classic of the Screen" for Warner Bros. He will have the leading role in "How to Educate a Wife," from the story by Elinor Glyn.

Arthur Rankin, one of the screen's leading juveniles, has been engaged to appear in the first episode of the new H. C. Witwer "Telephone Girl" series on which production has started at the F. B. O. studios.

The advertising for Douglas Fairbanks' forthcoming screen fantasy, "The Thief of Bagdad" will include a twenty-four sheet poster done by Willy Pogany, one of the leading illustrators of the day, and conceded to be one of the foremost independent artists in America.

"Judgment of the Storm," the Palmer Photoplay Corporation production distributed by F. B. O., has been booked for the entire Keith circuit, which embraces the B. S. Moss and Proctor houses in New York.

"Snooky's Covered Wagon," the latest of the Educational-Snooky comedies released through Educational, has been bulletined by the National Motion Picture League as recommended for showing to adults and children.

Cosmopolitan will retain "Yolanda" as the name for its next Marion Davies picture, photography on which has been completed. "Yolanda" is a picture version of Charles Major's novel of the same name.

Lucien Littlefield has commenced work for Director Emmett Flynn in "Nellie, the Beautiful Cloak Model." Although his part lasts less than five minutes on the

screen he is called upon to express every human emotion from extreme sorrow to joy.

Renee Adoree, who was injured in an automobile crash several weeks ago, is recovering rapidly. Happily she will not bear any facial scars as the result of the accident, during which she sustained five broken ribs and bruises.

Camera work has been completed by Kenneth Webb on "Wolfe and Montclair," one of the "Chronicles of America" screen series being produced by the Yale University Press. The exteriors were filmed at Whitestone and Camp Upton, Long Island.

Stan Laurel has completed another travesty at the Hal Roach studios. In this comedy he caricatures the role played by William S. Hart in his latest picture. The title of the parody is "Wild Bill Hickough."

Associated First National will soon present its third Strongheart picture. It is "The Love Master," produced by Laurence Trimble and Jane Muffin and fea-

turing the famous dog in a story of the Northwest.

Invention of the "Hillyer One-Switch Control" is expected to effect a large cut in the cost of production. Whereas a dozen or more electricians now are necessary to adjust the lights, only one or two will be needed with the switch control device, according to Lambert Hillyer.

"Under the Red Robe" was edited on a continental train by Alan Crosland, its director. The picture, with Alma Rubens, John Charles Thomas and Robert B. Mantell, was filmed at the Cosmopolitan studios in New York.

## CURRENT RELEASES

Week of January 6, 1924  
**ASSOCIATED FIRST NATIONAL**  
 Black Oxen, Corinne Griffith (8).  
**CRESCENT**  
 Flaming Passion, Irene Rich, Monte Blue  
 The Pill, Joe Rook (2)  
 Felix Strikes It Rich, Comedy.  
**EDUCATIONAL**  
 Jean de Heetta Head, Maderness Tales (1).  
 Don't Hesitate, Cameo Comedy (1).  
 Flying Finance, Mermaid Comedy (2).  
 Kingrams, two each week  
**FAMOUS PLAYERS**  
 West of the Water Tower, McAvoy Hunter (2).  
**FILM BOOKING OFFICES**  
 Judgment of the Storm, Lloyd Hughes, Myrtle Steadman (7).

**GOLDWYN**  
 Unseen Eyes, Owen Haremore (8).  
**HODKINSON**  
 The Old Fool, Lloyd Hughes, Louise Fazenda (6).  
 Movie Chats, No. 101.  
 Fun From the Press, No. 71.  
**PATHE**  
 Two Wagons, Both Covered, Will Rogers (2).  
 Ruth of the Range, Episode 13.  
 Ten Dollars of Ten Dollars, Ed Turpin Comedy.  
 At First Sight, Hal Roach Comedy.  
 Good Old Days, Aescop's Fable.  
 Topics of the Day, No. 1.  
 Fable Review, No. 1.  
 Pathe News, Nos. 23.  
**RICHARDS & FLYNN**  
 Ten, Black Diamonds, Comedies (1).  
**STANDARD**  
 Hidden Gold, All-star (5).  
**UNIVERSAL**  
 Hook and Ruler, Hoot Gibson (6).  
 The Rich Pup, Century Comedy (2).  
 Gold Digger Jones, Western (2).  
 Universal Comedy (1).  
 Ghost City, Episode 6.  
 International News, Nos. 5-6.

**Smiling Service!**

# HOTEL BRAY

12th Street and  
 Baltimore Ave.  
 Kansas City, Mo.



Every employee of the Hotel Bray from porter to manager is "on his toes" at all times to see that you are pleased. It is this "Smiling Service" that makes the Hotel Bray a better place to stay.

**Absolutely Fireproof**

150 Outside Rooms with Bath \$1.50 and Up

Archie Josephson, President

### EVERYTHING FOR THE THEATRE BUT THE FILM

**CARBONS MINUSA SCREENS COMPENSATORS RHEOSTATS OPERA CHAIRS MAZDA LAMP EQUIPMENT MOTIOPHOTO PROJECTORS**

**CHAS. M. STEBBINS**  
 Picture Supply Co.  
 1028 Main St. Kansas City, Mo

### CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
 No Ads Accepted for Less Than 50c.

**FOR SALE**  
 Style VK Warbler Organ, in first condition. A five thousand dollar instrument Will sacrifice. Terms to responsible parties. Address Strand Theatre, Emporia, Kans. 1-2.

**EQUIPMENT FOR SALE**  
 Simplex, motor drive machine; extra-late slant tray; A-1 condition, \$275. 1 Bell Howell Compensator, \$25. 1 Ft. Wayne Compensator, \$40. 173 three-ply mahogany finish, wooden arm rest seats, crated, f. o. b. Beverly, \$95. All other equipment for a complete small town show, including booth, reserving, etc., cheap. E. Dew Hirst, Beverly, Kans. 1-5

**LIST YOUR THEATRE WITH US**  
 We can sell your theatre. Have several buyers all the time. List your booth with us. We act solely for the owner. Address: BH Reel Journal.

**THEATRES WANTING**  
 Have parties wishing to buy or to rent in good theatre. If you wish to sell, write full details. Address HW, Reel Journal.

# We'll do our Best, Mr. Biechele!

## OSAGE THEATRE

Osage Avenue and Ferree Street  
KANSAS CITY, KANSAS

December 22, 1923

Mr. Al Kahn,  
Film Classics, Inc.,  
115 West 17th St.,  
Kansas City, Mo.

Dear Al:

I am glad to see your interest in my theatre long after I have signed a contract with you for the Warner Bros. pictures. And I am glad to be able to tell you that every one of these releases to date has come up to my expectations and that some have gone even beyond as box-office successes.

"The Gold Diggers," in my opinion, is an exceptionally fine picture and I think it should prove a wonderful money-maker for all exhibitors if it is properly exploited.

I have done business with you ever since you've been in Kansas City, Al, and I think you have hit the right trail. If you can give the boys these kind of pictures consistently your success is assured.

With kindest wishes for the New Year, I am,

Very truly yours,  
(Signed) R. R. BIECHELE.

NOW  
BOOKING



115 West 17th Street  
KANSAS CITY, MO.

FILM CLASSICS  
OF KANSAS CITY, INC.

AL KAHN,  
Pres. and Gen. Mgr.



*The***Reel  
Journal****The Film Trade Paper of the Southwest***Something New For a Change*

TAKE YOUR CHOICE

"THE WAY OF A MAN," the Emerson Hough story—who, by the way, wrote "The Covered Wagon" and "North of 36"—is to be released in two forms—

*First--*

a 13-episode serial—

*Second--*

a feature version, a condensed seven reels of the 21-reel serial.

The serial will receive first consideration and will be protected against opposition houses playing the feature until after it has been completed in the serial house. Theatres that do not play serials will have an excellent feature version, which the critics term as being a second "Covered Wagon." It is a thrilling Western.

**"The  
Way of  
a Man"**

Emerson Hough

The Covered Wagon is written by

Pathepicture

**Pathe Exchange, Inc.**

CECIL C. VAUGHAN, Branch Manager  
111 West 17th Street KANSAS CITY, MO.

**NOW** ---is the time

TO MAKE YOUR ADVERTISING  
PLANS FOR THE YEAR

---

*Quality  
Printing*

OF ALL KINDS  
is our specialty for  
the film trade.

---

Just a Card or a Call and You'll Get the  
Service and Workmanship You have  
Always Hoped For.



**THE KEYSTONE PRESS**

19th & Wyandotte

Kansas City, Mo.

Phone Delaware 9763

PUBLISHED EVERY  
SATURDAY AT  
NINETEENTH  
AND  
WYANDOTTE STS.  
KANSAS CITY, MO.  
Telephone  
Delaware 9763



BEN SHLYEN  
Publisher and Editor

SAINT LOUIS  
Representative  
DAVID F. BARRETT  
3748 Meramee St.

New York Office  
TOM HAMLIN, INC.  
1540 Broadway

## It Strikes Me---

It cannot be stated too often that the exhibitor should build up his programs with independent pictures this coming season, if he considers that the domination of the industry by the few large producing and distributing companies is a disadvantage to him. Although it is generally believed that there will be over 700 feature films put on the market during the 1923-1924 season, it is admittedly a different matter for the exhibitor to assure himself of enough independent pictures for his theatre, or theatres, principally because the small producers and distributors' announcements of releases are drowned in the flood let loose by the few big corporations.

A survey made by The Billboard succeeded in listing a total of 638 pictures to be released during the coming theatrical year. There probably will be at least 100 more pictures released, but it is impossible to check up on them at this time. With 638 pictures to pick from, the exhibitor is certainly in a position to feel assured of independent product enough to stand off the impact of the rising sales methods of the big corporations. He is in a position to decide, once and for all, just what kind of pictures he wants; if he believes that the production of moderate-cost pictures at reasonable rentals are the thing, or that the extravagantly produced pictures at high rentals are most desirable, his actions this season will be the answer. He will have both kinds of picture offered to him, and it's up to him which one he eats.

The unofficial reports of the amount of money to be spent on productions for 1923-1924 reach far up into nine figures. Figures in the motion picture industry are always grossly exaggerated, but it is probably true enough that the total cost of productions this year will be higher than ever before. Although wild remarks that \$200,000 will be spent on productions are out of all reason, it really does not concern the exhibitor so much that he need to worry about it. It should, as a matter of economic fact, please him that there will be so much product the coming year. If the productions were few and controlled by a small number of distributors, the exhibitor would have plenty of reason to worry; but with more pictures offered him—twice as many as he can possibly use—the exhibitor is in a position to sit back and watch the scramble for his dates. If

the big corporations find that the independent competition is making the going hard for them, rest assured that they will bring down their prices to meet their competitors.

If you believe that the few big companies are not deserving of support from you; if you believe that they want too much for pictures; if you believe that your future as an exhibitor depends upon an open market, where the pictures will not be controlled by the few big people, then it is up to you to use as many independent pictures as you can, and not sign up most of your dates in advance with the few big companies.

If the big corporations succeed in grabbing most of the dates this year, the independents will have to compete among themselves for the remaining bookings, and that will mean, with the increased number of independent pictures, that there will be less independent pictures the year after, and the exhibitors will be at the mercy of the big corporations. Whether or not the big companies are guilty of monopolistic, squeezing business tactics in the past, it is a bad thing to have the source of supply in the hands of a few people or companies. It will be a bad thing for the exhibitors if, after this season, the bulk of the pictures are controlled by five or six corporations, so it will be a good thing this season to protect yourself by booking independent pictures.—The Billboard.

## Are You Doing Your Stuff?

How do you stand in this matter? Do the people of your town look upon you merely as "the guy who runs the movie" or do you enjoy their confidence, and are they coming to you with their likes and dislikes in motion pictures, rather than adopting the ineffective and fool-hardy course of repression which is an alternative? In short, are you doing your stuff among your home folks, letting them know some of the problems confronting you, and asking their help as occasion warrants?

Not that we would advocate undue interference, we hope you're free of that, but you owe it to yourself, your theatre, your town and your industry to effect co-operation with your community leaders, that you may assume your rightful place in the community as the guardian of the major part of its entertainment.—Amusements.

## A. H. BLANK ENTERPRISES ENLARGE SALES ACTIVITY

Although A. H. Blank Enterprises has been active during the past three years, their releasing schedule was limited to only a few productions. 1924 will see them back in the independent market. It is their plan to announce a releasing schedule as large as that of big national distributors.

On account of the amount of newly acquired product they will move from the Associated First National exchange—the new location to be announced shortly. A separate sales organization will represent them in this territory.

The first announcement of new product is "The Santa Fe Trail," a super-serial of the early days. This chapter play will be of particular value to exhibitors in this territory as its opening scenes are laid at Independence, Mo., and extend to other parts of Missouri and Kansas.

E. C. Rhoden, manager of A. H. Blank Enterprises, states that the encouraging reports from other territories, and the keen interest of exhibitors in this territory influenced him to acquire the rights to this serial. "It is the first serial ever handled by our organization," said Mr. Rhoden, "and should be proof alone that we have something big."

Mr. Rhoden states that an announcement of feature releases will be made within the next week or so.

## PRODUCERS OF "THE COVERED WAGON" ARE DEFENDANTS

The Famous Players-Lasky Corporation and the Paramount Pictures Corporation are made defendants in a suit filed by Mrs. Virginia Bridger Hahn, who alleged that "The Covered Wagon" depicted her father as a drunkard and as having lived with two Indian squaws. The suit is for \$1,000,000.

Mrs. Hahn lives at 1025 Minnesota avenue, Kansas City, Kans., and is the sole survivor of James "Jim" Bridger, discoverer of Great Salt Lake, scout and explorer of the Yellowstone region.

"The Covered Wagon" was taken from a book by Emerson Hough and is advertised as first history. When it was shown at the Shubert Theatre a few months ago Mrs. Hahn sat on the stage but expressed disapproval of various scenes concerning her father at the time.

That the following scene describes her father as anything but upright and honorable is her assertion.

Bridger (to another character): "Here's my home and there comes my squaw."

(Two Indian squaws enter the camera's line of vision.)

Bridger: I call that one "Blat' Yum-Hide" and this one "Daug Your Eyes."

Mrs. Hahn asserts her mother was a full-blooded Ute Indian, who was married to James Bridger by a Catholic priest in Wyoming.

The correct full-back member of the law firm of Brady & Rydbeck, attorneys for Mr. Hahn, declared the suit was the first to be filed charging libel as a result of the exhibition of a motion picture.

Duane Thompson has been selected to play opposite Bobby Vernon in a Christy Comedy designed to shed light on some new comedy angles.

## WICHITA ATTEMPTS TO B'Y "THE BIRTH OF A NATION"

"The Birth of a Nation," which recently was granted permission by the Kansas Censor Board to appear in Kansas, probably will not be permitted to show in Wichita, which city has made an attempt to stop the showing by adopting an ordinance. The city is within its law rights which gives each city a right to provide its own censor board.

## ENTERPRISE GETS TWO OF C. C. BURR SPECIALS

One of the biggest state rights deals ever closed has just been terminated in New York between C. C. Burr, president of the C. C. Burr Productions, and William K. Jenkins, president of the Enterprise Distributing Corporation.

This deal brings to the territory controlled by Enterprise the two Burr specials, "Restless Wives" and "Three o'Clock in the Morning."

"Restless Wives" features Doris Kenyon, Montague Love, James Rennie, Edmund Bruce and Burr McIntire. Constance Binney is featured in "Three o'Clock in the Morning," and she is supported by Mary Carr.

"Restless Wives" is ready for release now and the other picture will be released within the next few weeks.

## WRECKING STARTED ON THE IDLE HOUR THEATRE

Wrecking has been started on the building which houses the Idle Hour Theatre, long a landmark in the downtown district. The corner at 12th and Grand has been leased to a clothing company and a modern structure will be erected.

The Idle Hour was the first to use the Charley Chaplin pictures. The first good sized comedy was taken with some apprehension on the part of the theatre owners because of the cost of the picture, but the business that week earned a tremendous profit. Thereafter the comedian was a frequent attraction.

## "GRIT" FOR HODKINSON RELEASE ON JANUARY 7

One of the most interesting things about "Grit," the F. Scott Fitzgerald story, starring Glenn Hunter, is that it is a picture of "first." Besides being the first story that the popular author, F. Scott Fitzgerald, has written for the screen and the first cross-drama that Glenn Hunter has played in, it is said to be the only picture with a sequence directed by an ornate smoker.

"Grit" is a tale of the underdog and in a sequence laid in an ornate Old West, Fred Perkins had to "hit the pipe." Frank Tuttle dedicated two days in favor of a man who had smoked opium for the greater part of his life. He loaned Mr. Perkins his own pipe and rechar of him over and over until he was satisfied that his coma was drastic in every detail.

The picture will be released by Hodkinson January 7.

## FIRST NATIONAL MONTH A BIG SUCCESS HERE

The Associated First National exchange is all "pepped up" over the success of their First National Month. The releasing schedule for First National for the past several months has been the strongest in its history. Their November and December releases gave them such pictures as "Ponjola," "Flaming Youth," "The Wanters," "Anna Christie" and "Boy of Mine," while during First National Month they are releasing "Black Oxen," "Song of Love" with Norma Talmadge, "The Eternal City," a George Fitzmaurice special, and "Painted People," a Colleen Moore production. From all reports the exhibitors are equally enthused over this great line-up of pictures, as it means more money at the box office.

The release schedule for February and March was just received and it looks like an equally strong line-up. The February releases are as follows:

"When a Man's a Man," from the Harold Bell Wright story, which is credited with a million and a half editions. On February 11 "Torrent," a Tomner Special will be released. On February 13 the next Strongheart picture will be released entitled "The Love Master." Strongheart has a drawing power at the box office equal to the biggest stars in the business. The fourth release for February will be "Flowing Gold," a serialization of the popular Rex Brax's book.

For the month of March the following productions are listed for release:

"Galloping Fish," an Ince comedy listed to eclipse the entertaining value of "The Hotfoot," "Secrets," which possibly has the greatest story value of any Norma Talmadge picture produced, "The Enchanted Cottage" will be released, starring Richard Barthelmess. "A Son of the Sahara," released March 31, is an Edwin Carewe Special. The second Corinne Griffith production will be "Lilies of the Field."

E. C. Rhoden, manager of the Kansas City office, says that instead of a First National Month, it looks like it will be a First National Year.

## CLOSING OF AUDITORIUM WILL TAKE PLACE SHORTLY

The Auditorium Theatre, which has been housing stock companies, is the latest which will close its doors. According to well founded information it has not been back of patronage, but a clause in the contract signed with the owner of the building which forced the Hawkins Ball company to heat the entire building instead of only the theatre, the consumption of fuel proved too heavy an item.

The Grand is being seriously considered as the home of the stock company. Two years ago a stock company played the Grand and drew a good patronage.

Among the larger productions being released by First National are "Ponjola, the Bad Man," "Jealous Hu-bands," "Flaming Youth," "Aves of Vengeance," "Fighting Blade," "Dinner in Mail," "The Wanters," "Anna Christie," "Twenty-one," "Eternal City," "Temporary Hu-bands," "Song of Love," "Boy of Mine" and "Black Oxen."

## Moving Along Movie Row

C. V. Hess, formerly with Paramount, is a new addition to Golwyn's sales force.

"Cleve" Adams, formerly district manager for Universal and now holding a similar post for F. B. O., has been in Kansas City during the holidays and says that he takes this particular occasion to wish all of his exhibitor friends a happy and most prosperous New Year. Mr. Adams' connection with F. B. O. reunites him with Harry M. Berman, general sales manager, with whom "Cleve" served Universal for about six years.

Sam Stoll, well known in this territory, has been appointed city salesman for Universal, replacing W. P. Bernfield, who resigned. Sam formerly was with Fox and later with Associated Producers here.

With the acquisition of "The White Sister" and with "Scaramouche" already released, the local Metro office has created a new post for the handling of these productions. Sid Hableman has been placed in charge as sales manager and A. H. McLaughlin has been made branch manager, taking over Sid's former duties.

Herman S. Gould has sold his stock in the Dunbar Theatre Amusement Company to C. W. Hunt, formerly of Higginsville, Mo. Mr. Hunt took charge on January 1.

S. W. Miller of Educational will hit the key towns for his first hand-shake with the exhibitors in a very few days.

"Doc" Cook says for us to tell whoever pilfered his nice new calendar that if said person will return said calendar said Cook will take him to lunch.

Without the calendar "Doc" can't get down to work on time.

January being First National Month the local exchange reports these pictures in the first-run houses:

January 13—"Black Oxen" at the Newman.  
January 20—"Anna Christie" at the Royal.  
January 27—"The Waiters" at the Newman.  
January 30—"Jealous Husbands" at the Royal.  
January 6—"The Meanest Man in the World" at the Mainstreet.  
January 20—"The Huntress" at the Mainstreet.  
February 3—"The Age of Deire" at the Mainstreet.

In addition to these "The Fighting Blade" is playing the Liberty Theatre this week.

Sam Blair, special representative for United Artists, is here in connection with Charles Chaplin's production featuring Edna Purviance, "A Woman of Paris." The picture will be shown shortly at the Liberty.

Mr. Blair branded the Mable Normand and Edna Purviance affair as very unfortunate.

Baby Peggy's sister, Baby Alma Talcott, who appeared in person at the Liberty in connection with "The Darling of New York," is making quite a hit at the suburban houses where she has been showing, according to Jean Belasco, who has charge of her bookings.

Frank Cass, Pathe city salesman, is looking for an apartment with two thrones—which is rather vague, but the reader must ask Frank for particulars.

The drive being made by the Pathe exchange on the news reel subjects is meeting with success, according to Cecil Vaughan, branch manager.

Most of the exchanges are expecting the motion picture industry of hit the incline now that the holidays have passed.

Julian Eltinge, Botwell Browne and Karl Notman had better look to their laurels for a newcomer has entered the field in the person of Thomas Clark, manager of the Electric Theatre, Maryville, Mo. Mr. Clark paid a visit to Universal exchange last week and came prepared to negotiate a fat contract to enter the movies.

"If given the right amount of money," states Mr. Clark, "I will leave the managing end of the film game to you, but the acting end of it."

Among exhibitors at the Baltimore Hotel New Year eve was noticed one Mike Kahn. There were others, but the movie colony also. The K. C. A. C. dances some representation from the exchanges.

No definite date as yet on the meeting of the Western Missouri exhibitors here. Very likely the third week of this month. The affiliation of the state organization with the Kansas City exhibitors is expected to take place during the meeting.

Jerry Curran, formerly with United Artists, is now with the First National exchange.

A. M. Eisner, owner of the Broadmoor Theatre, says that business during the 1923 holidays was considerably of an improvement over business during the same period the previous year.

A certain gentleman who is well acquainted with the various phases of the show business believes that the reason Kansas City has slumped is that it was taken advantage of during the days when it was known mainly all as a live wire. Any sort of show was put on here and finally the people became wary, he says.

"This used to be the best show town in the country," he said, "and now it is the worst."

However, a good show still proves a big market here. The people must be convinced that it is good before they will go. They are not taking any chances. The motion picture exhibitor who is consistent in his showing of good pictures will get by.

## "Ask Dad— He Knows!"

Dad knows the cigarette; and he also knows the

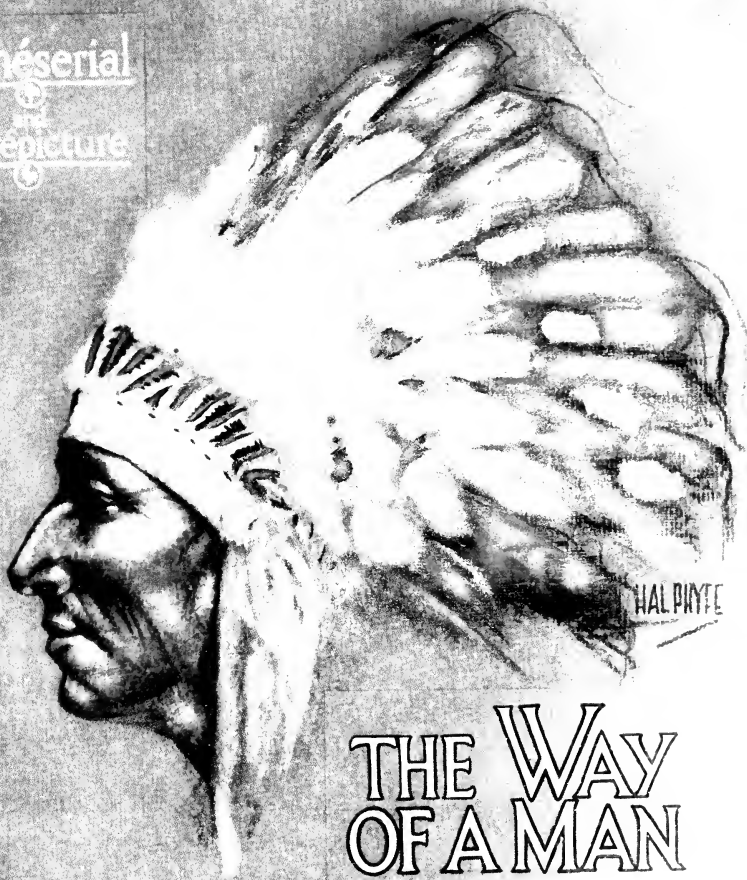
# Pathe News

He first saw the Pathe News fourteen years ago, when he had the idea that all motion pictures were trivial and uninteresting. He found it full of interest, jammed with information that he enjoyed. And through it he became a patron of motion pictures. Dad knows that it's the one picture that's good all the time.

He expects to see it—at his favorite theatre.



Pathéserial  
and  
Pathépicture



HAL PHYTE

# THE WAY OF A MAN

By EMERSON  
(Author of "The Covered Wagon," "North of 56," etc.)

Presenting for the first time in the business

972

a feature that must be seen to be appreciated at its full remarkable worth, and a ten week continuous



# THE WAY



... ..  
... ..  
... ..

... ..  
... ..  
... ..

# C OF A MAN



A super-feature in chapter form. A truly mammoth production with crowds of Indians and soldiers, and a splendidly efficient cast headed by Allene Ray, Harold Miller, Bud Osborne, Whitehorse and others.

Advertised on the billboards and  
in the newspapers, - of course!



THE WAY OF A MAN



Pathéserial  
and  
Pathépicture

## SAYS CHAPLIN'S LATEST IS 40 YEARS AHEAD

The United Artists branch manager, F. B. McCracken, finds a widespread interest taken in the forthcoming release of the Mary Pickford and Charlie Chaplin pictures. In particular, he says, exhibitors anxious to witness the attempt of the comedian to serious production.

"'A Night in Paris' is 40 years ahead of the game," McCracken said. "It is positively amazing to me. I have watched it five times and each time I have found something different and unusual to cause me surprise."

"Chaplin makes it very plain that his study of the serious has been no illusion. There is comedy, too, but it is not the slapstick kind."

"For a kind," he says, "all superfluous details have been omitted. There is no showing of the man leaving a train, entering a cab and then debating. Chaplin has presupposed that the audience is not a great deal interested in any such movements of this sort and he has had them eliminated. To show how closely he shaved, the film was 'hired down' from 40,000 feet to 7,100. Subtitles were made terse and to the point."

## Pathe News To Picturize Plan Winning Edward Bok American Peace Award

A movement, nationwide in its scope, has been launched by Pathe News, which is destined to advance the presence of the screen as a mirror of public opinion and to pay tribute to the influence of the individual exhibitor as a leader of thought and action in his community. By arrangement entered into between Edward W. Bok, donor of the \$100,000 American Peace Award, and Emanuel Cohen, owner of Pathe News, the Pathe News will conduct a national referendum, designed to register the reaction of the millions of motion picture theatre patrons throughout the nation towards the peace plan, adjudged winner of the Bok award. Acting with the approval of Mr. Bok and his committee, Pathe News will present a visualization of the peace plan on the screen and then conduct a ballot to ascertain public sentiment with regards to the prize-winning plan.

The advance of Mr. Bok in organizing the American Peace Award Committee and donating \$100,000 for the best plan submitted to insure World Peace, have been commanding international interest for the past several months and have been made the subject of extensive news and editorial comment in over 950 newspapers throughout the United States and Canada as well as in the leading dailies of Europe and the Orient. Consequently, as is pointed out in the statement issued this week, Pathe News in conducting this national referendum in cooperation with the theatre industry of this country is for the first time in the history of the industry, giving the screen an opportunity to support the movement of the exhibitors that the patrons of the country's exhibitor in a movement which influences train, airplane, motor barriers and reaches to every corner of the civilized globe, cannot but be bound to the lasting benefit of the motion picture theatre in the way of increased profits, both in a given community and beyond the boundaries.

Following is a brief résumé of the Bok Peace Award Movement:

The purpose of the plan is best defined by the New York Times in its issue of July 2: "One hundred thousand dollars awaits the American who conceives the most practicable plan by which the United States may cooperate with other nations to achieve and preserve world peace."

Under the arrangement adopted, the idea first elaborated in essay form by the idea on the question of how to preserve peace between nations. The author of that plan, adjudged best by the jury, the award is to be made the recipient of the \$100,000 prize, which will be awarded in two parts. The first \$50,000 will be paid from the collection of the winner by the Jury of Award, and \$50,000 is to be paid from the proceeds of the film of the award. If the committee's action is not approved by the United States, an adequate degree of support is to be given by the favor of the winning plan.

Within the duration of the contest which opened on July 2, and closed on the midnight of November 15, 22,000 plans were submitted for the consideration and publication of the Jury of Award. The name of the winner will be published in the press all over the world on the morn-

ing of Monday, January 7. Simultaneously with the announcement of the winning plan Pathe News will launch a nationwide referendum. The plan of action is briefly described as follows:

Beginning January 7, Pathe News will carry a concise, graphic visualization of the prize-winning peace plan, simply designed ballots, requesting patron to record his or her opinion of the plan against the peace plan as a guide. It will be handed to the patrons on their entry into the theatre. On each ballot will appear a small box, marked "Yes" and another marked "No." The patron is to simply marking an "X" within the circle and can conveniently record his sentiment regarding the prize-winning plan. These ballots have been printed in large quantities by Pathe News and have been shipped to Pathe's thirty-five branch offices for immediate distribution to the theatres. After being collected from the patrons the ballots will be returned to the Pathe exchanges and immediately shipped to the headquarters of the American Peace Award Committee in New York for tabulation. In the way that is planned to ascertain definitely through the co-operation of the thousands of motion picture theatres throughout the country the actual response of millions of America's citizens to the prize-winning proposal for the achievement and maintenance of peace between nations.

That the movement is one sponsored by individuals prominent in the affairs of the world and the nation, and that it is a movement that will kindle the cord of unity and understanding between the operators, is evident from a partial list of the committees allied with the Bok Peace Award. The Policy Committee consists of the following member:

John W. Davis, former ambassador to Great Britain and now president of the American Bar Association; E. A. Tamm, judge of the United States Court for the Southern District of New York; William H. Johnston, president of the International Association of Machinists and executive officer of the Commonwealth Progressive Political Action; Robert C. La Follette, member in charge of the 1912 campaign; Nathan L. Miller, former governor of New York state; Mrs. Clifford P. Clark, active in political and social organizations; Mrs. Ogden R. Young, secretary of the New York branch of the League of Women Voters; Mr. Franklin D. Roosevelt, former chairman of the New York League of Women Voters; Harry L. Sherman, secretary of the State of New York; Melvin C. Bell, secretary of the Associated Press; Mr. Frank A. Vanderlip, president of the New York Loan and Trust Company; Mrs. Bessie Johnson, secretary of the International Council of Women.

The Jury of Award, composed of the following members: Director, president of the Radio Corporation of America; Colonel Edward M. Bennett, former representative in Congress; William F. Buckley, Jr., of the Liberty Fund; William Wells-Chapin, College of the Holy Cross; Professor of the Harvard Law School; Professor of the University of Chicago; Secretary of War in President Taft's cabinet; Communist Party secretary for the United States in the International Association of Communist Workers; William Allen White, editor-in-chief; and Brand Whitlock, former ambassador to Belgium.



Ruth Hiatt, Cliff Bowes and Mark Jones  
in scenes from the Educational-  
Cameo Comedy, "Heads Up."

## Universal Celebration for Laemmle Next Month

The Universal Pictures Corporation will hold an anniversary, celebrating the fortieth anniversary of the arrival in this country of Carl Laemmle, then a poor immigrant boy of 17, next month. One of the features will be a sales drive. The national sales force, headed by Al Lichtman, will make the month outstanding in the history of Universal pictures as a testimonial to Laemmle's progress.

Concerning the month the Universal vice president addresses the country's exhibitors as follows:

"As a rule I am opposed to anniversaries, special Weeks and drives of all sort, but there is an anniversary coming which I consider of vital significance to every motion picture man, woman and child. I refer to the anniversary of Carl Laemmle's landing in the United States forty years ago next February.

"As one who has been actively engaged with Mr. Laemmle during the eighteen years he has been in the motion picture business, as a partner in his various moving picture enterprises, I know, probably better than anyone else, what his influence and his policies have meant to the industry.

"I know, for example, that but for his indomitable fight spirit, there would be no such thing as a free and open market today. On the contrary, the chances are the business would be controlled by a trust and every exhibitor would be paying tribute to that trust if permitted to have a theatre at all.

"When Mr. Laemmle in the early years and without aid from any other producer made the proposed trust all the way to the United States Supreme Court and there gave them a complete and farin' haling, he knocked down the bars and permitted anyone and every one to produce pictures and to exhibit them.

"Every producer now in existence in this country, with only two exceptions (Vitaphone and Pathé), owes his very existence as a producer to the fact that Mr. Laemmle's winning fight cleared the way and gave them a legal right to transport his movies. Even the iron and steel trusts who were threatened with prohibition by the trust were freed from their stranglehold and they have been free ever since.

"How in all these years, and by the way of it, Mr. Laemmle's policy has been carried out. It has been a policy of fair dealing, frank and open dealing. He has exposed more of the evils of the industry than any other man and he has done more to correct them. He has never indulged in the star-dogging business, although it has been stolen from him on an after year. Not one of his pictures or the business can be traced to him directly or indirectly.

"I hope to see a time the exhibitors of the United States will celebrate the fortieth anniversary of Carl Laemmle during the month of February. I believe it will not be considered that I am a king of exhibitors, rather that I am extending a celebration in which every one of you will be equally indulged in your day."

"Carl's rough" career is a remarkable example of the inspiration of 1912. Nat G. Rothstein, the first exhibitor in an original form of a first Avenue drug store in New York. He worked all day and studied English at night. Then he went to work in a Chicago department store. The grain fields next attracted him and

year of this he became a clerk in a Chicago stock-yard firm.

Later he went to Oshkosh as cashier in a retail clothing house. In four years he was its manager. After twelve more years he commenced his motion picture career, starting modestly with a little theatre in Milwaukee avenue, Chicago. A few months later he started an exchange, and within a year had branches in Minneapolis, Omaha, Evansville, Memphis, Salt Lake City, Des Moines, Portland, Ore., Winnipeg and Montreal.

Two years later saw the birth of the IMP company, a film producing organization, and the beginning of its fight against the General Film Company, The Motion Picture Sales Company followed, and finally, in 1912, after the "Moving Picture Trust" had been routed, The Universal Film Manufacturing Company was formed. Universal City was built the same year and the Fort Lee studio plant soon afterwards.

Laemmle was the first to introduce stars to the screen. Ethel Barrymore, Nazimova, Blanche Ring, Billie Burke, Walker White-ide and Eddie Foy are a few of the luminaries. It was Laemmle who made the first two reels. He conceived the idea of feature films of five reels. He gave the public the first actual battle pictures—scenes filmed during the Balkan war. In his original company, IMP, Laemmle had such stars and directors as Mary Pickford, Owea Moore, King Baggot, George Loane Tucker and Thomas H. Ince.

**BILL LEVY SAYS—**

**"Say It With Flowers"**

**THE OWL FLORISTS**

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791



See where "Bill" Levy has left the film business to take care of itself and has gone into the florist occupation.

They's a couple fellows what I has got it in for and maybe I can help Bill out with some funeral business.

I has broke no New Year resolutions yet. I got down to work on time (about 10 o'clock), but I had to wait a couple hours before I could find the exchange men in.

A certain exhibitor says to us, "You sure had a good issue last week," and so we took the office force out to his show that night.

One night we took ourselves to a little suburban show. They was a bunch of kids yelling and shouting down on the front rows. They was whistling and cutting up enough to drive a fellow to boot-leg. I wondered why such racket.

Perty soon a slide was threw on and it said:

Anyone caught whistling or making unnecessary noise will be denied admittance.

Then I knowed why they was doing it.

Kid natur is funny.

The slide should of read:

The first person caught with his mouth shut and his feet still in this theatre will be taken away from their ticket.

Try that on your projector some time.

I would shut up.



**NAT G. ROTHSTEIN STEALS PARADE ON MOTION PICTURE DAY.**

Nat G. Rothstein, the exhibition king, put over another smash by stealing the big parade on National Motion Picture Day in New York. The hundred and forty-two impromptu New Year parades, headed by the forty-piece Mailman's Band, marched all about a city, each of which carried a huge thirty foot banner advertising "The Mailman." It is estimated that more than a million people that week

## 1924 WILL BE A BANNER YEAR

By AL KAHN,  
President Film Classics, Inc.

When decision hit this business in 1921 it was a matter of being hit from behind by a meteorite, or still in the estimation of a public being a thing that could have happened to the industry. The avalanche did not catch a foot, or the realization that the wheel had come and gone and that a man was back to earth and had to start over and out business, to what was before him.

As usual, many did not heed the warning, with the result that they were put out of business. Those who did, started to take stock and to begin to live.

It was an awful task to accomplish what was demanded of a man to enjoy the wonderfilm business of 1920, but nevertheless those who had nerve, grit their teeth and put their shoulder to the wheel and accomplished it, and are today again enjoying good success, not that they are not the same as had during the initial period, but the business we must expect to see in actual times. 1922 brought a little better outlook, and 1923 a very noticeable improvement. The producers are making better and better pictures. The exhibitors are moving to conducting their affairs on a more business-like basis.

1924 looks a great deal brighter to me than 1923. In other words, the business is a little more for the exhibitors as it goes to get back and expect better business to come in, in that they are going to be fairly disappointed. To the work belongs the profit, the same success of this industry lies in the exhibitors' hands.

The making of better pictures must continue to this point to grow. If producers to continue making better pictures, they must assume the rentals. To be able to pay the exhibitors' exhibitors must create greater interest. The public is the one who pays. If the exhibitor doesn't get it all, the loss is his; he can't pay the producer, with the result that the producer must make cheaper pictures, both in cost and quality. Therefore my reason for saying that all depends on the exhibitor.

It's an established fact that the public needs movie entertainment, the same as any other commodity of life. Do not kid your child by saying the public can get along without entertainment. It's an absolute necessity. The public is going to see the movie, but not often enough. Here is where the exhibitor comes in. If he will work a little harder, pay more attention to his selection of pictures, see that his theatre is well ventilated at all times, do more advertising, he can get his public to come more often, which is the exhibitor's big problem and only solution.

1923 brought a variety array of better pictures than any previous year. Therefore the exhibitor must say he didn't have the pictures to do it with. Some producers may have a load more than their picture worth, but it isn't necessary for the exhibitor to buy from those producers, only the picture worth the price. The exhibitor should do it to take stock of himself and his

business and make improvements when necessary.

This business is here to stay, so do not be afraid to invest a little more money into your business to meet the future. Your people are being constantly educated to expect better pictures, and better theatres in which to see them. If your theatres are not getting you that because you may be treating the picture business as a side line when it is a big business in itself and needs the owner's individual and undivided attention at all times. Your projection may be bad, necessitating the buying of new equipment, your screen may need a new coat of paint, your seats may need replacement or repairs; your ventilation or heating plant may be inadequate; your music may be bad; and one or more of a hundred items may need looking into. Now is the time to take inventory and make necessary changes and improvements if you want 1924 to bring you greater joy and greater profits.

The small town exhibitors, who are in the majority, should discontinue the use of pictures two and three years old they should bring themselves more up to date. Their people demand the newer pictures and better theatres the same as the people in larger cities. It may cost a little more for newer pictures, but the added patronage will more than offset the little additional cost.

My prediction is that 1924 will outshine 1923, and 1925 will be the banner year since 1920, so let's prepare ourselves by placing our business in order to take care of the increased business that is coming, and to hold it when it does come.

The merchant who advertises a sale on Monday prepares himself beforehand by having his shelves filled with merchandise at a sufficient sales force to handle the sales. The same applies to the exhibitor. He must also be in readiness to give his people the best picture on the market, and the best service.

I am entering the new year with the greatest optimism in the world, and here's hoping the exhibitors are entering it the same way.

## HISTORICAL SERIES TO FLAY ONLY PICTURE HOUSES

Pathe, in an official statement issued this week, emphatically denies the rumor current in certain sections that arrangements are being effected for the distribution of the "Chronicles of America" pictures to non-theatrical accounts. "There is absolutely no basis of truth in any such assertion," declares the Pathe statement.

The statement points out that the appearance of the "Chronicles of America" have aroused tremendous interest among non-theatrical institutions, and that hundreds of requests have been received as to play dates and prices. "But instead of serving this enormous demand," continues the statement, "we are actually declining that the opportunity now exists to see the features in the motion picture theatres. In fact, we are already a special effort being made to meet and turning this tremendous flood of interest to the exhibitors' box-office."

## SPECTACULAR BATTLE SCENES IN F. B. O. PRODUCTION

According to advices from the Enoch Johnson production headquarters on the coast, his next production, "The Story of the Shares," will bring to the screen the most extraordinary pictorialization of battle scenes ever put upon film. The scenes in question will be photographed at the big army reservation in San Francisco, the Presidio.

More than one thousand American officers, more than six hundred cavalry horses, together with the full complement of modern warfare, including tanks and motor lorries, aeroplanes and machine gun units have been loaned to the production by the United States Army. Many of the most noted officers of the army will co-operate with Mr. Johnson in the actual filming of the scenes. It is said that at least two of the biggest battles in the Great War will be depicted in all their stirring realism in the production.

Mr. Johnson states that "Swords and Flow'ers" is in no sense a war picture, though it will have a powerful war background. Mary Carr and John Walker will appear in it.

## A WOMAN HAS CHARGE OF TWO EXCHANGES IN SOUTH

Mrs. Anna Sessions, branch sales manager of the New Orleans and Atlanta branch offices of the W. W. Hollman Corporation, is one of the very few women field executives in the constantly growing motion picture industry and her success is ample testimony to the fact and business acumen of women.

Mrs. Sessions began for Hollman's manager of the New Orleans branch, but when executives began to check results they found her to be the second for the entire United States. This was due to this "record of profit" that she was given supervision of the Atlanta exchange in addition to the New Orleans office.

## EIGHTEEN GOLDWYN RELEASES ON THE SCHEDULE

Fifteen big special features are announced for release within the next month by the Goldwyn Corporation Distributing Corporation. Most of these productions are completed, and other photographic work recently completed and work is now under way with the remainder.

Title of the Goldwyn pictures has been made public by the following items appearing in the Goldwyn New York Daily Mirror. Davey's production includes the first of a new line of pictures after traditional costume and character pictures.

On the schedule is Compadre production starring Lionel Barrymore and Scott Dixon, "Unwilling Passions" from the Strayer novel of the day, and a delicious "Snowland" King of Kings picture "Kings" which has been directed by one of the early producers of a picture by William Fox, including "The Archway" by Fred C. Coe, "The World of Mavis," Hobbs Hopper, Dale Fuller and others.

## ST. LOUIS TRADE EVENTS

By David F. Barrett

### FRAISES WORK OF THE MOTION PICTURE

Henry F. Schmal, general secretary of the International Photo-Engravers Union, states that motion pictures have done more to increase the demand for pictorial work of all kinds than any other single agency, and that the workers of all picture trades should feel indebted to the movies.

"The publication of tabloid illustrated papers, the increased number of illustrations used by the magazines and the marvelous special photo supplements of the daily press, as well as the more general use of pictures with news all are examples of this increased demand for pictures," said Schmal.

He pointed out that one New York newspaper that a few years ago rarely used an illustration now publishes a 32-page picture supplement.

"People of all ages, races, nationalities and degrees of education can read the universal language of the pictures. And the newspaper and magazine producers have been made to realize the popularity of the motion pictures."

### STAGE A SUCCESSFUL BABY PEGGY CONTEST

Phil Cohen, owner of the Lyric Theatre, East St. Louis, with the assistance of Morris Engel, publicity director for the St. Louis Universal exchange, staged a very successful Baby Peggy contest in conjunction with the showing of "The Darling of New York" at the Lyric on December 24. The East St. Louis Daily Journal, a very conservative paper, devoted considerable space to the contest. The winners were Lenora Weissman, 5 years old, 429 North Fourteenth street; Geraldine Probe, 1 1/2 years old, 3811 North Park Drive, and Maybell League, 3 years old, 1735 Kansas street.

### ANYTHING YOU NEED

May be secured  
Through a  
**Classified Ad**  
IN

**THE REEL JOURNAL**

Read Them--  
Use Them

### BRIGHT BITS and NEWSY NOTES

Fayetteville, Ark., is to get a new \$40,000 picture house during 1924. Ratliffe & Bird, Fayetteville, Ark., architects, have been retained by E. C. Robertson to draw plans for the show house and supervise its construction.

When a bearing on one of the big generators of the Union Electric Light & Power Company's plant, foot of Ashley street, St. Louis, broke at 4:15 p. m. December 23, many of the West and South End motion picture theatres were thrown into darkness. Service was restored forty-five minutes later after the company had summoned every available repairman to the job. Usually there are several emergency generators available to take care of such mishaps, but it happened that at the time all the emergency generators were undergoing minor repairs.

Patrolman Charles Schetter of the North Market Street District caught a young yeggman red-handed while working on the safe of the Webster Theatre, 2117 North Twelfth street, St. Louis, at 3 a. m. December 24.

Patrolman Schetter, in passing the theatre heard a grating noise, like steel being rubbed across steel. He looked and saw that the window shade of the theatre office was drawn. He sent in a call for help and then with revolver drawn climbed through the window of the theatre office.

The would-be safecracker surrendered without a battle, but a companion escaped the police.

"Merry Christmas! Here's a present for you," exclaimed a well-dressed youth as he pressed a package into the hands of Miss Jennie Genatt, cashier for the Columbia Theatre, Sixth and St. Charles streets, St. Louis, Christmas evening. Expressing her thanks, Miss Genatt opened the package. It was an empty box. Later in checking her cash she discovered that \$40 had been extracted from the money-changer. The police admitted that the youth had pulled a new one at the expense of Miss Genatt.

L. L. Lewis of Walnut Ridge, Ark., opened his new Swan Theatre in that city on December 27. The house cost \$30,000. A capacity audience was on hand for the grand opening.

A wire received December 28 from Mrs. A. D. Folks, owner of the Garden Theatre, Garden, Tenn., stated that the house was destroyed by fire the night of December 28. An overheated furnace is believed to have been the cause.

Reports from Memphis, Tenn., are that the alliance between the Rex, American and DeSoto theatres has been broken up. In the future Clark Porter will con-

duct the Rex, while Tony Ballas and associates will operate the DeSoto and American theatres.

The Pendleton Theatre, Finney and Pendleton avenues, St. Louis, is under new management. M. Chnosky is the new owner. The house formerly was operated by Ben Austin.

Friends of Joe Hewitt, popular Robinson, Ill., exhibitor, will be pleased to learn that his wife is convalescent after undergoing an operation at St. John's hospital, St. Louis, a few days ago. Mrs. Hewitt has frequently accompanied her husband on his trips to St. Louis and is very well known to the local film colony. All are hoping that she will quickly recover her former health and strength.

Claud McKean has returned from a trip to Springfield. While in the Illinois capital he attended the annual convention of the Illinois State Grade Teachers' Association. He has charge of the educational department of the local Fox office.

St. Louis' Christmas pilgrims have returned to their old stamping grounds. Jack Underwood, Enterprise manager, is back after a visit with his parents in Oklahoma City, Okla., while Harry A. Hester, Pathe cashier, has returned from Texas.

Barney Rosenthal, Universal manager, visited Springfield and Quincy, Ill., during the past week.

Al Bartlett of the Wurhlizer company's St. Louis store has sold a small size organ to Charles E. Barber of the Lyric Theatre at Tilden, Ill. It is Style O type. The St. Louis store has also handed the order for the organ for the Elks lodge at Omaha, Neb.

Miss Martha Albert, 19 years old, of 3703 Washington boulevard, St. Louis, an actress, was awarded \$7,500 judgment against the Orpheum Theatre Company and the Orpheum Theatre, with a stipulation filed with the St. Louis Circuit Court December 13. The suit was filed on that date and the defendants immediately entered their appearance and confessed judgment and settled. It was charged that Miss Albert, a dancer, was rehearsing her act in the basement of one of the company's theatres in Des Moines, Ia., on September 6, last, when a trunk was sent through a chute from the sidewalk, struck her in the right leg, fracturing it above the ankle. She charged that the management was negligent.

Miss Irene Purdue of 530 Washington Place, East St. Louis, Ill., has been chosen by Leah Baird for a part in her next big production, "The Great Chicago Fire," which will be started in February. Miss Purdue won a beauty contest that was staged at the Lyric Theatre, East St. Louis, December 11, in conjunction with the personal appearance of Miss Baird. Miss Purdue has won several other beauty contests.



# NEWS NUGGETS

Lee Moran, one of the most popular comedians of the screen, has been signed as director for the single reel Cameo Comedies. He has recently appeared in two Educational Mermaid Comedies, "The Busher" and "Uncle Sam."

"My Friend," the first picture made by Lloyd Hamilton since his return from New York, where he worked in the Griffith Studios in the black-face feature comedy, will be the outstanding picture on Educational's January program. In addition there will be four other two-reel subjects and six single reels and the twice-a-week news reel.

Milton Sills has been selected by Frank Lloyd to play the leading role in Rafael Sabatini's "The Sea Hawk," one of the First National 1924 releases. Lloyd started work immediately after the completion of "Black Oxen."

George Fitzmaurice and Samuel Goldwyn have completed the principal casting for Fitzmaurice's next independent production in association with Mr. Goldwyn, which is to be "Cythera." The four most important roles are to be taken by Lewis Stone, Alma Rubens, Mary Aldan and the flapper part will be portrayed by Constance Bennett, who will make her first screen appearance.

Filming of a series of sensational storm scenes and a thrilling race over the wrecked trestle ended the photography on "The Night Message," the new Universal all-star feature written by Perley Poore Sheehan.

"The Missourian," a popular novel by Eugene P. Lyle, with a romantic background and a sweep of historical narrative, has been purchased by Universal as a starring vehicle for Reginald Denny. It will be produced after the filming of "Love Insurance," in which Denny will start work when he is recovered from the effects of a near-fatal motor car accident.

Joseph North, prominent English character actor of the legitimate, who began his dramatic career more than twenty years ago in London with Nance O'Neill, has been engaged to play one of the leading supporting roles with Herbert Rawlinson in "The Virtuous Crook."

Frank J. Hawkins, who has just returned to Hollywood from a nation-wide tour of the United States, declares the general public at large is more movie-hungry than at any time in the last two years.

Joan Lowell is the first artist to win a three-year starring contract with the new United Producers and Distributors.

The latest addition to the cast for "True As Steel" is Norman Kerry, borrowed by Goldwyn from Universal. Kerry played leading roles in "The Hunchback of Notre Dame" and "The Merry Go Round."

George Walsh has been assigned to play the leading role in "Ben Hur." Nearly every screen star and leading man of prominence has been mentioned as a possible selection, but Walsh proved to be the successful candidate. Gertrude Olmsted will play Esther, the leading feminine role, and Kathleen Key has been cast for the part of Terah, sister of Ben Hur.

A press book, gigantic in every way, is being prepared for "The Old Fool," to be released by Hodkinson December 31. The book will consist of twelve pages of newspaper-size, with a cover printed in four colors and a two-color in-ink spread. It will contain an unusual assortment of cuts and exploitation drawings, designed to be of especial help to exhibitors in putting over the picture.

Continuing on the policy of running big pictures, Pantages Theatre secured the J. P. McCarthy production, "Out of the Dust," from the A. H. Blank Enterprises, who are distributing this production in the Kansas and Western Missouri territory.

Smiling Service!



Archie Josephson, President

## HOTEL BRAY

12th Street and  
Balt more Ave.  
Kansas City, Mo.

Every employee of the Hotel Bray from porter to manager is "on his toes" at all times to see that you are pleased. It is this "Smiling Service" that makes the Hotel Bray a better place to stay.

**Absolutely  
Fireproof**

**150 Outside Rooms  
with Bath  
\$1.50 and Up**

## K Engraving & Colorplate Co

8<sup>th</sup> and Walnut - Kansas City

Perfect Plates for all  
Printing Purposes

"on time" service

### Main 4707

# CURRENT RELEASES

- Week of January 13, 1924.
- ASSOCIATED FIRST NATIONAL PICTURES**  
Some of Love, Noring, Talmadge (8).
- Hollywood Bound, Sid Smith (2)  
Berkeley, Inkwell (1).
- EDUCATIONAL**  
Lansome, Hamilton Comedy (2).  
Role 'Em Combs, Christie Comedy (2)  
The Spider, Secret's of Life (1)  
Kinggrams, two each week.
- FAMOUS PLAYERS**  
The Humming Bird, Harrison  
**HODKINSON**  
Movie Chats, No. 102  
Fun From the Press, No. 72
- METRO**  
The Half-Dollar Bill, Directors Special (2)
- PATHÉ**  
Fire Trouble, Our Song (2)  
Ho, Big Idea, Hi! Roach Comedy  
Annual Fair, Fable  
Call of the Camp (1)  
Ruth of the Range, Episode 14  
Pathe Review, No. 2  
Topics of the Day, No. 2  
Pathe News, No. 45
- RICHARDS & FLYNN**  
His Hour of Mischance, 8 Hart (2)
- UNIVERSAL**  
A Lady of Quality, Virginia Valli (4)  
He Leaps the Conqueror, Leather Pouches (2)  
Old Man, Gump Comedy  
The Caddie, Buddy Messenger, Century Comedies  
Western (2)  
International News, two each week.

# CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance.  
No Ads Accepted for Less than 5c.

**FOR SALE**  
Theatre, in town of 2500. Two Powers Trans-  
mitters, Gardiner seats, 400 seats. A bar-  
ette. All in first class condition. Address 150, Reel  
Journal.

**FOR SALE**  
Theatre building for sale. Large seating ca-  
pacity, town of ten thousand, only show in  
Missouri. Don't write unless you have 100  
thousand cash. Balance terms. Address 410  
Reel Journal.

**FOR SALE**  
Modern, up-to-date theatre. Capacity 1,000  
Location, North-western Kansas. Good show  
population 2,000. No opposition. Good town.  
Buy the show producing better than 500 in  
town. Paced for quick sale to some one who  
can appreciate a real buy at a low price. Ad-  
dress H. W. Reel Journal.

**THEATRE FOR SALE**  
Beautiful, up-to-date, 300 seat, beat. 40  
rooms. All latest equipment. Location  
country seat, North-western Kansas. Population  
4,000. Very reasonable rent. A real bargain.  
Address B. H. Reel Journal.

**FOR SALE**  
Stock YK White's Organ, in first class  
condition. A five thousand dollar instrument. I  
will sacrifice. Terms to responsible parties.  
Address: Strand Theatre, Emporia, Kans. 1-5

**EQUIPMENT FOR SALE**  
Simplex, motor drive machine, extra-light, hot  
type. All condition. \$75.00. Bell Howell Com-  
pact, \$25.00. Fr. W. W. Compensar, \$40  
75. Also plus making my brush, wooden arm re-  
sistors, etched 3" x 3" Brass Pl. etc. All other  
equipment for a complete small town show, in-  
cluding booth, rewards, etc., cheap. E. Dew  
hart, Beverly, Kans. 1-5

**LIST YOUR THEATRE WITH US**  
We can sell all your theatre. Have several  
buyers all the time. List your house with us.  
We act solely for the owner. Address: B.H.  
Reel Journal.

**THEATRES WANTED**  
Have, press with \$5,000 to \$10,000 to invest  
in good theatre. If you wish to sell, write us  
full details. Address HW, Reel Journal.

# Just Read This---

## MARSHALL THEATRE

GLEN W. DICKINSON, Owner and Manager  
MANHATTAN, KANSAS

December 28, 1923

Film Classics, Inc.,  
Kansas City, Missouri

Dear Mr. Kahn:

Wish to advise that I just completed the showing of Wesley Barry in "THE COUNTRY KID," and with all the students out of Manhattan and many of the townspeople gone I made a profit on this picture. In fact, I have come out in good shape on all the Warner Product that I have run, and if the coming attractions hold up as good accordingly I will be more than pleased with my contract. For instance, I ran "THE PRINTER'S DEVIL" three days, and the third day of this showing grossed more money than the first day of a so-called box-office clean-up released by another leading exchange, which cost twice the money.

The biggest asset which Warner Classics have is the quality of their paper, accessories, slides, trailers, etc. The best picture in the world is no good if you can't get them in—and Warner Brothers sure help the exhibitor "get them in" by having available material with which to work. Taking publicity department, quality of product, service, and all into consideration, there is no question but what Warner Classics belong well toward the top rung of the ladder, and are scrambling hard to get on the top.

With kindest regards, and thanking you for past business favors, I am

Very truly yours,  
MARSHALL THEATRE,  
(Signed) Glen W. Dickinson, Mgr.

115 West 17th Street  
KANSAS CITY, MO.

FILM CLASSICS  
OF KANSAS CITY, INC.

AL KAHN,  
Pres. and Gen. Mgr.

*The*

# Reel Journal

**The Film Trade Paper of the Southwest**

## *One of Those Things---*

You know, the unexpected kind that happens about once a year—

Packs your house when you least expect it.

The writer with several salesmen and exhibitors screened the feature



## **The WAY of a MAN**

*by Emerson Hough*

Author of The Covered Wagon in 1846 of So

and boy—it sure is a "Knockout" of a western! Critics are certainly not wrong when they said it runs a close second to "The Covered Wagon."

*We are ready for bookings.  
Are You?*

## **Pathe Exchange, Inc.**

CECIL C. VAUGHAN, Branch Manager  
111 West 17th Street KANSAS CITY, MO.

CARL LAEMMLE

offers

*“The Hunchback  
of Notre Dame”*

at the

LIBERTY THEATRE

Kansas City, Mo.

*Beginning*

Saturday, January 26 at 8:30 p. m.

*Seat Reservations Now*

Admission (for opening night only) \$10.00, tax \$1.00

66



# *it's a riot!*

Positively the biggest comedy  
hit of the season]

A rib-tickling, side-splitting  
m-logy of flashing wit  
and fiery action

A sure cure for the blues  
and weak box-offices

They'll never stop  
laughing at---

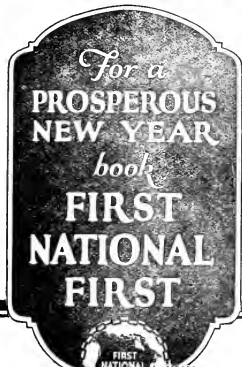
Associated First National Pictures, INC. presentation of

# HER TEMPORARY HUSBAND"

With OWEN MOORE-SIDNEY CHAPLIN-SYLVIA BREMER and a superb cast  
Directed by John McDermott

All the large first-run houses in this  
territory have contracted for this  
gale of laughter that'll blow the  
merry dollars into your box-office.

## FIRST NATIONAL'S "BIG-10" are BIG



FIRST NATIONAL MONTH JANUARY 1924

PUBLISHED EVERY  
SATURDAY AT  
NINETEENTH  
AND  
WYANDOTTE STS.  
KANSAS CITY, MO.  
Telephone  
Delaware 9763



BEN SHLYEN  
Publisher and Editor

SAINT LOUIS  
Representative  
DAVID F. BARRETT  
3748 Meramee St.

New York Office  
TOM HAMLIN, INC.  
1540 Broadway

## Again About the Outlook

In this issue of The Reel Journal is reprinted a business review of the year and a forecast for 1924. Authorities who are quoted apparently are at slight variance, some holding that there will be a continuance of generally good business conditions while others aver there will be a moderate decline in prices and wages and a large fall in production costs.

Judge Gary says, "The new year will be successful for those who proceed with good management and prudence." This would hold true no matter how drear the outlook or how adverse the conditions.

Applying that to the motion picture business it means that the exhibitor, to make a success of 1924, must use consistency in his choice of pictures, must choose those pictures after having acquired a thorough knowledge of what his particular public wants, and, after having once obtained his audience, he must hold it.

Holding an audience by a speaker is much easier than getting one to listen attentively. The successful speaker employs a great deal of his art in obtaining an audience and it is just as important that an exhibitor go to any good means to bring his public to his house. Once he has started, to keep his crowds, he must only maintain a high standard.

It is difficult to hazard a prediction that business for the coming year may be bad or may be good. It will be bad for some exhibitors and good for others.

## Apropos Advertising

We heard a certain exchange manager say recently, "I must cut down on our advertising. We can't afford it."

A pretty good way to tell the exhibitor that pictures released by this exchange are losing the confidence of the exchange which sells them. A most convincing method of showing the exhibitor that the exchange is not whole-hearted in its method of business.

Advertising is as important as the rent, salaries and other items essential to the continuance of an exchange. One can be predicted as sure as hell

## Laemmle's Anniversary

Forty years ago next month Carl Laemmle arrived in this country an immigrant boy, unversed in American methods, ignorant of the English language, and equipped with handicaps which would discourage the average native-born.

Today Mr. Laemmle heads a great producing company. His rise in the motion picture industry was beset by an unusual number of pitfalls but he vaulted them with the characteristic energy which marks his present regime.

Next month will be known throughout Universal exchanges as the Anniversary of Carl Laemmle. The industry is invited to pay homage to a man whose sturdy efforts have spelled success for more than one producer.

It is men of this stamp upon whom any great industry must rely. Men who guard their faith with a zealous care and who place the success of the business above any personal reward.

Mr. Laemmle is not alone. There are others who are striving to give the public "something finer," as Merton would say. Unfortunately there are those whose greed has not only sent disaster tumbling about themselves, but has brought wreck to many others.

The public is prone to judge the whole by the actions of a few. Years ago producers were in the business because the opportunities for making money dazzled them. They have gone and there remain only those who saw into the future the industry of the present.

Mr. Laemmle is one of these. And, there are others. They are safeguarding the industry. They are the landmarks, the guideposts.

## Five Years of Service

Five years ago this month The Reel Journal was conceived. The well defined policies it laid for itself in proving of genuine service to both the exhibitor and the exchange have been adhered to rigidly. It has kept faith to the utmost of its ability.

This occasion renders it pardonable to say that it has the hearty backing of the motion picture people of the industry in this section. In its infant struggles it met with more than the usual amount

# "THE LEAVENWORTH CASE"

A Whitman Bennett Production

## Motion Picture World:

Almost at the first flash you find yourself face to face with a seemingly unsolvable mystery and from then on, with no waste footage, your interest is held tensely until the final and thoroughly satisfactory solution. Here is an absorbing and exciting entertainment for all who like a good detective-crime-mystery story—and who does not?

## Motion Picture News:

No type of story is more popular in these United States than a good detective yarn, and Anna Katharine Green's mystery tale "The Leavenworth Case" is said to be her most widely read and best liked work. Therefore to begin with this picture it can boast of a real plot. It is one that bristles with action—action that begins soon after the introductory reel gets under way and keeps rolling along at a merry pace right up to the finish. The scene in "The Rat Trap," a sort of third-degree chamber, possesses real thrills. The entire mounting is of a type that stamps this as a high class offering.

## Exhibitors Herald:

"The Leavenworth Case" loses none of its entertainment value through transference to the screen. Its highly dramatic moments have been well retained. The picture is well staged and lighted and full of dramatic interest; the story flows smoothly and works up to a splendid climax.

## Exhibitors Trade Review:

From the time the old man is found dead in his sound-proof study till the very end, where both girls are freed of suspicion and the culprit is run down, the film runs along with a smoothness and continuity which will carry its audiences along with it. The production is fairly peppered with thrilling incidents, not the least of which is a hair-raising fist fight on the very edge of the roof of the four-story house from which the villain is finally thrown and killed. The skill with which this situation is handled cannot help reflect itself on the reaction of the spectators, who, we feel sure, will be edging forward on their seats.

# "THE LEAVENWORTH CASE"

Distributed by VITAGRAPH

## AL AND MIKE KAHN NAME MARCH AS CRESCENT MONTH

March has been dedicated as Crescent Month by the Crescent Film Corporation, distributors of state right productions in Kansas and Western Missouri. And the entire sales force, under the direction of Al and Mike Kahn, has begun a campaign for bookings for the month of March.

As a co-operative measure with exhibitors during March posters and advertising accessories will be supplied at half price.

"This is our seventh year as an independent exchange in Kansas City," said Al Kahn. "We have never made a drive of this kind before. It is sort of an anniversary month for us, representing seven successful years of service to the exhibitor. We want this to be our biggest month of business and feel confident of the exhibitors' support."

## VICTORY THEATRE MAY BE REPLACED BY BUILDING

Negotiations between the Josephson Amusement Company and an outside syndicate are pending which, if consummated, will effect the sale of the 99-year leasehold upon which the present Victory Theatre now stands.

The new company expects to build from six to eight stories, to be used as an office building, one small store-room on the lower floor and a theatre for the Josephson company, with a balcony, which will have approximately 550 seats. Archie Josephson will receive a 25-year lease.

The frontage of the lobby will be a trifle smaller than the present Victory, but the balcony will make up the difference. A plan is being worked out whereby the elevator that will be used for the office building proper will have a landing at the balcony.

If the deal is completed the Victory will close either March or April 1, when work on the new building will begin.

## WITNESSES SAY PHONOFILM HAS BEEN MADE SUCCESSFUL

A successful demonstration has been made of the Phonofilm, a combination of radio and motion pictures, the invention of Dr. Lee De Forest, according to those who have heard and witnessed the pictures. Mr. De Forest says:

"In the studio a motion picture is taken in the usual manner but, in addition to the camera lens, which registers action, a microphone registers every sound made by the actor. A wire from the microphone passes through an audio amplifier to a gas-filled tube called the phonofilm, in the camera. The light in this tube fluctuates in exact accordance with the amplified telephonic currents which originated from the actor's lips.

"A very fine slit is made near the negative film, through which these fluctuating light rays are registered on the sensitive emulsion of the negative as fine lines, which are actual photographic sound waves and, being on the same film as the picture, insure perfect synchron-

## Business Review of the Year and Forecast for 1924

The year 1923 was erratic.

The activity which started in the fall of 1922 continued until April, 1923. Prices rose rapidly, wages increased, and there was a shortage of labor and freight cars.

In April a note of caution set in which continued for the remainder of the year, accompanied by declining activities and prices in most lines. An expected seasonal fall revival failed to materialize.

As we enter 1924 we are faced by continued unemployment in Europe and a generally unfavorable agricultural situation at home. While there has been no manufacturing over-production to speak of, demand is far below productive capacity. The banking situation, outside of certain rural sections, is very strong.

Economists are far from unanimous in their opinions of the outlook. John Moody foresees further moderate declines in commodity prices and wages and a large fall in production costs. The Harvard Economic Service believes the first half of 1924 will see the continuance of generally good business conditions.

The National City Bank, of New York, is of the opinion that a high volume of production and trade will continue.

Babson looks for continued reaction, but only a minor one.

Judge Gary believes that 1924 should be a better year than 1923 and outlines what seems to be a safely optimistic course: "The new year will be successful for those who proceed with good management and prudence, extending and progressing carefully within the limits of their resources."—Copyright, Debit and Credit.

## DR. HOLLEY, KNOWN FOR PUBLIC SERVICE WORK, DEAD

Sydney S. Cohen, president of the M. P. E. O. of America, has issued a statement announcing the death of Dr. Francis Holley as follows:

It is with deep regret we note the passing of Dr. Francis Holley, who died recently after a long illness at Dr. Mayo's Sanitarium at Rochester, Minn.

He was in every respect a great man, admired and respected by all for his endeavors in behalf of mankind, and his death comes as a great shock to all who knew him.

His loss will be felt by exhibitor throughout the country, whose friend he was.

## F. B. O. GAVE \$70,000 IN BONUS AND PRIZE MONEY

The forward strides made by the Film Booking Offices in the past year are clearly reflected in the vast difference paid in bonuses in 1923 and 1922. F. B. O. distributed \$70,000 in bonus money and prizes to salesmen and branch managers and acted as Santa Claus to home office employees.

"We look forward to 1924," Major H. C. S. Thomson, managing director of F. B. O., said, "as the biggest productive year in the history of the organization. J. I. Schmitzer, vice-president, is now on the West Coast to see that every available foot of studio space is put to work at once."

"January will see the release of one of the biggest, if not the best, box office attractions of the coming year in 'Judgment of the Storm,' the first of the Palmer Photoplays, backed by the largest advertising campaign in the entire history of the industry."

## DRIVE BY VITAGRAPH ON "LET NOT MAN PUT ASUNDER"

Vitagraph has started a drive on "Let Not Man Put Asunder," the I. Stone-Blackton production in which Paul Frederick and Lou Tellegen play the leading roles. The picture has every

the drawing power of the leading players, each of whom has enjoyed nationwide personal publicity in the last year, the powerful theme—marriage and divorce—the gripping drama filmed from Basil King's novel, and the fact that it is a story of modern life and modern people, whose problems are close to the mind of every man and woman in all walks of life, assure theatre managers of a strong box-office attraction.

## WICHITA CAN'T INTERFERE WITH "BIRTH OF A NATION"

The City of Wichita has been restrained, temporarily, from interfering with the exhibition of "The Birth of a Nation." Robert C. Foulston, Wichita counselor, said the picture could continue its run without prosecution by the city.

## GEORGE WASHINGTON, JR. IS A FEBRUARY RELEASE

The release of "George Washington, Jr.," the Warner screen adaptation of George M. Cohan's stage success, is scheduled for February. For the first time Wesley Barry is introduced to the public as a full-fledged adolescent of 17, whose brains and pluck win a desperate situation.

Mal St. Clair, who directed the picture, aimed to get a maximum of funny "gags" and a high speed pressure on the picture, weaving the "gags" into a number of extremely dramatic situations.

Supporting Barry in the cast are Gertrude Olmstead, Leon Barry, Charles Conklin, Otis Harlan, William Courtwright and Edward Phillips.

## NEWSPAPER EMPLOYEES GIVEN ANNUAL BIRTHDAY PARTY

The annual birthday party of the Newman employees in the music room of the Hotel Manhattan, was attended by a great deal of merry making and was pronounced a success by Frank Newman, down to the smallest employee. The "boys" was made to face some sort of a mock trial, but happily was acquitted, to the great concern of everyone present.



**A SALES DRIVE DURING**

**CARL LAEMMLE MONTH**

As a phase of the Carl Laemmle Month (February) to be celebrated at the Universal Pictures Corporation the sales department will hold a sales contest, to be participated in by the various exchanges, it is announced by Al Lichtman, general manager.

The sales chief plans to have Universal pictures on every screen each week during Laemmle Month. Lichtman reports that exhibitors over the country are signifying their intention of giving Universal an exceptional break in bookings during February.

A special exploitation campaign is being waged. The accessories department has arranged for the distribution of a large list of accessories to all exhibitors booking Universal pictures. They will be given free during the month.

One of the features of the contest, which ends April 15, is a raffle whereby the prize monies to be distributed among the three leading exchanges must be distributed among all the employees of the respective exchanges in proportion to the salary received by each employee.

The bulk of the releases will be Universal-Jewel pictures during the last four months. These include "Merry Go Round," "A Chapter in Her Life," "White Tiger," "A Lady of Quality," "Thundering Dawn," "Drifting," "The Acquittal," "The Darling of New York" and two Jewels scheduled for release in the next few weeks, "Foods Highway," with Mary Philbin, and "Sporting Youth," with Reginald Denny.

**VITAGRAPH GETS RIGHTS**

**TO "THE CLEAN HEART"**

Vitagraph announces the purchase of world rights to "The Clean Heart," by A. S. M. Hitchison, author of "If Winter Comes" and "This Freedom." The purchase was consummated last week, although Albert F. Smith personally arranged for the pictureization of this novel on his recent trip to London.

"The Clean Heart" is one of the most intimate studies of a man's search for spiritual freedom that ever has been written. Mr. Hitchison takes as his leading character a London journalist, author of several novels and editor of a prominent weekly publication.



*Mi  
Colum*

"By George"

Ever since this thing has been going on the girls in the various exchanges has been calling me By George. Hereafter this is by My George.

Just about the time when it seems the public is convinced and ready to believe the motion picture people is just as good and decent as anybody someone gets a hankerin' for undue publicity and the papers grab it quick and the people reads every word. Then the whole industry comes in for a panning.

Thinks I, there is no way to keep some folks from committing indiscretions but there might be some way to assure the people that the industry frowns just as hard on these persons as anyone.

One recent morning when the cold is making nonentities out of your ears (which ain't so bad, is it?) I sees Doc Cook in his shirt sleeves sweeping the snow from off the sidewalk. Thinks I, here is an industrious cuss. I remarks to him:

"Working hard, ain't you?" And he mutters:

"Just my luck to have to sweep the whole dern sidewalk before I find that dime."

I knowed there was a catch somewhere.

There is varies vaudeville actors who say they have played in pictures like one says he was the one of the horses in the "Four Horsemen" and etc., but nobody has said yet he played the flame in "Flaming Youth."

That one is expected daily.

**ANDERSON TO FILM DR.  
SHELDON'S "IN HIS STEPS"**

An announcement is made by the Carl Anderson offices that Dr. Charles M. Sheldon has finally consented to the pictureization of his epoch-making book, "In His Steps," one of the most successful in the history of publishing. It has been estimated that 22,000,000 copies of this work have been issued to date in nineteen languages.

"In His Steps" was first published in the "Advance," a weekly, in 1896. Dr. Sheldon tried to place it with several publishers following its serial publications, but they feared to issue it as a book. He finally persuaded the "Advance" to print an edition of 100,000 copies in paper covers.

Its success was startling. Newspapers all over the world opened their pages to discussion of its revolutionary ideas. The Golden Rule became a topic of nationwide discussion.

Production will start on the picture next month and Mr. Anderson plans to announce it among the early spring releases.

**Here's What  
You've Been  
Looking For!**

**2-REEL  
DRAMAS  
with  
5-REEL  
POWER**



**W.S. HART**

**We've got  
SIX  
OF 'EM**

*Starring*

**Wm. S. HART**

*Write Us For Dates  
at Once*

**Richards & Flynn  
FILM EXCHANGE**

113-115 West 18th St.  
KANSAS CITY

**ANYTHING  
YOU NEED**

May be secured  
Through a  
**Classified  
Ad**  
IN

**THE REEL  
JOURNAL**

*Read Them--  
Use Them*

## Moving Along Movie Row

The Midwest Educational exchange will be open on Sundays and holidays from 10 to 12 o'clock and on week days from 8:30 to 5 o'clock with the exception of Saturdays, when it will close at 1 o'clock.

J. J. Dietz, special representative for the Tri-Stone Picture, paid a visit to the Richards & Flynn exchange, they having secured distribution rights to Tri-Stone releases.

Capitol Enterprises is installing a \$20,000 pipe organ in the Crane Theatre at Carthage, Mo. Work started last week.

Phil Ryan and Jack Gross paid a visit to the Crane Theatre which shortly will be under new management, it is said. George W. Bays is the present manager.

Dave and Sam Harding were in Omaha attending to alterations to their theatre there. While they were away "A Woman of Paris" packed 'em in at the Liberty. The picture started out with an overflowing crowd on Sunday and continued throughout the week.

"Ride 'Em Cowboy," a current Christie Comedy for Educational release, strides as a medium that is funny. Betty Vernon is featured. It even got a few sniffs out of Sam Miller, manager.

Miss Ruth Pool, stenographer for F. C. Rhoden of the A. H. Blank Enterprises, accepted the marital robe New Year's Eve when she was married to Mr. Brewer. The First National office force presented Mrs. Brewer a chest of silver.

The Cozy Theatre at Junction City has changed hands.

Ray Elder, one of the best known of outdoor showmen, is interested in the management of the Isis. Mr. Elder's home is in Ottawa, Kas., and for several years he has been desirous of obtaining a winter location in Kansas City. He formerly was concerned in the management of the Sangar Circuit of the south.

H. E. Corlyon, one of the aces of the First National exchange, suffered motor trouble in the national airplane contest. However, to his ingenious mind this difficulty was soon solved for he filled the tank with "White Light" fuel, and now has both speed and racket.

Look H. ... and his picture "The White Lightning" at Monett, Mo. ... schedule of trains will be printed in the Pool Journal if enough exhibitors are interested.

Byers and Lopp of the Byers Theatre of Excelsior Springs spent a busy day among the exchanges arranging for future exhibition.

Gonnie Guthrie, featured in "Black Oxen," presented a very compelling picture upon a poster at the entrance of First National exchange. Officials say the necessity for keeping the wide expanse of back covered during the cold spell was extreme.

Percy Kline, Fort Scott, exhibitor, had it out with the exchanges on a recent visit.

Charles Winston, special representative for "The Hunchback of Notre Dame," spent a few days here. He came from St. Louis, where he said the picture was drawing magnificent crowd despite the cold weather.

W. P. Berne, Bernfield, says in the new crop that Gabe Kuttman has made arrangements for the appearance of Emile Cane of the Grand Avenue Temple on January 25. The well known author of "Every day in every way" will arrive in the country on January 12.

A. H. McLaughlin, Metro branch manager, has been appointed vice president of the Film Board of Trade in

S. E. Wilton of the Princess and Jefferson Theatres at Springfield, made one of his customary calls at the exchanges.

Sam Miller, Educational manager, returned recently from a visit to the key centers, where he booked his comedies.

F. J. Curth, orchestra leader at the Liberty, has composed a special score for "The Hunchback" which probably will be accepted at the New York office to replace the present score for the big feature.

The directors of the Kansas Exhibitors' Association will hold a meeting Tuesday at 11 o'clock at the Kansas City office. Various matters of importance will be discussed and it is likely the date for the annual convention will be arranged.

The Newman Theatre has contracted for the Kinogram news reels for this year. They are issued twice a week.

First National is looking forward to the releasing of "The Love Master," which features the dog Strongheart. This is the first dog picture in more than a year and, according to reports, it is exceptional. It is released February 18.

G. C. Craddock, First National salesman, has been ill but is recovering rapidly.

The Film Board's first meeting of the year, held on Monday, is said to have been the peppiest they have ever had.

Charlie Sears and his associates, Lee Jones and L. A. Chamberlain, were making the rounds of the exchanges this week. It is understood that a deal is pending whereby Jones will dispose of his theatre interests to Sears.

Asked Charlie about the Missouri exhibitors convention and he replied that no definite date had as yet been decided upon, but that it would be held this month.

**"99<sup>44</sup>/<sub>100</sub>ths  
Per Cent  
Pure"**

You saw the above slogan when you were a boy; and you thought of it on Saturday night when your mouth, eyes and ears were all filled with the soap that made the slogan famous.

# Pathe News

is 99 44-100ths Per Cent pure entertainment — the best you can give.

Play Both Numbers—Every Week

## DEMSEY APPROVES REPLICA OF HIS FAMOUS FIGHT

Jack Dempsey recently viewed "The Swathing Hour," the episode of H. C. Witwer's "Fighting Blood" series which included the blow-for-blow reproduction of his memorable encounter with Luis Firpo. His verdict was "O. K. to the last notch." George O'Hara, who took my part, delivered blow-for-blow just as I struck them in. Leach Cross was a splendid Firpo. It looked great to me, and Al Santell, the director, is deserving of high praise."

Much of the credit for the flawless reproduction of the big fight is shared by Al Santell, the director, and Tom Wilson, old time pugilist, who now ranks among the foremost character actors of the screen. Wilson sat at the ringside of the Dempsey-Firpo fight and aided Santell in transferring the historic battle to the screen.

## CLYDE COOK STARS IN TWO EDUCATIONAL COMEDIES

During the early months of the new year Educational will release two two-reel comedies featuring Clyde Cook, one of the best known funny men of the screen. The pictures were produced by Joseph Schenck under the direction of Cook and Alfred Austin. The first of the two, "The Pony Express," will be released next month.

Cook is an Australian clown and for years was a favorite in London music halls and later a featured comedian at the New York Hippodrome. Previous to signing with Schenck he was starred by Fox. He came to America with the act that introduced Charley Chaplin to this country. He left vaudeville to assist Chaplin in making his comedies, co-directing on such big successes as "Shoulder Arms" and "A Dog's Lie." He also directed Jackie Coogan in two pictures.

The diminutive Christine Francis will be seen as Cook's leading lady.

## SCREEN PLAYER OFFERED SOME VALUABLE ADVICE

After Alec B. Francis, the screen player, had been spending a great deal of his unoccupied time informing acquaintances, press representatives and studio visitors of his marriage, he himself was the recipient of a piece of news that made him wonder if the Warner Brothers casting director was not perpetrating a practical joke.

Mr. Francis was informed that he was to have the leading part in "How to Educate a Wife," being produced on the Warner lot.

"Perhaps I'm supposed to get a liberal married education from this picture," he remarked upon receiving the intelligence.

"How to Educate a Wife" is from the pen of Elinor Glyn, and is a perfect embodiment of her philosophy. Grant Carpenter made the continuity and William Seiter is directing. In addition to Mr. Francis the cast includes Marie Prevost, Monte Blue and Claude Gillingwater.

Norma Talmadge's next First National picture has been definitely titled "The Song of Love," instead of "Dust of Desire." It is a story of life in the Algerian desert in which Norma plays a

## "A BOY OF FLANDERS" IS JACKIE COOGAN'S NEXT

Jackie Coogan, who makes only two pictures a year, has started work on "A Boy of Flanders." Once more he will be seen in the arching garb—not the ragamuffin of the streets this time, however, but the little waif in the woollen shoes and comical pantsaloons. Jackie will play Nello, the little hero of Louise De La Rame's (Ouida's) child classic, "A Dog of Flanders." The title has been changed according to Jack Coogan, senior, because the sympathy of the story rests primarily with the fortunes of the boy and not the dog.

The following cast has been selected for Jackie's support: Joseph Swickard, Nigel De Bruin, Lionel Belmore, Nell Craig and Larry Fisher. Wussome little Jean Carpenter will be Jackie's new leading lady and Teddy, most famous of film canines, will play Petrasche.

Victor Schertzinger has the directorial assignment, and is the first director to wield the megaphone on two successive Coogan productions. The story of "A Boy of Flanders," in brief, is that of the little orphan Nello, who plies his meagre milk trade long the Flanders countryside in an heroic effort to support his aged grandfather. Petrasche, the great Flemish dog, is the forlorn little Nello's only companion. The boy has ambitions to become a great artist. He enters a scholarship contest, but, through a mischance, the prize is offered to Nello's rival, the bully of the village.

## LIVES OF INDIAN CHIEFS PICTURED BY PATHE

Pathe will shortly make available for showing a new series of two-reel dramas to be known as the "Indian Frontier Series." These pictures will reproduce actual experiences from the lives of Indian chiefs, as related by the Indians themselves who are now residing on the government reservations. There will be six pictures in the group to be made available at the rate of one every other week. The pictures are being made with the assistance of Col. T. J. McCoy, prominent ranchman and recognized authority on Indian history and customs.

The titles of the first three pictures in their order of release are: "The Man Who Would Not Die," "The Man Who Smiled" and "The Boy Who Turned Indian." The remaining three subjects are now in production. "The Man Who Would Not Die" will be released February 3.

## TWO HODKINSON RELEASES FROM WELL KNOWN STORIES

Two pictures from stories by well known authors comprise the Hodkinson January release. The first, "Grit," is an original by the popular author E. Scott Fitzgerald and features Glenn Hunter and Clara Bow. "The Hoosier Schoolmaster," the screen version of Edward Eggleston's widely-read novel, will be ready for distribution January 28.

"The Shooting of Dan McGrew," the poem by Robert W. Service, is to be made into a picture by Metro Pictures Corporation. Barbara La Marr will portray the character of "the lady known

## UNIVERSAL STARTS WORK ON "THE INHERITORS"

"The Inheritors," a Universal-Jewel adaptation of I. A. R. Wythe's stirring tale of English aristocracy, has been started at Universal City under the direction of King Baggott and starring Mary Philbin.

The famous "Ivanhoe," which became a Universal picture when the IMP company was transformed, recently was re-constructed from the film vaults for the benefit of Baggott and his workers. The old picture has been run and re-run so that technicians could absorb the feudal atmosphere and re-create it for the new production. Many of the picture-que structures and interiors of "Ivanhoe" will be reproduced in "The Inheritors."

"The Inheritors" is a modern story of an impoverished English noble family, a branch of the famous Tudors, which is obliged to give up its ancestral estates. Mary Philbin plays the role of Esty, the granddaughter. The part of the old earl was to have been taken by Claude Gillingwater, but his recent illness necessitated a change and Joseph J. Dowling was chosen. Dowling will be remembered as "The Miracle Man" and in other character roles.

It is expected "The Inheritors" will be ready for the screen some time in April.

## CORINNE GRIFFITH BEGINS NEW STORY FOR FIRST NAT'L

Backed by First National, a cast of big names, unlimited production facilities and assigned a director with the season's hit to his credit, Corinne Griffith has begun work at First National's Hollywood studios in "Lilies of the Field," from William Heribert's stage play of that name, in which she will be featured.

John Francis Dillon, who directed "Flaming Youth," will direct. Miss Griffith has been surrounded by a cast of twelve players, seven of whom are stars in their own right.

With Conway Tearle sharing honors with Miss Griffith, the cast includes Lew Cody, Phyllis Haver, Alvia Bennett, Myrtle Stedman, Charlie Murray, Sylvia Breamer, Cissy Fitzgerald, Edith Ransome, Charles Gerrard, Dorothy Brock and "Mammy" Peters.

The story is ultra-modern, sweeping with broad dramatic freedom from cloistered homes of culture to the shambles of sin with a terrific moral lesson embodied in the theme.

Miss Griffith has just finished her featured role in Frank Lloyd's production of "Black Oxen" for First National, in which Tearle played a correspondingly important part.

Elaborate sets, painstaking attention to detail, a successful stage play as the foundation and the remarkable cast indicate that "Lilies of the Field" will be one of the year's outstanding productions.

The most extensive and direct advertising is being made by Associated Exhibitors for "David Copperfield," from the immortal classic by Charles Dickens. An advertisement in the current issue of the Saturday Evening Post carries the announcement of the essay for school children, and Dan Martin, branch manager, and Dan Martin, branch man-

## ST. LOUIS TRADE EVENTS

By David F. Barrett

### "HUNCHBACK" OPENS BIG DESPITE BAD WEATHER

St. Louis gave "The Hunchback of Notre Dame" a chilly reception on Saturday, January 5. The thermometer registered from 3 below 0 to 11 below zero, but failed to affect the warmth of the audience when at the box office plotted it was found that 3,890 persons had paid to see the Universal masterpiece. Hundreds of others who risked inclement cars and butted automobile relations to get to the Pershing Theatre, where the picture is playing an indefinite run, were turned away because there was no room in the spacious auditorium for them.

The showing made by "The Hunchback of Notre Dame" was the most respectable in the history of St. Louis theatres. Not since January 12, 1918, has St. Louis experienced such severe winter weather, all the more adverse because the cold snap had come on the day very suddenly. The previous Sunday students of the city had been picking up bouquets at the public parks.

Enthusiasts were against a record box-office turnout, but it is claimed that the attendance of 3,890 for the opening day surpassed the record set by "Robin Hood."

The reception given the picture by the press was remarkable. All of the daily newspapers praised it highly, while the Western Watchman, the leading Catholic publication of the Southwest, devoted two columns to a critical review of the film, and the Rev. Father Ryan, editor, who personally reviewed the production at a private showing prior to its public premier, praised the picture very highly.

### ANNUAL G. F. M. MEETING PROMISES IMPORTANT PLANS

The General Film Manufacturing Company, 6700 Delmar boulevard, University City, of which Romaine Fielding is president and director, is expected to make several highly important announcements at the annual meeting of its stockholders to be held in the executive office on January 5.

The primary purpose of the meeting is to elect a new board of directors and to consider any other matters that may be brought before the gathering. Fielding is expected to formulate plans for annual production in all this meeting. Future arrangements have already been made to produce a seven reel picture of a national and semi-political organization. The general plan of the American and some of the other films in our hands, will be set out in advance of the January 5 meeting. Fielding has declined to hold a public show.

Joseph A. Donald and Fern M. Jones plan to "Blitz the Virus" and "The Death of the Messiah" have been acquired by American Distributing Corporation. Jack Underwood, local manager, has announced. Jack will announce re-

### BRIGHT BITS and NEWSY NOTES

Fred W. Jensen of the Sears-Jones Circuit at Brookfield, Mo., has resigned from that organization and on January 21 plans to resume selling films. He has not announced his future connections as yet. The selling end is not new to him as he formerly hit the trail for Paramount, Metro and other distributing organizations.

Don Davis, manager of the St. Louis exchange of Associated Exhibitors, has been transferred to the management of the Memphis, Tenn. branch, being succeeded here by Steve O'Brien, change of the Omaha, Neb. branch. The change takes effect immediately. Davis left St. Louis Sunday, January 13, in his sedan, south-bound. He formerly lived in Memphis and while he had a warm spot in his heart for St. Louis, the assignment in Memphis proved very desirable to him. His home town, Lowell, Ark., is but a short distance from Memphis.

Joseph J. Dietz, special representative of Tristone Pictures, spent several days in St. Louis calling on the local exchanges. Another film man in town recently was George West of the Arrow Film Corporation.

Spyros Skouras has gone to New Orleans on business. He departed January 2, expecting to spend about a week in the southern city.

Harry Weiss, First National boss, spent Saturday and Sunday on the road.

R. L. McLean, First National's sales manager here, is sporting a brand new Franklin sedan.

S. E. Pertle, the Jerseyville, Ill. theatre mogul, is still expanding. The latest acquisition to his string is the American Theatre, Charleston, Mo., which he secured from O. W. McLincheon. The consideration has not been revealed. It is said the change will be effective on February 1. Pertle was in during the week to arrange bookings for his new house.

Bob Cluster, who recently purchased the Washington Theatre, Belleville, Ill., has removed to that city. The St. Clair county seat is very convenient to St. Louis and the new arrangement permits Cluster to keep in close touch with the St. Louis film market in buying for his string of houses.

Wallace Ahm has joined Jack Underwood's Enterprise selling organization. Ahm until recently managed the Yale Theatre at Anna, Ill., going with that theatre when it was acquired by the Illinois Amusement Company about a year ago and continuing with it when it was sold to Mrs. J. W. Rodgers of Cairo, Ill.

sold film for Select Pictures and before that for Realart and other organizations. He is very well known throughout the Southern Illinois territory where he will travel for Underwood.

Many out-of-town exhibitors came in during the past week to arrange their 1924 bookings, including Bob Stempfle, St. Charles; Jim Reilly, Princess, Alton, Ill.; Bob Cluster, Johnston City and Belleville; Tom Reed, Duquoin, Ill.; John Marlowe, Herrin and Carterville; J. L. Luttrell, Jacksonville; O. L. Becker, Belleville; John Talloe, Willisville; O. Giese, Edwardsville; E. E. Pertle, Jerseyville; Bob Clarke, Eilingham; W. H. Welch, Duplo, Ill.; T. Barnett, Coulterville and J. C. Hewitt, Robinson, Ill.

The new \$50,000 Kilgen organ recently installed by the Grand Central Theatre, owned by Spyros Skouras and associates, was dedicated on Saturday, January 5, with a concert by Alred Robn, noted St. Louis organist and author of many highly successful music scores and semi-popular pieces. Robn was billed to appear through the entire week.

The new organ was built by the Kilgen Organ Company, a St. Louis institution that has heretofore specialized on church organs. It is said to be among the finest in the United States. A feature is the rising console that can be elevated to a height of 8 feet when the organ is being played, giving the audience a full view of the performer.

The first of a cycle of free concerts by the St. Louis Symphony Orchestra at the Missouri Theatre for the benefit of the school children of the city was given on Saturday, January 5, more than 2,000 attending despite below zero weather.

The concerts have been made possible through the co-operation of Herschel Stuart, manager of the Missouri, who donated the use of his large auditorium on Saturday mornings for these performances, which are designed to create an interest among the young folk in better music.

This is the third season that the Missouri has helped the Post-Dispatch, a leading afternoon newspaper, to put on these educational concerts.

The annual Christmas party for the employees of Skouras Brothers Enterprises, the St. Louis Amusement Company and the Inland Amusement Company was given at Hotel Statler on Thursday evening, December 27, some 600 being present as the guests of Spyros Skouras, Harry Kiplar and associates. It was pronounced the best party ever given by the allied organizations. The film distributors were represented by Harry Hynes, manager of the St. Louis Film Exchange; Sol Hankin, Educational's St. Louis manager, and Harry Weiss, local boss for First National.

Bill Mueller of Jefferson City was a New Year's caller at the First National office. He set in a number of First National productions for dates during January and February for his two the-

## NEWS NUGGETS

John Gilbert has started work on a new picture at the Fox Hollywood studio in "Just Off Broadway," an adaptation by Frederic and Fanny Hatton of their well known stage play of that name.

Mal St. Clair has completed the first episode of the new H. C. Witwer-F. B. O. "Telephone Girl" series starring Alberta Vaughn. In the exploitation campaign planned more than 250,000 telephone girls will participate.

Two female leads in support of James Kirkwood in his newest Columbia Pictures production have been announced as Cleo Madison and Grace Darmond.

What is said to be one of the largest bookings on short subjects ever consummated was closed when the entire series of twelve "Sing Them Again" subjects, distributed by Educational, were booked by 106 army camps.

One of the best known leading men on Broadway has the title role of "The Hoosier Schoolmaster," the screen version of the famous novel. He is Henry Hull who at present is achieving a new success in "The Other Rose" with Fay Bainter.

Monte Blue and Baby Grace Guerin, both under Warner contract, appear for the second time together in "Revelation," being produced by Metro, with Blue playing opposite Viola Dana.

Dorothy Farnum, scenarist for Warner Brothers, stole a march on studio officials and her friends when she wired an announcement of her marriage to Maurice Barber, general manager of the Cinema Finance Company.

David Smith has finished "Red Roses," the picturization of George Randolph Chester's novel of high finance and society. Patsy Ruth Miller and Dustin Farnum played the leading roles.

The cast for "Borrowed Husbands," which Vitagraph will produce, is being selected.

Filming of "The Drifter," Jack Hoxie's latest starring feature for Universal, has been completed. The Hoxie company spent several weeks at Sonora in Northern California during the making of the picture. The cast includes Robert McKim, Frank Rice, Dorothea Wolbert, Fred Humes and Julia Brown.

George Seigmann, noted "heavy" of the screen, whose work in "Merry Go Round" was an outstanding piece of film villainy, has been cast for the role of saloonkeeper and underworld "fence" in "The Virtuoso Crook." Herbert Rawlinson's starring vehicle.

"The Throwback," the psychological adventure drama written by William Elwell Oliver, University of California student, which won the Carl Laemmle scholarship prize, will be produced by Universal within the next few weeks.

Will Rogers' next comedy for Pathe is to be a satire on "The Little Theatre Movement." Rogers will play the role of a Russian actor who comes to this country and appears under the auspices of "The Warehouse Players."

The Yale University Press, which is producing the "Chronicles of America" series, has taken over extensive studio space at the Vitagraph studios in Brooklyn. The fourth of this series is titled "Daniel Boone."

Baby Peggy has had her face insured for the cool sum of \$250,000. The policy was contracted by Lloyds Insurance Company, Limited, of London.

Maelyn Arhuckle has been engaged by the Cosmopolitan Corporation for the part of Squire Meredith in "Janice Meredith," the new special production of the revolutionary era of American history in which Marion Davies will star.

Francis X. Bushman will play the role of Messala in "Ben Hur" and Carmel Myers will act the part of Iras.

## CURRENT RELEASES

- January 20, 1924  
**ASSOCIATED FIRST NATIONAL**  
 Eternal City, George Fitzmaurice Special (8)  
 CROCODILES  
 Some Nurse, Joe Rock (2).  
 Felix in Hollywood (1).  
**EDUCATIONAL**  
 Paris Lights, Cameo Comedy (1).  
 One Night It Rained, Tuxedo Comedy (2).  
 Kingmarts, Two each week.  
**FAMOUS PLAYERS**  
 Fight 'Em All, Douglas Fairbanks (5).  
 A Maid Mail, Mack Sennett Comedy (2).  
 Flaming Barriers, Jacqueline Logan (6).  
**FILM BOOKING OFFICES**  
 Lullaby, Jane Novak (4).  
**GOLDWYN**  
 Name the Man, Mse Busch, Conrad Nagel (8).  
**HODKINSON**  
 Movie Chats, No. 103.  
 Fun from the Press, No. 73.  
**METRO**  
 The Heart Bandit, Viola Dana (6).  
**PATHE**  
 Way of a Man, Episode 1.  
 Ruth of the Range, last episode.  
 Smithy, Stan Laurel (2).  
 The Bar Fly, Dippy Doo fad.  
 The Black Slave, Jessup's Pable.  
 Pathe Review, No. 3.  
 Topics of the Day, No. 3.  
 Pathe News, No. 103.  
**STANDARD**  
 Wolf Tracks, Jack Hoxie (5).  
**UNIVERSAL**  
 The Whispered Name, all star (5).  
 The Miscalcined Plan, western (2).  
 Own a Lot, Harry Sweet, Century (2).  
 International News, two each week.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance. No Ad Accepted for Less Than 50c.

### FOR SALE OR TRADE

Only theatre in Kansas County Seat; town three thousand; or will trade for another theatre, anywhere, if located in same sized town, or larger, and if making as much money a month. Write quick for further particulars. Address 524, Reel Journal. 1-19

### FOR SALE

Theatre, in town of 2,000. Two Powers Transverters; Gardiner screen; 400 seats. A bargain. All in first class condition. Address 520, Reel Journal. 1-17

### FOR SALE

Theatre building for sale; large seating capacity; town of four thousand; only show in Missouri. Don't write unless you have five thousand cash. Balance terms. Address C-11, Reel Journal. 1-19

### FOR SALE

Modern, up-to-date theatre. Capacity over 400 Location, Northeastern Kansas County Seat, population 2,400. No opposition. Good town to live in. Now producing better than \$200 net a week. Priced for quick sale to someone who can appreciate a real buy at a low price. Address H. W., Reel Journal.

### THEATRE FOR SALE

Beautiful, up-to-the-minute, steam heated. Capacity 400. All modern equipment. Location County Seat, Northeastern Kansas. Population 4,000. Very reasonable rent. A real bargain. Address B. H., Reel Journal.

### FOR SALE

Style YK Wurlitzer Organ, in first class condition. A five thousand dollar instrument. Will sacrifice. Term to responsible parties. Address Strand Theatre, Emporia, Kans. 1-25

### LIST YOUR THEATRE WITH US

We can sell your theatre. Here several buyers all the time. List your house with us. We act solely for the owner. Address-BH, Reel Journal.

### THEATRES WANTED

Have party with \$5,000 to \$10,000 to invest in good theatre. If you wish to sell, write us full details. Address HW, Reel Journal.

**Smiling Service!**



**HOTEL BRAY**  
 12th Street and  
 Baltimore Ave.  
 Kansas City, Mo.

Every employee of the Hotel Bray from porter to manager is "on his toes" at all times to see that you are pleased. It is this "Smiling Service" that makes the Hotel Bray a better place to stay.

**Absolutely Fireproof**

150 Outside Rooms with Bath  
**\$150 and Up**

Archib Josephson, President

## EVERYTHING FOR THE THEATRE BUT THE FILM

- CARBONS
- MINUSA SCREENS
- COMPENSATORS
- RHEOSTATS
- OPERA CHAIRS
- MAZDA LAMP EQUIPMENT
- MOTIOGRAPH PROJECTORS

**CHAS. M. STEBBINS**

Picture Supply Co.

1028 Main St. Kansas City, Mo

# "The Best Box-Office Attractions on the Market" ---says *Fred Meyn*

Fred Meyn, Manager

Res. Phone Fairfax 1153

## The Hershey Theatre

2712-2714 STRONG AVENUE  
KANSAS CITY, KANS.

January 4, 1924.

Mr. Al Kahn,  
Film Classics, Inc.

Dear Al:

It's seldom that I write a letter of praise to the exchanges—it's seldom that I have reason to—but I feel that you should know of the excellent business that I have been doing with your WARNER BROS. CLASSICS.

To date I have played seven of your 1923-24 releases and each one has gone over big at my house. I think the WARNER BROS. CLASSICS OF THE SCREEN are the best box-office attractions on the market. That's a pretty broad statement, but that's what they've proved for me.

More power to you Al, and my best wishes.

Very truly yours,

(Signed) FRED MEYN.

115 West 17th Street  
KANSAS CITY, MO.

**FILM CLASSICS**  
OF KANSAS CITY, Inc.

AL KAHN,  
Pres. and Gen. Mgr.

*The*

# Reel Journal

The Film Trade Paper of the Southwest

## PATHE'S LATEST

### *First*

6 2-REEL SENNETT LANGDON COMEDIES

Featuring Harry Langdon and 1924 Edition of  
Bathing Beauties

A BRAND NEW SERIES OF COMEDIES

### *Second*

GRANTLAND RICE'S SPOTLIGHTS

1 Reel Every Other Week

Covering Every Kind of Sport Known  
An Excellent Addition to Any Program

### *Third*

INDIAN FRONTIER SERIES

6 2-Reel Thrilling Indian Westerns

Released Every Other Week Starting Feb. 3

## Pathe Exchange, Inc.

CECIL C. VAUGHAN, Branch Manager  
111 West 17th Street KANSAS CITY, MO.



**Start 1924 right**

*Begin With BIG Pictures*

Give your people a picture they'll talk  
about for weeks - BEGIN with

The outstanding motion picture of many seasons  
*The Big Palmer Photoplay*

# JUDGMENT OF THE STORM

The picture that altho' not yet released--is already the  
talk of the entire industry.

Backed by THE BIGGEST Advertising campaign in the  
history of the industry.

Ask your F. B. O. Exchange Manager to screen this big  
man winner for you---and then get the details.

*Distributed throughout the world by*

**FILM BOOKING OFFICES**

Snover Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.

OF AMERICA, Inc.

127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

**1924 BELONGS TO F. B. O.**



# Booked for a 2-Week's Run ! for Frank Newman's Royal Theatre •

STARTING JANUARY 27TH

And so well does Mr. Newman think of this production that he will back it with a most extensive advertising campaign

## NAME THE MAN!

Adapted from "The Master of Man"

By SIR HALL Caine

Directed by Victor Seastrom

It is one of those immortal masterpieces, everlasting because it is built of the heart and soul of humanity.



EXHIBITORS, you use the adjectives. We don't have to in telling you about "Name the Man!"

This production speaks for itself in the plain language of the box-office.

It is probably the most important film that has been given to the motion picture theatres this year—and this has been a year of big pictures.

"Name the Man!" is both an art achievement and a sound commercial proposition. It is the type of picture that gives prestige to your theatre and brings, at the same time, the mass of people who mean profit.

Situations to thrill the soul, drama carved from life itself—that is "Name the Man!"

Goldwyn is proud to offer this picture to the theatres of the world.

### THE CAST

MAE BUSCH

CONRAD NAGEL

PATSY RUTH MILLER

CRIUGHTON HALE

ROBERT BOSWORTH

DETTI JENNINGS

## Goldwyn-Cosmopolitan Distr. Corp.

KANSAS CITY

ST. LOUIS

PUBLISHED EVERY  
SATURDAY AT  
NINETEENTH  
AND  
WYANDOTTE STS.  
KANSAS CITY, MO.  
Telephone  
Delaware 9763



BEN SHLYEN  
Publisher and Editor

SAINT LOUIS  
Representative  
DAVID F. BARRETT  
3748 Meramec St.

New York Office  
TOM HAMLIN, INC.  
1540 Broadway

## Senator Curtis' Friendly (?) Plan

Very recently a news dispatch from Washington carried a plan formulated by Senator Charles Curtis of Kansas as an amendment for the Mellon plan to repeal the admission tax. Mr. Curtis proposed that the tax be eliminated from admissions less than twenty-five cents; that five cents be added to admissions more than twenty-five cents and up to one dollar and that twenty-five per cent, instead of the present ten per cent, be added to admissions more than one dollar. He also advocated a fifty per cent increase tax on box seat tickets not procured at the theatre box-office and made these proposals to suggest a way to accumulate the \$77,000,000 for the soldiers' bonus.

Is there any further necessity for urging exhibitors to act. Mr. Curtis may delude himself into believing that he is bestowing a favor by suggesting such a plan, but the exhibitors should be quick to clear him from the misapprehension.

The Reel Journal has no cause to wage war against the soldier bonus. It doesn't believe that the exhibitors are displaying any animosity by refusing to longer carry the burden. They have shown themselves friendly toward the war veterans. They have thrown a day's receipts more than once to the soldier funks. But to be made the goat in this fashion is carrying the matter a bit too far.

The admission tax should be repealed without further parley and without further proposals such as suggested by Mr. Curtis, who cannot have the good of the amusement business at heart.

Mr. Curtis, in submitting his plan, is not representing the best interests of the people of his state—he evidently doesn't know what they want or else he's just playing politics.

Exhibitors! Let's get after the politicians. Let's show them how solidly we stand on the matter. Let's bare our feelings to them in good, strong language.

## On With the Charge

Has the charge of the exhibitor brigade, which snorted and stamped so loudly a few weeks ago, stopped by the side of the road to rest in the shade?

The Reel Journal just rises for information. It hopes the theatre owners have not permitted their ardor to cool. It hopes that the same activity which was manifest at the outset of the drive for the repeal of the admission tax is manifest now.

It might be well to remind those most vitally interested that the fight is far from being won. The mere fact that President Coolidge and a few others voiced their favor of the repeal isn't enough.

When exhibitors wrote letters to their representatives in Congress they surely did not suppose that this would suffice. In football parlance it means only the first down. There are others to make before the object is attained. There are very strong reasons why this tax should be repealed and it is up to the motion picture industry to hammer at the facts which make it vital that the tax should be repealed.

According to C. E. Cook, the Kansas exhibitors were prompt (that is, the live ones) in writing to their congressmen. Fine enough. Those letters made an opening through which you can shoot your left and then your right and score a clean knockout.

It should be an unforgivable sin to let up on the drive now.

## Enough Is Plenty

It was with quite some gratification that we read of the rebuff met by the City of Wichita in its attempt to stop the showing of "The Birth of a Nation."

When a state board of censors stamps its approval upon a picture that should be sufficient. It is ridiculous that this picture should be passed upon again in each city of the state.



*Romance!*

*Adventure!*

# THE MAN FROM BRODNEY'S

Adapted from the Famous Novel by  
GEORGE BARR McCUTCHEON

## A Superb Cast

J. WARREN KERRIGAN  
ALICE CALHOUN  
WANDA HAWLEY  
MISS DuPONT  
PAT O'MALLEY  
KATHLEEN KEY

## Scenes of Splendor

THE most thrilling hand to hand battle  
against overwhelming odds ever  
screened!

A RICH, warm romance of India Seas—  
breathing the pungent fragrance of  
the Orient—mysterious, inexplicable!

A YOUNG American tangled in court  
intrigue, put to the supreme test to  
save the girl he loves—a princess of  
royal blood!

A STRANGE will bequeathing millions,  
sinister menace to the happiness of  
those who would benefit.



*A David Smith Production*

VITAGRAPH

ALBERT E. SMITH, PRESIDENT

## KANSAS DIRECTORS MEET; CONVENTION APRIL 1-2

The Kansas Exhibitor will hold their annual convention in Emporia Tuesday and Wednesday, April 1 and 2, at the Broadview hotel.

These dates were decided upon at a meeting of the board of directors at the officers of the association Tuesday.

This is the first time the convention ever has been given to Emporia. Previously, either Wichita or Topeka was the chosen city, but the directors discovered that Emporia was the most easily accessible of all. It is in the heart of the exhibitor district.

E. T. "Doc" Cook, business manager of the association, has started work upon plans which were formulated at the meeting for the success of the convention and exhibitors will be acquainted with them shortly.

Among the important matters which will arise at this sixth annual convention will be the election of officers, and it is made important because of the fact that R. G. Liggett, who is serving his second term as president, declares he will not run again. Speculation is rife regarding the name of the man slated to succeed Liggett.

Various other matters were discussed at the meeting of the executives, although nothing was definitely decided upon. These men are sympathetic concerning the plight of exhibitor in the flood sections and all fields, and they realize that something must be arranged with the exchanges to lighten the burden. Instances are cited where theatre owners are either to lose money, barely breaking even with expenses, or are being forced to shut down.

Several remedies were discussed, but it was agreed that immediate action is imperative.

The convention in April will be staged in a style hitherto foreign to the annual meetings. A very extensive scale is being planned and the Broadview hotel was chosen as the site because it can afford ample space.

All of the directors with the exception of M. B. Shanberg, who is at present in New York, attended the meeting. They were R. G. Liggett, Kansas City; K. R. Buechele, Kansas City; H. A. McArthur, Emporia; C. M. Smith, K. M. City; Fred Meyn, Kansas City; Stanley Chambers, Wichita; A. E. Baker, K. M. City; G. L. Hooper, Topeka; J. H. Bradford, Arkan.-as City.

## PLAN A PICTURE THEATRE ON THE OLD COLISEUM SITE

Jacob and David Werby, owners of the old Coliseum property, outlined a corner of Third ninth and Main streets, and adjoining the Main street row of stores, with offices on the second floor, Goodfellow, Hardy & Schumacher, a five-story frame modern theatre stage, one end of a theatre with a small room on the Main street frontage, utilized by a lobby and approach in the manner of two of the theatres on Eighth street.

Mary Carr, who plays one of the leading roles in "On the Beach" at the Wichita Theatre in New York, is planning personal appearances at theatre houses in the country. Mrs. Carr will be accompanied by her six children, on the tour from the East to the West coast.

## M. P. T. O. OF MO. CONVENTION JANUARY 29

A telegraphic dispatch from Charles T. Sears, president of the Motion Picture Theatre Owners of Western Missouri, advises that the convention of this organization will be held in Kansas City on Tuesday, January 29. Further details and plans of the convention will be announced later.

## CONSTANCE TALMADGE MAY NEVER REGAIN FULL SIGHT

The motion picture industry may be deprived of one of its brightest lights if the judgment of physicians is correct. They say that Constance Talmadge, who was stricken blind the other day, probably will never be able to regain her full sight again.

"Klieg eye" was the forerunner of the malady which has taken sight from the young star. The affliction followed several weeks of intensive work under blinding artificial light at the United Studios, where Miss Talmadge was making a film version of "The Gold Fish."

Friends advised her to rest when she first noticed the usual burning sensation, but she refused and it was at a dinner with her mother, Buster Keaton and Natalie Talmadge Keaton, that the "Klieg eye" developed into a serious stage.

## "THREE WEEKS" GIVEN TO THE STUDIO LABORATORY

"Three Weeks," Goldwyn's picturization of Elmer Glyn's novel, has been completed. Eight reels of film, the result of more than three months' effort, has been given to the studio laboratory, and workers on the production are "at ease."

Alan Crosland, who directed "Three Weeks," has returned to New York, and Mrs. Glyn, who went to the Goldwyn studios from London to assist in the planning of her novel, sailed for England, but plans to return here to view the opening of "Three Weeks" in New York.

The completed production was shown at a private preview for members of the cast at the studios, and it was predicted the picture would rank with "The Great Love." Among those at the showing were Mr. Glyn, Aileen Pringle, John Sampson, Claude de Lorez, Dale Fuller, Mitchell Lewis, Robert Cain and Nigel de Bruin.

## THE NAME OF ROBERTSON- COLE HAS BEEN DROPPED

In line with the general expansion of production activities inaugurated by I. I. Schreier, vice president of Film Booking Offices, the name of Robertson-Cole, by which the Hollywood production plant has been known since the inception of the R. C. corporation, has been dropped.

In the future the studios at Melrose avenue and Gower street will be known as the studios of the Film Booking Offices. There will be no further changes in the nomenclature of the studios, it is announced by Mr. Schreier. R. P. Fineman has been appointed general manager in charge of production and will succeed the departed involvement of Mr. Schreier and Major H. C. S. Thomson, now managing director of F. B. O. in New York.

## KANSAS EXHIBITORS AN- SWER SENATOR CURTIS

The M. P. T. O. of Kansas sent the following wire to Senator Curtis, after reading his proposed amendment to the Mellon Tax plan in news dispatches:

"The Motion Picture Theatre Owners of Kansas, representing over five hundred theatres, feel you would not have offered amendment to proposed Mellon Tax Bill regarding admission taxes, as indicated by press dispatches, had you investigated conditions prevailing in your state. Letter follows."

EXECUTIVE BOARD,  
M. P. T. O. of Kansas, Inc.

## BANDIT THREATENS LIVES OF PICKFORD AND FAIRBANKS

That the lives of Mary Pickford and Douglas Fairbanks are in peril was revealed recently when it became known that heavily armed guards were protecting the two from the anticipated attack of Harry Dunlap, a bandit, who is being sought by the police for the recent murder of William Jacobson, whom he robbed in Pasadena.

Several weeks ago Dunlap appealed to Fairbanks for a job in motion pictures, but he was turned away. He told Fairbanks that he would regret it, and information has reached the latter that the bandit was carrying a card containing the name, address and motor car numbers of himself and Miss Pickford.

Dunlap is a desperate criminal, a degenerate of the worst type, who operates without a thought of the consequences of his acts.

## PROMOTION FOR CRESSON SMITH OF UNITED ARTISTS

Cresson E. Smith, known in the film industry as "Cress" Smith, who has just recently returned from a year supervising the United Artists branch offices in Australasia, has been appointed by Hiram Abrams as New York sales representative of the middle western branch offices, with headquarters in Chicago.

This appointment puts Mr. Smith assistant general sales manager in a territory where he is very much at home. He has had long experience in the middle western United Artists exchanges, and prior to his being promoted was for some time head of the Chicago exchange.

"Let Not Man  
Put Asunder"



## What Do You Do

—when you have a feature-length comedy and want to balance your program?

—when you have a short-reel program and need a good 2-reel drama to round it out?

—when you want a 2-reel drama with a REAL STAR and the drawing power of a feature-length production?

All those worries have been solved for the live-wire exhibitors who have booked the

### 2-REEL

## Wm. S. HART WESTERNS

Write Us Today  
for Dates

## Richards & Flynn FILM EXCHANGE

113-115 West 18th St.  
KANSAS CITY

### EXHIBITOR SENDS A WARNING.

To The Reel Journal:

The writer has just finished playing a very disagreeable engagement, and has since been advised that other managers who have played the same subject, managed by par.y here, has had the same experience.

The engagement referred to is "America's Answer," a war picture distributed by The Albright Film Corp., of Chicago, picture managed by Phil Albright.

In the first place, the party here with the picture did not draw a sober breath for the three days he was here. He was about the lobby most of the time and made himself offensive to the patrons in many ways. Next, the print was in very poor condition, full of patches and mis-frames, and account of the latter did not offer very good entertainment.

I am not in the habit of offering any complaint. If I make a bad buy, I take my medicine and say nothing; however, this engagement has been such a bitter pill thought I would pass the word along to any other exhibitor and he can protect himself.

Very truly yours,

F. A. WASGIEN.

### 11 PATHE SUBJECTS FOR WEEK OF JANUARY 27

Pathe will make available on January 27 a total of eleven subjects, aggregating sixteen reels. Prominent among these are the two-reel comedies—"One Spooky Night," from the Mack Sennett lot, and "Help One Another," one of the "Spot Family" series; the fifth of the "Chronicles of America" series, titled "The Frontier Woman"; a Charley Chase single-reel comedy, "One of the Family," and Grantland Rice's newest screen "Sport light" titled "Taking a Chance."

The second episode of "The Way of a Man," adapted from Emerson Hough's novel, becomes available under the title "Redskin and White." "The Morning After" is the current Aesop's Film Fable. Pathe Review No. 4 presents a variety of pictorial gems filmed along Lake Superior.

### "BETWEEN FRIENDS" NEXT STUART BLACKTON PICTURE

J. Stuart Blackton started production upon "Between Friends," by Robert W. Chambers upon his arrival in Hollywood last week. Lou Tellegen, who appears in "Let Not Man Put Asunder," which Mr. Blackton directed at the studios in Brooklyn, will have the leading role in the Chambers' picturization. Mr. Blackton has engaged Alice Calhoun to play the leading feminine role. This announcement was made at the Vitagraph executive offices following a dispatch from Albert E. Smith, president.

REMEMBER YOUR WIFE ON  
HER BIRTHDAY—

"Say It With Flowers"  
THE OWL FLORISTS  
BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

### NEW PRODUCT DISCUSSED AT UNIVERSAL CONVENTION

The first country-wide sales convention ever held in the history of Universal was assembled in Chicago when Universal sales executives from all parts of the United States gathered to discuss the big sales campaign scheduled for December Month, the releasing arrangements for "The Hunchback of Notre Dame" and other important policies affecting Universal's 1924 product.

The meeting was called at the instance of Carl Laemmle, who attended the convention, as well as R. H. Cochrane, vice-president. Other home office executives who were present.

The convention afforded Al Lichtman, the new sales chief, the first opportunity of coming in contact with his field force.

Of equal importance was the discussion concerning the spring and summer product. Included in this list are "Sporting Youth," the Reginald Denny-Jewison to be released; "Foods Highway" starring Mary Philbin, and the following productions now in the making: "The Signal Tower," "The Turmoil," "The Inheritors," "Love Insurance" and "Mitt." Also there will be several Hoot Gibson speed productions.

The Universal sales executives who attended the convention are: E. W. Kramer of Buffalo, D. W. Frazer of Butte-Mont., E. F. Darline of Charlotte, N. C., L. W. Alexander and H. P. Wolberg of Chicago, J. Holden of Cincinnati, H. S. Brown and H. M. Herbst of Cleveland, E. Gerbase and Fred Gage of Denver, Herman Stern and T. Von Ronkel of Des Moines, Joe Friedman of Detroit, Lew Henington of Indianapolis, M. Morris of Erie, Kansas City, Mo., C. Theaker of Los Angeles, George Levine of Milwaukee, M. A. Chase of Minneapolis, S. S. Lizzett and H. E. Elder of New Haven, W. P. Moran of Oklahoma City, H. E. Leiboltz of Omaha, E. L. Rife of Pittsburgh, L. Hess of Portland, Ore.; B. Rosenthal and Gerad Akers of St. Louis, Milton Cohen of Salt Lake City, C. A. Nathan and Edw. Armstrong of San Francisco, L. J. Schlaifer and Melvin Weinstock of Seattle, Samuel Henry of Spokane, Wash., C. Hackett of Toronto, F. C. Hopkins of Albany, R. B. Williams of Atlanta, N. E. Dupinet and R. McIlhenny of Dallas, G. L. Woods of El Paso, Tex., J. R. Barton of Jacksonville, Fla., W. F. Sipe of Memphis, W. Richardson of New Orleans, Jules Levy of Philadelphia, F. C. Osseman of Washington, D. C., and W. C. Herrmann of New York City.

### PLAYS FOUR DIFFERENT PERIODS IN "SECRETS"

Among the Seattle market's latest First National offerings, "Secrets" plays four different periods in the lives of four different individuals. "Secrets" is a picture of modern romance with glimpses into three other periods of American home life.



## Moving Along Movie Row

The A. H. Blank Enterprise, with headquarters in Kansas City, has secured for Western Missouri and Kansas the three Peter B. Kyne productions, "Back to Yellow Jacket," "One Eighth Apache" and "The Santa Fe Trail."

While Al Kahn of the Warner Brothers exchange was in New York recently he paid a visit to the Arrow office and mention was made thereof.

The Princess Theatre, Kansas City, Kas., will be closed in May for remodeling. The stage will be enlarged so that vaudeville acts will vie with pictures.

Jack Roth, manager of the Apollo Theatre, was forced to give \$5,000 to Joseph H. Jester, Wichita, following a recent court action which allowed Jester the full amount of his suit. Roth was charged with alleged negligence in a motor car accident March 11 at Nineteenth and Main streets in which the plaintiff's father, John T. Jester, was killed.

Joseph M. Robinson, chairman of the Merchants' Association campaign committee, has obtained pledges from officials of the Royal and Liberty Theatres that painted signs on canopies will be discontinued.

M. A. Levy, branch manager of Fox, left this week for New York to attend a special sales conference.

Last week the exchange managers betook themselves to the territory to visit the exhibitors and the exhibitors came in to gab with the exchange men. Crossed signals.

Sam Miller, who recently was appointed in charge of the Educational branch office, was one of those to ride the rails. He confined himself to Missouri. Cecil Vaughan, Pathe manager, spent several days in Wichita and the surrounding territory.

Mr. Vaughan, by the way, has become pretty well settled in our midst. He has applied for admittance to the Co-Operative Club and his name was printed in the weekly published by the club.

E. E. Lucy and W. S. Wilkinson have bought the Crystal Theatre at Hoisington, Kas., and have started dismantling it to be used for other purposes. Passing of the Crystal leaves only the Royal at Hoisington.

The grand opening for the Universal super-special, "The Hunchback of Notre Dame," at the Liberty Theatre, January 26, is occasioning quite some comment. Invitations were extended to Governor Arthur M. Hyde and his staff and various other officials.

H. E. Corbyn says "shhh!" regarding White Lightning at Monet, Mo. He gasped when he read the note in last week's Reel Journal.

"Do you want to spoil my fun," he demanded, in shrill tones.

"Black Oxen" did a better opening day business at the Newman Theatre than "Flaming Youth." And that is saying quite a good deal.

G. C. Craddock, First National salesman, has left for Regina, Saskatchewan, Canada, to attend the fiftieth wedding anniversary of his parents. He will be gone from the territory for about ten days.

Harry McClure of Emporia visited the exchanges while here to attend the directors' meeting of the Kansas Exhibitors. Harry was quite some elated that the annual convention will be held in Emporia and promises to do his share in showing the visitors a real time.

Stanley Chambers of Wichita and G. L. Hooper of Topeka were others to make the round of the exchanges.

And, we saw Mr. Steele of the Whiteway, Fredonia, Kas.

The drives made for Pathe News is landing some new contracts.

Richards & Flynn are making a drive for the two-reel William S. Hart pictures which they are releasing.

What month is April? January is First National, February is Universal and March is Crescent. Let us hear regarding April.

C. T. Karr and son have opened a new theatre, the Liberty, at Russellville, Mo. The house seats 200 and shows three times a week. G. W. Hartman of Vitagraph sold the house exclusive Vitagraph service for three months' showing.

George Hinton of Hodgkinson has won another prize. This time for the greatest volume of business in the Southern Division during December.

### In Our Next Issue—

will appear the first of a series of articles on

### "THE CARE OF THE MOTION PICTURE MACHINE"

By

GLEN BLANCHARD

These articles will cover every phase, showing how motion picture machines may be kept in first class condition by the exhibitor.

## "Ask the Man Who Owns One"

The best man to ask about any motor car, even the fine one that's advertised under the above slogan, is the man who owns one.

The best man to ask about the value of the

# Pathe News

is the Exhibitor who is a regular user.

The majority of successful Exhibitors show the Pathe News because they know it's the BEST.

Play Both Numbers—Every Week

## SAYS FIRST NATIONAL WILL EXCEL ITS 1923 RECORD

Richard A. Rowland, manager of production for First National Pictures, left for the coast studios January 7. He intends remaining there one month, during which he will assist in carrying out production plans that up to the present have been discussed to the trade only in part.

Before leaving New York Mr. Rowland stated that First National is all set and ready to excel its record for 1923. "We have the stories, we have the players, we have the directors, and we have the organization," First National Month is getting a tremendous response from exhibitors. Reports from all parts of the country show that theatres are making big profits on "Flaming Youth," "Black Oxen," "Anna Christie," "Fonjola," "Boy of Mine," "Toiash and Perlmutter," "The Eternal City," "Thundergate," "Her Temporary Husband," all of the productions made by Norma and Constance Talmadge, the Richard Bartholme pictures and others I might mention.

"In all my experience in the picture business I do not recall such a list of quality box-office productions from one company. But we are going to do even better this year.

"Just at this time I am very much interested in two pictures that promise to be outstanding features of the 1924 program, Frank Lloyd's production of Sabatini's great novel, "The Sea Hawk," and Richard Walton Tully's picturization of his most famous play, "The Bird of Paradise." I will be on the coast to see Lloyd

make his big scenes, for which a fleet of ships was constructed. Mr. Tully is preparing to take his company to Hawaii for the filming of "The Bird of Paradise."

Four pictures of widely contrasting theme that promise big things for coming weeks are "The Garguing Fish," Carewe's Son of Sahara, "Tuna Fishing Gold" and Larry Trimble's "The Love Master."

The Earl Hudson unit is now cooperating with Corinne Griffith Pictures on the production of "Lines of the Field," in which I expect to see Miss Griffith in a part even yet magnificent performance in "Black Oxen." Lines of the Field, in combination, will be the coming picture to come under first national's new dispensage to exhibitors to supply four of the biggest box-office stars on the screen.

The perfect tripper has been selected as the next vehicle for Corinne Moore to follow her sweeping success in "Flaming Youth" and her equally great performance in "Faded Love," a picture of a quite different type. As soon as Barbara La Marr completes work in a new Maurice Tourneur production, "The White Moon," she will start in another First National picture under her starring contract. I expect to see the completion of "Sundown," a drama that deals with one of the most romantic and interesting phases of American history, the passing of the cattle kings of the West. An cattle scenes in this film are without a parallel on the screen.

Mr. Rowland stated that while on the coast he expects to take action in regard to dividing First National production between the West and East. It would say nothing definite about the time such a move might be expected, or what studio arrangements First National contemplates making in the East, but it is well known that Mr. Rowland advocates a decentralization of production as one of the ways in which excessive negative cost may be lowered. It maintains that a more equal division of production between the East and the West would make more actors available thereby paying salaries on an equitable basis.

"First National," said Mr. Rowland, "is going to promote four new stars this year, in addition to those who have already proven themselves to be the biggest box-office assets in the business. They are Norma Talmadge, Constance Talmadge and Richard Bartholme. We look for great things from Barbara La Marr, Corinne Griffith, Clara and Ben Alexander. Through our selection of stories and intelligent direction we will give these players a opportunity to make the most of abilities they have displayed in recent production."

Miss Nixon, new William Fox Easting lady, has been chosen as a "baby star." She came to the Fox West studios as an extra girl in "The Temple of Venus."



I have been believed to review varies pictures which is tickling my fancy you can bet. In a off moment i to'd a fellow I possessed a good nose for pictures and it has spread I guess. Kinds like the itch. Or bad news.

Take for instance I has a hunch that one about Notre Dame is a swell picture and when I sees it I expects to get my hunch back.

John Burymore was showed to me privately in "Bo Brumme." Howsomever that day I wore the pants which came with the suit what had only one pair and it was kinda decrept and I also was wearing a necktie which was a Xmas present so I didn't care so much for John's Bo Brumme'ism. It made me feel uncomfortable.

I has wanted to see "Black Oxen" ever since I opened the 1st. Nat. exchange door on Corinne Griffith's bak. They's a fellow by the name of Glands what plays a important role.



F. B. O. AND POSTAL SERVICE EXPLOIT "THE MAILMAN" Joseph Lewis and Johnnie Walker, stars in "The Mailman," Emory Johnson's photometric tribute to the postal service, showing the manner in which F. B. O. tied up picture with Christmas. New York was plastered with these window cards in Battery to Fort George and they were distributed in every city throughout the United States several weeks before the Christmas holidays. This novel tie-up was conceived by Nat G. Rothstein, head of exploitation at F. B. O.

**"Let Not Man Put Asunder"**

## ST. LOUIS TRADE EVENTS

By David F. Barrett

### NATIONAL CITY BANK SUES CHRISTY CABANNE ESTATE

The National City Bank of St. Louis has filed suit in the Circuit Court to collect \$500,000 on ten promissory notes given by Mrs. Florence A. Campbell Van Heel and Klas Van Heel in payment for stock in the William Christy Cabanne Trust Estate, which was formed to produce a motion picture, "The Eternal Force".

The bank alleged that the notes were executed on May 1, 1923, and are in default; that payment has been demanded and refused.

The William Christy Cabanne Trust Estate is now in the hands of a receiver appointed by the United States District Court in New York City. It was capitalized for \$250,000 and stock for \$16,250.00 was subscribed by men and women prominent in St. Louis business, civic and political affairs. However, later when the company got into financial entanglements it was announced by a circular that many subscribers had refused to make good on their stock subscriptions, totaling some \$25,000.

Recently Mayor Henry W. Kiel was sued for \$500 in a justice of the peace court, it being alleged that he had subscribed for that amount of stock. Suits are planned against others who subscribed.

### PETTIJOHN ADDRESSES FILM BOARD OF TRADE

Member of the St. Louis Film Board of Trade, were guests of C. C. Pettijohn of the Hays Organization at a banquet given at Hotel Melbourne, Grand and Lindbergh boulevards, January 8.

Pettijohn came to tell the local film men of the plans of his organization for 1924 and to obtain their cooperation in carrying out the program. He told of the progress made in the past and of the hopes for the future.

The exhibitors were represented by John Karmz, owner of the Casino, Olympia and Lincoln Theatres; John Camp of the Pastabozzi and Dr. Price of East St. Louis, who are members of the Film Board of Trade's arbitration committee.

Bob Wirth of Metro returned Saturday from a very successful road trip. He reports an ever increasing demand for "Scaramouche" and "The White Sister".

The local Metro office has installed balcony that should prove very valuable in relieving the crowded condition of the exchange. When the improvements are installed Charles Werner, manager, plan to celebrate with a banquet for the exchange organization.

### BRIGHT BITS and NEWSY NOTES

Hesekiah Highhill of Blochville, Ill. has purchased two lots on West street in that city and plans to erect a \$75,000 motion picture house with stores on the first floor. Construction will start within the next few weeks. Plans have been prepared by Highhill's architects.

Another effort is being made to impose a local tax on theatre admissions in St. Louis. Alderman Samuel Vimmer of the Twenty-seventh ward, author of many frank and unpopular measures, at a meeting of the special committee of the board recently appointed to devise ways and means of obtaining more money from the people of the city through taxation, suggested that a bill be drafted to impose a tax of one mill on each 50-cent theatre admission.

A public hearing will be called shortly when theatre men will have an opportunity of defending themselves against this new imposition. The alderman haven't thought that economy might solve the city's financial problems.

Charging that she was kissed wrongfully and against her will, Mrs. Malissa Horsfield, wife of R. J. Horsfield, Union, Mo., motion picture theatre owner, has filed suit in the St. Louis Circuit Court asking for \$5,000 damage against Dr. J. C. Whitley with offices in the Railway Exchange building, St. Louis. She alleges that the assault occurred in October, 1923, when she went to Dr. Whitley for medical treatment. She charges that as a result she has suffered great mental agony and has lost much sleep. The case will come up during the March term of the Circuit Court.

Mrs. Frank B. Young, 1782 North Thirty-sixth street, East St. Louis, Ill., has been selected to act as chairman of a special committee of ten to investigate the motion picture houses of East St. Louis and St. Clair county, with a view of passing on the pictures shown their suitability for children, heat and ventilation, cleanliness and fire protection facilities and safety appliances. The committee was named by the Illinois Federation of Women's Clubs.

Mrs. Young's district chairman, Mrs. J. M. Vanzhan of Greenville, Ill., empowered her to collect co-chairwomen for the various towns in the county in which there are more than one motion picture house.

The statistics compiled by Mrs. Young and her committee will be presented at a meeting of the state board in Chicago, January 23 and 24. Mrs. Roy H. Hood of Yorkville, Ill. is state chairman of the division of motion pictures.

Melville Stoltz, who resigned as resident manager of the American Theatre in St. Louis in 1921, has been appointed

manager of the Odelen Theatre, St. Louis. Stoltz has been connected with the business end of the stage for more than thirty years. He came to St. Louis in 1910 as manager of the Garrick Theatre. He later had charge of the Shubert Theatre, but moved over to the American in 1918 when the Erlanger interests took that house. No change in the policy of the Odelen is contemplated. It is occasionally used for special motion picture showings.

Billy Sohn, owner-manager of the Belasco Theatre, Quincy, Ill., called at F. B. O. during the past week and gladdened Tom McKean by purchasing the F. B. O. product 100 per cent.

Mr. and Mrs. I. W. Rodgers of Popular Bluff and Geiro, Ill., were forced to curtail a film purchasing expedition when Rodgers was taken suddenly ill with an attack of acute indigestion. He has recovered.

The sixth annual ball of the Film Exchange Employees will be given at Arcadia dance hall, Olive street near Grand boulevard, on the evening of January 23. The committee in charge promised that this year's affair will far surpass any that have been held in the past. The local film colony is expected to be represented 100 per cent at Arcadia on that night.

On January 27 the managers of the St. Louis film exchanges will be hosts to the film salesmen operating in and out of St. Louis at a banquet. It probably will be given at the Elks club.

Tom McKean of F. B. O. is back from a trip to Memphis, Tenn., and other points south. While there he gave a special screening of "Lullaby" for the benefit of exhibitors in the Memphis territory.

Out-of-town exhibitors seen along Picayune during the week included Billy Sohn, Belasco, Quincy, Ill.; W. P. Cull, Strand, Colliothoe, Mo.; C. E. Lilly, Hannibal, Mo.; Bob Cluster of Johnston City and Belleville.

Joe Hewitt of Robinson, Ill., took Pi away from St. John's hospital, St. Louis, last Thursday. Mrs. Hewitt is rapidly recovering her health.

Ray Dickson of the Seznick Distributing Corporation during the week visited Springfield, Hannibal and Quincy. He brought back some nice contracts.

Barney Rosenthal of Universal has departed for Chicago to attend an important sales conference.

Charles McKean, head of the education department of the local Fox exchange, visited E. M. Graham, Ill., and vicinity during the week.

Charles Corde is now making Southern Missouri for the local Holkinson exchange while J. F. Duntrie is looking after the Indiana, Tennessee and Kentucky territory.

**"Let Not Man  
Put Asunder"**



NEWS NUGGETS

Ruth Hiatt, leading lady with Lloyl Hamilton, has been selected by the Western Association of Motion Picture Advertisers, as one of the "baby stars" of 1924.

"By Lantern Light," the first release of the 1923 series of Wilderness Tales by Robert C. Bruce, has been chosen by James W. Dean as one of the twelve best pictures of 1923. It is the only single-subject named on the list.

S. E. V. Taylor, producer and director representing S. E. V. Pictures, Inc., closed a contract with J. S. Woody of Associated Exhibitors for the distribution of "The Lone Wolf" by the latter company. Dorothy Dalton and Jack Holt are starred.

"Judgment of the Storm," the first F. B. O. release for the new year, has been booked by Sid Gramman for a four-week run at the Mission Theatre, Los Angeles. It has already been booked by the entire Keith Circuit.

Maurice Tournere is placing the finishing touches to "Torment," his newest production for First National releases. Scenes photographed in Japan especially, or the film have been received and conclude the final "shots" for the picturization.

Edwin Carewe will film the interiors of "A Son of the Sahara" in the Eclair Studio in Paris. This means that the Carewe company will be located in the French capital for at least a month after its return from Biskra, Algeria, where the exteriors are now being taken.

Bookings of the Warner Brothers cream version of Kathleen Norris' best seller, "Lucretia Lombard," recently released under alternate titles of "Lucretia Lombard" and "Flaming Passion," reveal the fact that fully 75 per cent of the exhibitors preferred to use "Flaming Passion" for the releasing title.

Cutting of "Beau Brummel," in which John Barrymore is starred, is temporarily held up because of trouble which has developed with Director Harry Beaumont's eyes. Specialists have forbidden him to continue with the cutting until there is a material improvement.

Universal City is busy turning out new serials at one and the same time. William Duncan and Edith Johnson are busy on "The Fast Express." William Desmond and Eileen Sedgwick are filming "The Riddle Man," and Luciano Arletti, the European stunt artist, is making a serial entitled "The Iron Man."

Through the request of Christy Matthews, president of the Boston Nationals, Carl Laemmle has consented to give the American Legion post of Saranac a benefit performance of Reginald Denny's "Sporting Youth." This performance will take place February 18 and 19 at Dave Seymour's Pontiac Theatre. Beautiful in Saranac, the proceeds go to the welfare of the Jackson A. Matthews post.

Two new girls have been selected for Universal comedies. They are Brendi Lane, former Ziegfeld Follies beauty, and Olive Hasbrouck. Miss Lane is playing with Slim Summerville in comedies of which Summerville is star and director, and Miss Hasbrouck is playing with Neely Edwards and Bert Roach.

The Film Booking Offices have consummated a deal with the Manogram Pictures Corporation whereby they are acquired for distribution a series of super-westerns starring Fred Thomson. The contract calls for a series of six. The first one will be called "The Mask of Lopez."

CURRENT RELEASES

Week of January 27, 1924  
ASSOCIATED FIRST NATIONAL  
Painted People, 10-11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

CRESCENT  
Coke Home-stad, Joe Rock (2)  
Felix in Fairland (1)

EDUCATIONAL  
Stay Single, Chester Comedy (2)  
A Sailor's Lute, Hodge Podge (1)  
Lost We Forget, Sing Them Again (1)  
Kingston, Two, two each week.

FAMOUS PLAYERS  
Heritage of the Desert, Bebe Daniels (7)  
F. B. O.

GOLDWYN  
Wild Oranges, Frank Mayo (8)  
HOCKINSON

Movie Chats, No. 108  
Fun From the Press, No. 74

M.E.R.O.  
The Fox's Awakening, Directors Special (2)  
PATHE

One Spooky Night, Jack Sennitt Comedy (2)  
Help One Another, Spot Family (2)  
Frontier Woman, Ch. Orchest. of America (3)  
One of the Family, Hal Roach (2)  
Taking a Chance, Sport Light (1)  
The Way of a Man, Ep. ode 2 (2)  
The Morning After, Ac. op. s. Fable.  
Pathe Revue, No. 89.

SELZNICK  
Woman to Woman, H.W. Camp-on (7)  
UNIVERSAL

Man From Wyoming, Jack Hoxie, (5)  
Hats Off! Western (2)  
Such As Life, Century Comedy (2)  
Down in Jungle Town Comedy (1)  
Leather Pliers (2)  
Edison Co., Episode 9.  
International News, two each week.

CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less than 5c.

FOR SALE  
On account of serious illness of husband will sell prime stock, Iowa, twelve hundred. Must be taken over building. Priced to sell. Mrs. Theodor, Iowa, Kas.

THEATRE LEASE WANTED  
I want lease on a motion picture house. Must be good population. Send all particulars. Address: A. C. G., care of Reel Journal, 12-2

OPERA CHAIRS FOR SALE  
The Opera Chairs for sale, at a bargain to quit. 100 chairs. Address: R. M., Reel Journal, 1-2

FOR SALE  
Theatre building for sale; large seating capacity, town of ten thousand, only show in town out of town parties unless you have five thousand each. Balance terms. Address: C-11, Reel Journal, 4-19

FOR SALE  
Modern, up-to-date theatre. Cap seats over 450. Location, Northern Ill. Kas. County. S. at population 2,000. No opposition. Good from 10 to 15 m. Now producing better than 500 a week. Priced for quick sale to someone who can operate it real hot at a low price. Address: H. W., Reel Journal.

THEATRE FOR SALE  
Barnyard, up to minute, steam heat. Capacity 450. All latest equipment. Location, only seat, 1000. Terms, responsible parties. Address: Strand Theatre, Emporia, Kas., 1-2

FOR SALE  
St. Louis, YK Wulitzer Organ, in first class condition. A five thousand dollar instrument. Will sell for 1000. Terms, to responsible parties. Address: Strand Theatre, Emporia, Kas., 1-2

LIST YOUR THEATRE WITH US  
We can sell your theatre. Have several buyers all the time. List your house with us. We act solely for the owner. Address: BH, Reel Journal.

THEATRES WANTED  
Have party with \$5,000 to \$10,000 to invest in good theatre. If you wish to sell, write us full details. Address: HW, Reel Journal.

**Smiling Service!**



**HOTEL BRAY**  
12th Street and  
Baltimore Ave.,  
Kansas City, Mo.

Every employee of the Hotel Bray from porter to manager is "on his toes" at all times to see that you are pleased. It is this "Smiling Service" that makes the Hotel Bray a better place to stay.

Absolutely  
Fireproof  
50 Outside Rooms  
with Bath  
\$1.50 and Up

Archie Josephson,  
President

**K Engraving & Colorplate Co.**  
8th and Walnut - Kansas City

Perfect Plates for all  
Printing Purposes  
"on time" service

**Main 4707**  
A. M. STEINBERG, J. L. COLE

**"Let Not Allan  
Put Asunder"**

“We think a great deal of your product---especially the quality and box-office receipts.” --*Feess Bros.*

OTTO FEESS

FRED FEESS

## THE BEST THEATRE

The Theatre for the Whole Family

1819-1821 Main

PARSONS, KANSAS

Jan. 12th, 1924

Mr. M. A. Kahn,  
Film Classics, Inc.,  
Kansas City, Mo.

Dear Mr. Kahn:

Just a few lines to let you know what we think of your WARNER BROS. CLASSICS. We want you to know that we think a great deal of your product in many respects, especially the quality and the box-office receipts. Pictures like “THE GOLD DIGGERS,” “LITTLE JOHNNIE JONES” and “WHERE THE NORTH BEGINS” are examples of the above.

You can tell the exhibitors, who have not signed a contract with you to play the WARNER BROS. PICTURES, that we think they are making a mistake, and that they should take advantage of them while they are new and in the peoples minds. Advertise them big and get them in and you will not have a dissatisfied patron. They will go out advertising for you.

Very truly yours,

THE BEST THEATRE.

(Signed) FEESS BROS.

March  
IS  
KAHN  
Month

Advertising  
Accessories  
at Half Price  
With All  
Bookings

March  
IS  
KAHN  
Month

Advertising  
Accessories  
at Half Price  
With All  
Bookings

115 West 17th Street  
KANSAS CITY, MO.

FILM CLASSICS  
OF KANSAS CITY, Inc.

AL KAHN,  
Pres. and Gen. Mgr.

*The*

# Reel Journal

**The Film Trade Paper of the Southwest**

*They Don't Come Any Stronger  
Than This Unsolicited!*

## BENTON THEATRE

Independence & Benton Blvds.  
KANSAS CITY, MO.

January 21, 1923

Mr. C. C. Vaughan,  
Pathe Exchange, Inc.,  
Kansas City, Mo.

Dear Mr. Vaughan:

I have had the pleasure of viewing the first three episodes of your serial, "THE WAY OF A MAN."

To my way of thinking, it's the finest ever—all the punch and thrill of the best—no impossible situation hokum to insult the intelligence of your audience.

I can hardly see how it would be possible for any exhibitor to pass this up, if you can get him to see it.

Yours truly,  
(Signed) J. W. WATSON.

## Pathe Exchange, Inc.

CECIL C. VAUGHAN, Branch Manager  
111 West 17th Street KANSAS CITY, MO.



**FEBRUARY**

IS

**CARL  
LAEMMLE**

**Anniversary  
Month**

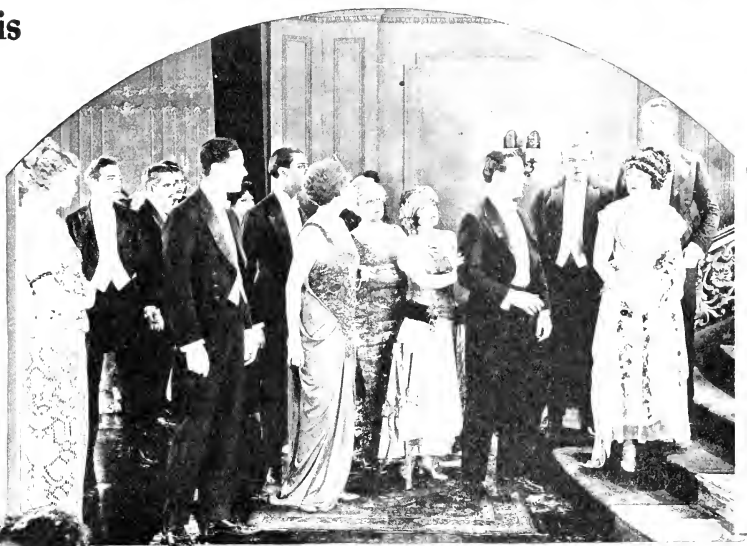


1884

1924

# Find time to see "The Wanters"

Indianapolis  
Times  
tells its  
readers



LOUIS B. MAYER

presents the

JOHN M. STAHL  
PRODUCTION

## "The WANTERS"

From the story by LEILA BURTON WELLS  
Directed by JOHN M. STAHL  
Scenario by J.G. HAWKS and PAUL BERN  
Photography by ERNEST G. PALMER

John M. Stahl's last productions were "One Clear Call"  
and "The Dangerous Age." Both established box-office  
records in this territory. "The Wanters" will live up  
to this record.

Book  
First  
National  
First  
all the  
year  
round



A First National Picture



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor  
 Telephone Delaware 9763

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

### Wanted: Co-operation

On Tuesday, January 29, the Motion Picture Trade Journal of Western Missouri are scheduled to convene in Kansas City. Regardless of any plans which may be discussed it would seem that the present time is most propitious for a stronger uniting of that body.

Ever since Missouri was divided into two sections the western division has shown an appalling lack of interest and an inexcusable laxity in organization affairs. The bonds which should bring closer together such a body as this have been mere tissue paper.

An example may be made of the Kansas organization which seems to have obtained strength in its unity. The Kansas exhibitors are profiting, both politically and financially, and will continue to do so as long as interest in the organization is maintained.

Of course the exhibitor may say that he doesn't feel the effects at the box office and that as far as he is concerned he can sail along just as smoothly by himself. There probably are no immediate effects. By ignoring the exhibitors cannot hope to draw more patrons directly to their theatres, but they can be in a position to successfully combat all evils which threaten them as individuals.

The organizations in many states are very strong. With the cooperation of one in the cause of all, and the exhibitor feels a sense of security which would not be his limit unless he were a member of the association.

The exhibitors of Western Missouri certainly realize that the name of their organization is a name only. By taking an active interest, by doing their share of the work necessary to make such an organization a success, they can make their name a powerful factor in the state's motion picture circles.

Every exhibitor should attend the conference. He is not playing around with himself if he does not.

**READ THE ARTICLE  
 ON THE CARE AND  
 OILING OF YOUR  
 MOTION PICTURE MACHINE**

Page 9

### MAZDA LAMP EQUIPMENT DEMONSTRATED HERE

That the improved Mazda Inc. condenser lamp unit for motion picture projection is worthy of the favorable consideration of those who are "stepping upward" toward better presentation was apparent from the interest shown at a demonstration held in the Bauer building last week.

An exhibition of the G. J. Mazda Projector and a comparative demonstration of the new Cinephor aspheric condensing lens system in connection therewith was given under the direction of J. C. Krohn of the sales department of the General Electric Co. in conjunction with the three local supply dealers. With the development of the new condensing lens system (Cinephor Aspherics) and several other scientifically practical improvements, it is now the belief of those who are in position to know, that the Mazda projector is not only practical, but representative of the most satisfactory and efficient method.

Operating on 110-volt alternating current at a distance from the screen of 93 feet, the 900-watt, 30-volt Mazda lamp demonstrated its efficiency. A difference in screen intensity of more than 20 per cent was apparent as between the old and new types of condensing systems, although the projection of the former, as to color, definition and intensity, is adequate and extremely well suited to the demands of the average theatre.

The light has a soft, pleasing tone and brings out the definition of the picture. The illumination is even and without the slightest trace of flicker, and since the light source is perfectly steady, the subject does not "travel". The result, a distinct effect, and absence of eye-strain, should make this type of projection extremely popular with an audience.

Aside from the several apparent advantages of the Mazda unit as a source of light other important angles were brought forth in this demonstration: its economy of operation, its moderate cost of maintenance. The incandescent lamp is absolutely senseless, emits no infrared rays, gives off less heat, and, while it does not require the services of an experienced and efficient operator, it is easier to operate than the carbon arc, and affords an opportunity for the projectionist to devote more attention to his screen results, under more healthful and comfortable operating conditions. The projectionist will undoubtedly find that the actual operation of the lamp does not add any new complications to his work, but rather eliminates some of those to which he has been accustomed.

### MENJOU CAST FOR ANOTHER WARNER BROS. CLASSIC

Alfred Menjou, who two months ago appeared in "A Woman of Paris" and "The Marriage Circle," has been engaged to play one of the leading roles in "Broadway After Dark," the Dan Rapp production, and Warner Brothers' Classic of the Screen, Norma Shearer, who created a reputation for herself by her magnificent performance in "The Sign of the Cross," has been cast into the role of Marie Duval.

Monty Bell, who was associated with Cleo Laine in the direction of "The Letter," recent picture, is directing the production, which is now in progress. He is assisted by Samuel Gold.

### SEARS PURCHASES JONES INTEREST IN THEATRES

Charles A. Sears has bought out the interest of L. L. Jones in the theatres operated by this combination in Nevada, Brookfield, Boonville and Marshall, Mo. Sears and Jones had been business partners for the past six years. Mr. Jones has not announced his future plans, but is contemplating a short vacation in California.

### LLOYD LENHART REOPENS ST. JOHN THEATRE

L. J. Lenhart, formerly manager of the Gladstone Theatre, northeast Kansas city suburb theatre, has taken over the St. John Theatre, St. John and Askey streets, which he reopened January 22. A new organ has been installed and a policy of good pictures at 10c and 15c admission prices has been instituted by Lenhart.

### Col. Yoder Now With Hodkinson.

Col. Bill Yoder, former Southern Division manager for Pathé, has joined the W. W. Hodkinson Corporation as manager of their Atlanta branch.

### NATION-WIDE CAMPAIGN BEGUN ON FILM PIRATES

The first offenders, who have been prospecting at the expense of substantial film men, but who will come under the hammer of the Independent Motion Picture Producers and Distributors Association, will be the film pirates. Already Charles B. Hoy, executive secretary, is busy on a nation-wide campaign to bring these culprits to justice.

The association is overlooking no problem with which the independent film man has had to contend; in fact, every complaint before Mr. Hoy is now being carefully investigated by him and his agents in various parts of the country. Several cases similar to that of Tri-Stone Pictures, Inc. of New York, against Joseph D. Wainwright and the State Film Society of Indianapolis, in which the former obtained a permanent injunction restraining the latter two from distributing certain Triangle and Keystone pictures, are being investigated by the association.

The Indianapolis case has involved considerable expense to the Tri-Stone Company, which is a member of the association, inasmuch as the situation is one demanding the constant presence of legal representation and other necessary expenses. Disbursements of this character will be minimized in the future, however, as the I. M. P. D. A. is establishing its own legal and auditing offices in all the leading cities.



## REPORT OF MEETING, BOARD OF DIRECTORS MOTION PICTURE THEATRE OWNERS OF AMERICA

Reports presented to the meeting of the Board of Directors of the Motion Picture Theatre Owners of America at the sessions held at National Headquarters Tuesday and Wednesday, January 15 and 16, respecting the advances made in Washington on the matter of effecting the repeal of the Admission Tax and in other relations where the welfare of the theatre owner was concerned, were of the most interesting and conclusive character. It was decided that the work should be continued in that relation and that the legislative committee of the National Organization should take into account the needs of the theatre owner in every way and keep them informed on the moves made for the repeal of the Admission Tax, Seating Tax and Music Tax matters especially, and also to prevent legislation of a hostile character being imposed upon the motion picture business by the present Congress.

### Adverse Legislation.

It was pointed out that an effort may be made in the present session of Congress to introduce a National Censorship Bill and also a Sunday Closing Bill. The legislative committee was instructed to watch these procedures and also co-operate with every other division of the industry in handling Washington legislation generally.

### Music Tax.

A report of the conference of the special committee of the Board of Directors with the American Society of Composers, Authors, and Publishers was submitted and indicated that one of the requests made by the representatives of the society was that the Motion Picture Theatre Owners of America agree that no bill be introduced in Congress to effect a revision of the Copyright Laws. This could not be agreed to because of the fact that it was necessary to change these laws in order to secure permanent relief for the theatre owner and any such agreement would be illegal. It was decided to support the bill introduced by Congressman Johnson of Washington to effect such change in the Copyright Law as would protect the interests of the theatre owners.

### Next National Convention.

The following committee was named with the power to act in the matter of selecting the place and the date of the next National Convention of the Organization: Messrs. C. F. Whitthurst, Baltimore, Md.; M. E. Comerford, Scranton, Pa.; John Schwahn, Hamilton, Ohio; Jo-

eph W. Walsh, Hartford, Conn.; Fred Seeger, Milwaukee, Wis.; Glenn Harper, Los Angeles, Calif.; and Sydney S. Cohen. The convention will be held in May, and requests have been sent in the following cities for the meeting: Los Angeles, Cleveland, Boston, Pittsburgh, Baltimore, Washington, St. Louis, Louisville and Indianapolis.

### National Motion Picture Day.

The report of National Motion Picture Day was submitted by the auditor of the Organization as a progressive one showing that the responses were of a very gratifying character and exhibitors in every state supported same and that a considerable sum of money was yet available from different sections which was being collected for the National Organization. The entire report will be submitted to the National Convention. A suggestion was made that Motion Picture Day this year be extended to take in an entire week, the first day's receipts being turned over to the National Organization and the remainder of the week being for the benefit of the theatre owner exclusively, giving him the special advantage of all of the extra exploitation and advertising associated with the event for the balance of the period.

### Saving Electrical Cost.

Arrangements were made with electrical experts to place their services at the call of the theatre owners so as to effect savings in the cost of electric lighting and other power used in and about the theatres. It was demonstrated in several instances that where these experts operated that large savings were effected.

### New Film Contract Endorsed.

The new standard theatre owners' contract prepared by the Anderson Picture Corporation was submitted and received the endorsement of the Board. This contract eliminated all of the objectionable features of the present contract, as per the resolutions adopted at the National Convention in Chicago.

### Non-Theatricals.

The non-theatrical situation was discussed and reports submitted of the conferences held with Mr. Hays in this regard, and the many complaints of theatre owners whose business had been affected very materially through this unfair competition, that had been taken up with him. National Officers were instructed to continue their efforts in this matter with the producers and see if a mutual understanding could not be reached about in this relation.

## NEW PRODUCING COMPANY IS FORMED IN CHICAGO

Patheok Pictures Corporation, a new independent producing company, was launched recently in Chicago by a group of prominent business men. The corporation is a closed company and the officers are as follows: A. Raymond Gallo, president and director-general; H. John Ross, first vice president; M. James Gallo, second vice president; Major X. V. C. Sweenhara, treasurer and chairman of the board; Irwin S. Censky, secretary and treasurer and Bernard O. Wirth, assistant secretary.

A. Raymond Gallo is a former theatrical manager. Several months ago he resigned as secretary-treasurer of an independent motion picture company in Florida.

Plans are now being made ready to start work on the first production early in the spring. A cast of players and a director are being put under contract.

## PATHE NEWS REFERENDUM ON BOK AWARD A SUCCESS

Early returns to the Pathe News headquarters indicate that the national motion picture referendum, conducted by Pathe News with reference to the Peace Plan winning the Edward W. Bok award of \$100,000, has met with overwhelming response on the part of the public in all sections of the country.

The Pathe News referendum closed Saturday, January 12. Throughout the preceding week theatres carried as a part of the current Pathe News releases a graphic picturization of the provisions of the prize-winning plan.

## F. B. C. SALES FORCE SHOW APPRECIATION TO BERMAN

Harry M. Berman, general manager of exchanges for the Film Booking Offices, was presented a diamond studded platinum watch and chain last week in token of the affection and esteem in which the entire sales force holds him. The presentation was made to Mr. Berman in homage by a delegation representing the various exchanges throughout the country.

## FIRST NATIONAL IS MAKING "THE WOMAN ON THE JURY"

First National's first production for the year will be an elaborate screen translation of "The Woman on the Jury." Harry O. Hoyt will direct and Sylvia Brainerd will play the leading role. This play thrilled New York playgoers for a long run at the Ethel Theatre.

## EXHIBITORS!

Attend the Convention of the  
M. P. T. O. of WESTERN MISSOURI  
Tuesday, January 29

BALTIMORE HOTEL

KANSAS CITY, MO.

## PLAN BIGGEST YEAR AT THE UNIVERSAL CONVENTION

Universal's most comprehensive and successful exchange convention and, incidentally, the first under the leadership of Al Lichtman, was recently concluded in Chicago, and Carl Laemmle, president of the company, has departed therefrom to Universal City to carry into effect, insofar as production is concerned, the conclusions reached at this convention.

Maurice Joseph, manager of the Kansas City exchange, was among those present to hear the outline offered by Mr. Lichtman and to hear Mr. Laemmle accept it without reservations. The new program will involve the expenditure of at least \$5,000,000 more than was ever spent on a year's production on Universal pictures before. Instead of making twelve productions of the few, Universal is planning to make thirty-six pictures of this caliber.

An important function of this convention was also the consummation of the final plans for Laemmle Month, the reports of progress thus far made and the consolidation of this enthusiasm into bookings during the next two weeks. Incidental to this anniversary celebration, a letter from Mr. Adolph Zukor was wired to the convention from New York, and Mr. Lichtman, in the presence of Mr. Laemmle, read it to the fifty-one Universal salesmen and representatives gathered in the convention hall in the Drake hotel. It created a profound sensation and this attitude of the head of a rival producing and distributing company caused a spontaneous and enthusiastic burst of applause and elicited a letter of heartfelt gratitude from Mr. Laemmle.

The convention itself emphasized two significant facts. It was the first convention Universal ever held at which every exchange manager of the entire system of Universal exchanges in this country participated in conjunction with the district managers and "Hunchback" representatives.

The second significant fact is that Universal is to plan its productions for next year with reference to the wishes, advice and experience of the sales department, rather than relying solely on the judgment of the production department at Universal City, which is necessarily more or less out of touch with sales angles.

From the exchange angle, one of the most important results of the convention was the re-districting of the Universal exchanges into more districts with greater concentration of authority and greater opportunity for the several district managers to exert their individuality. As a corollary of the re-districting, zoning of exchanges themselves to greater ease and economy of selling, was also decided upon.

Several appointments were announced and several others will be announced as soon as Mr. Lichtman has the opportunity to put all of the convention decisions into their proper perspective. The district territory under the charge of Ned Depinet, as the southern district embracing a territory of almost one third of the United States was divided, Ned Depinet retains the western half of the South, with headquarters at Dallas. Supervision of the eastern half of this southern territory will be in charge of Dan Michaelove. Michaelove has been for fourteen years connected with the French interests in the South. He recently had the same opportunity

the convention been made that every one of the thirty-six exchange managers, and the Home Office executives who attended, arrived in Chicago in time to attend the convention as planned, with full attendance.

## ED SMITH JOINS F. B. O. IN EXECUTIVE CAPACITY

Edwin J. Smith, formerly general sales manager of the Universal Pictures Corporation, has joined the F. B. O. in an executive capacity, and will be associated with Harry M. Berman, general manager of exchanges.

Smith's affiliation with F. B. O. brings to this organization a veteran in promotion and distributing matters. His entrance into F. B. O.'s ranks also renews a business alliance with Berman, who has always regarded Smith as one of the live wires of the industry.

## THEY FOUND THAT GOOD STUFF WAS ALL BOGUS

One afternoon two men in a covered wagon—of most famous Detroit hallmark—were speeding towards Los Angeles from Hollywood. Scouring into the flat country a most brilliant conflagration held their eyes. An oil derrick was afire.

One of the travelers was a film man, the other a member of the Examiner staff. Said the first: "I'm going to phone the studio. This is good stuff." Said the second: "I'm going to phone downtown to the Examiner. I'm going to get them to send a camera man and an International Newsreel camera, too."

They arrived upon the scene. The flaming oil structure seemed a gorgeous pyre for many a stockholder's hopes. It had proved the cynosure for, in round numbers, 1,998 automobiles. After a struggle, the serried ranks of machines were broken. A modified flying wedge broke the inner circle of gaping motor-les ones. Then—

Lo and behold! six cameras were cranking busily. Men with grafex cameras were clicking one shot after another. Large pipe arrangements were dripping gallons of water between devouring lenses and cone-shaped blaze. It was Richard Walton Tully and his crowd shooting one of the scenes for "Frowning Gold," a picture that concerns itself with the oil fields and other romance.

## CHRISTIE MAKING PROGRESS IN SCHEDULE FOR 1924

Christie Comedies now completed, or in the course of production at Los Angeles include the following two-reel subjects: "Home Akins in 'Aggravating Papa'; 'Topsy Bimbles,' with Neal Burns; 'Getting George's Goat,' with Dorothy Devore in the leading role, and 'Reno or Bust' featuring Bobsy Vernon.

Christie is producing close to the schedule arranged for his twenty comedies to be released through Educational during the 1923-24 season. In addition to those named who are starring in the comedies, a large organization of supporting players the largest in years is maintained at the studio. Among the girls Vera Steadman, Diane Thompson, Charlotte Stevens and Charlotte Merriman

## M. P. T. O. A. AGAINST LENGTHY PRODUCTIONS

RESOLVED, By the members of the Board of Directors of the Motion Picture Theatre Owners of America, in session assembled at the National Headquarters in New York City, Wednesday, January 16, 1924, that we again register the protest of the Theatre Owners of the United States against the unusual length of feature picture plays which tire our audiences and intrude improperly upon the program time of our theatres.

RESOLVED, That we favor a reduction in the footage of feature motion pictures as to hold all within a limit of six reels at the most. We realize that such a move will greatly increase the value of pictures to the public, avoid many situations which prompt censorship deletions and will result in greater economy in production, as well as permitting a real diversification of our theatre programs, enhancing public interest in the same and thus advancing the interests of the entire motion picture industry.

## "TUNE IN" ON THIS.

Mickey Bennett, boy star of Paramount's "Big Brother," will deliver a message over the radio on Monday, January 28, at 8:15 p. m., New York time, from Station W O R, Newark, N. J. Exhibitors who "tune in" will no doubt hear a very interesting talk from this clever little star.

**LESS-THAN-COST  
SPECIAL**



20-foot  
Trailer  
for  
Washington's  
Birthday.

Shows  
Washington's  
Picture on a  
Waving Flag.  
Tinted.

Very Patriotic.  
\$1.50 CASH  
with order.  
Only One to an  
Exhibitor.

**BILLY ANDLAUER**

312 Ozark Bldg. Kansas City, Mo.  
Pathe News Newman Staff

"Let Not Man  
Put Asunder"



## CROSLAND TO PRODUCE TWO COMPSONS FOR HODKINSON

By virtue of the success of "Encines of Women" and "Under the Red Robe" Alan Crosland has stepped into the ranks of producer-director at the head of his own producing company. Betty Compton has been signed to star in the first two productions and has left Los Angeles for New York, where she will begin work.

The new Crosland Productions will be made at the Bedford Cinema Studios in New York City and in Florida, and releasing arrangements have already been made to distribute the product through Hodkinson.

## "THE PERFECT FLAPPER" IS COLLEEN MOORE'S NEXT

Colleen Moore will appear in her next picture as an irresistible American flapper—a characterization similar to that in which she scored such a hit in "Flaming Youth." The new picture is entitled "The Perfect Flapper" and it will bring together once more the famous trio that made "Flaming Youth."

This will be the third picture Miss Moore has worked in during the past four months. Starting with "Flaming Youth" the star went to "Painted People" and now comes "The Perfect Flapper."

## SOME NEW EXPLOITATION STUNTS FOR "THE MAILMAN"

"Buddie" Stuart, F. B. O.'s "go-getting" exploiter in Boston, successfully completed a campaign on "The Mailman" for Faye Theatre, Providence, R. I. which incorporated several new and unusual features which can be used in this section.

Stuart had made a trailer showing the inside workings of the local postoffice. This trailer, in conjunction with the regular trailer, was used a week in advance of the opening. A letter carrier in uniform made speeches twice daily, saying a few words about the hardships a mail carrier must undergo in the faithful discharge of his duties and the small pay he receives in return. The speech ended by extolling the merits of "The Mailman" and telling how true to life Emory Johnson has made the production.

The postmaster consented to let the carriers distribute envelopes addressed, "A message from the Mailman" with a two-faced card on the inside, one side carrying an ad on "The Mailman" and the other calling upon the reader to write his congressman in behalf of the mail man.

### FLOWERS SPEAK WHERE WORDS FAIL—

"Say It With Flowers"

THE OWL FLORISTS

BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

Let Not Man  
Put Asunder

## UNUSUAL NAVAL "SET" USED IN F. N.'S "THE SEA HAWK"

On December 27, 1923, just 310 years ago the day when Balboa, from the deck of his sixteenth century frigate first looked at the Pacific ocean, four sailing vessels of the same design, with their poop decks, grotesque figureheads, gaudily-colored sails and pudgy cannon protruding from the wooden hull, set sail again on the Pacific from San Pedro, Calif. They constituted the most unusual movie naval fleet that has ever gone to sea.

When Frank Lloyd decided to produce Rafael Sabatini's "The Sea Hawk" he undertook one of the most difficult tasks which ever has confronted a producer. The building of an entire fleet of sixteenth century sailing vessels appears to be the most unusual "set" of a wonder age. A studio set is for appearance only and it need not have enduring strength or stability, but "Sea Hawk's" fleet had to be prepared to battle the Pacific for the period of a month. Other sea stories have been produced, but the producer satisfied his needs by purchasing or renting schooners or steam vessels, moving aboard and immediately going to sea. But there was no fleet in the world which resembled the awkward frigates, galleons and Moorish galleas which the "Sea Hawk" demanded.

## CHERRYVALE EXHIBITOR WRITES TO SEN. CURTIS

Senator Charles Curtis  
Washington, D. C.

Dear Sir:

I notice from the press dispatches that you have prepared certain reservations regarding the tax revision. I had a letter from you some time ago saying that you would be glad to support this measure.


Senator, are you seeking retirement after this term? If so, you are on the right road, and it is hard-surfaced and down hill most of the way, and the going will be easy.

On several different occasions at the Old Soldiers' Reunion at Cherryvale, it has been my good fortune to hear you tell the people of this district how well you liked to serve them, and all the nice things that go to make up a political speech for such occasions. And let me say, that these same people, today, without a single exception, are interested in tax revision, and with few exceptions are not interested in bonds. Kansas has taken care of her excessive debt, and feels that when the other states do the same it will then be time for you, or others who feel inclined, to take up the national bonds question.

I might add that the Motion Picture Theatre Owners of Kansas are watching the move of our representatives in Washington very closely; and might also mention the fact that they own and control some three hundred screens in all of the best cities and towns throughout the state. Just what influence these screens may have is a problem I will leave to your own solution.

Respectfully yours,

(Signed) S. A. DAVIDSON,  
Representative Motion Picture Theatre Owners of the Third Congressional District of Kansas.



Yes, we'll  
exclaim it to  
the world---

And the bookings we are receiving prove beyond all conclusions that the best box-office tonic is our series of

2-REEL

Wm. S. HART  
WESTERNS

Re-issues, Yes!  
But Boy, What  
KNOCKOUTS!

BRAND NEW—

Prints  
Advertising  
Accessories

GET THE WIRES BUSY NOW!

Richards & Flynn  
FILM EXCHANGE

113-115 West 18th St.  
KANSAS CITY

## Moving Along Movie Row

Harry Scott, feature sales manager for Pathe, visited the local exchange last Saturday and Manager Cecil Vaughan gathered the elements for a conference. Mr. Scott came from Oklahoma City. He is making a tour of the exchanges.

"The Leavenworth Case" is meeting with approval among suburban audiences. Vitagraph is releasing the mystery feature.

United Artists expressed gratification at the showing made by Charles Chaplin's "A Woman of Paris" at the Liberty Theatre. The picture had a two weeks' run.

The United Artists exchange is hoping that the report that Chaplin will direct Mary Pickford's next picture is true. They point to the comedian's work in "A Woman of Paris" as ample proof of his directorial ability.

G. B. Howe, service manager at the Universal exchange, has resigned. Mr. Howe has been connected with Universal in various capacities for twelve years.

John Belasco, who was brought from the East to exploit pictures for Universal and the Liberty Theatre, has been appointed district exploitation manager for "The Hunchback of Notre Dame." As soon as this duty is finished Mr. Belasco expects to return to the East.

A. K. Bonssad has turned over the management of the World-in-Motion Theatre, 8th and Walnut streets, to Earl H. Koraback for nine months, pending a new deal to be effected at the expiration of this period.

W. P. Moran, Oklahoma City branch manager for Universal, was a recent visitor at the local branch. Mr. Moran stopped here on the way to and from the Universal sales convention held in Chicago.

John Flynn of Hollywood is all fit and sound again after a brief illness.

Two reels of an Enterprise feature were destroyed when the film caught fire in the booth of the Liberty Hall Theatre at Wathena, Kas., owned by W. P. Bernfield. The operator was severely burned about the face when he opened the upper cabinet after the films had caught fire.

W. F. Truog, Goldwyn district manager, made a trip last week with salesmen Eddie Green and "Big Boy" Murdock through Southeastern Kansas. And, he reports, it is quite successful.

J. J. Newcomb of Newk's Theatre, Burlington, Kas., has been seen lining up bookings for the spring season on Monday. C. S. Stronicky of Washington and F. F. Sprague of Goodland, Kas., were other exhibitor visitors.

A party by the name of L. D. Redman, representing himself as a salesman for Educational Pictures, has been passing bad checks in the territory. Exhibitors are notified to watch out for this fellow, and also notify their local hotel managers. Any exhibitor knowing his whereabouts is asked to notify the Film Board of Trade.

Mention of M. Kalin's visit to the home office of Warner Brothers was made in the press matter cut out by that company. Kalin is quoted as saying:

"Many exhibitors in my territory have been prompt to book Warner Brothers pictures, not only for the quality of the product, but because of the remarkable line of advertising accessories and excellent advertising aid and service given the exhibitor directed by Warner Brothers."

The Woman's City Club adopted a resolution appealing to Congress for the repeal of the admission tax. This club also cast measures which throw upon Mabel Norman and her pictures.

Thomas Reilly of the Yale Theatre Supply Co. made a pretty nice equipment sale when he closed with the Memorial Hall at Independence, Kas., for complete equipment, including two Simplex projectors.

Gerrald Akers has been appointed a district manager over the St. Louis, Kansas City and Minneapolis exchanges for Universal.

A building has been leased at Hillsboro, Kas., by Whitney Bros. of Florence, Kas., which will be converted into a motion picture theatre. The managers are well known throughout Central Kansas, having been engaged in theatrical lines since 1907. They expect to have the theatre ready for the opening next month.

John Judd has been named as the new manager of the Beyer Theatre at Excelsior Springs, Mo. Mr. Judd was formerly associated with Mr. Reardon in the management of the Orpheus Theatre at Excelsior Springs.

A. M. Eisner has closed the Broadmoor Theatre, 344 Broadway, for a few days to install a new heating plant. The work should be finished by the first of this week.

Fred McCoy of Kansas City has been placed in charge of the publicity for the Jefferson and Princess Theatres in Springfield, Mo., and has been appointed assistant manager of the Jefferson.

C. D. Struble of the Yale Theatre Supply Co., Clyde Bader of the Stebbins Picture Supply Co., and T. F. Cole of the Cole Theatre Supply Co., attended the semi-annual convention of the Motion Picture Equipment Dealers at Chicago last week. They report it a very successful and constructive meeting.

J. D. Moore has sold the Kincaid Movies Theatre at Kincaid, Kas., to J. R. Jones of Le Roy, Kas.

Ben Bloteky, local Paramount exchange manager, returned Tuesday from the national sales meeting of the Paramount managers held in New York.

## "Eventually--- Why Not Now?"

The flour that made Minneapolis famous is known under the catchy slogan above.

The picture that made motion pictures famous, that showed everyone the possibilities of the motion picture—the

# Pathe News

belongs in your THEATRE on merit; because it adds strength to your program.

Eventually you'll book it; why not now?

Play Both Numbers—Every Week

## CARE AND OILING OF MOVING PICTURE MECHANISMS — POWERS

Written by GLEN R. BLANCHARD

Head of the Repair Department of the Cole Theatre Supply Co.

A man, not familiar with moving picture machines, once asked an authority how long a moving picture machine would run. The answer was: "The life of a moving picture machine depends largely, if not entirely, upon the care and attention it receives at the hands of the operator or operators, as the case may be.

We find, in many cases, the machines that come to us for repairs have not received the proper care. Some neglected, and in some cases we find the proper oil has not been used. In warm weather use a medium body oil, while in cold weather a light oil should be used. Under no circumstances use castor oil, as it is a very poor substitute for oil and has no place in the lubricating system of moving picture machines. Care should especially be taken in the selection of the proper oil for the intermittent movement of the Powers machine. The Powers intermittent movement is one of the finest pieces of mechanism it is possible to produce and the Nicholas Power Company have taken great pains to furnish an oil that will properly lubricate the intermittent movement—an oil that will permit the proper turning of the rollers in the roller pin movement and another oil for the lubrication of the solid pin movement. The first preparation is called "Roller Pin Powerline," and the second "Solid Pin Powerline."

Under no circumstances use anything in the Power Intermittent movement that has graphite for a base, as we have seen many an intermittent movement ruined, for want of lubrication, where graphite, grafalva and similar concoctions were turned. Graphite will not lubricate an intermittent movement and should not be used. We recommend nothing but genuine "Powerline" for the Powers intermittent movement. Care should be taken not to have too much oil in the intermittent movement oil casing. The oil should not stand higher in the oil casing than three-quarters of an inch from the bottom of the oil casing. This allows two thirds of the pineros to dip in the oil constantly.

In cold weather you have no doubt noticed the machine start slowly, when you turned the switch, and take some time to get up to speed. The machine being cold and the oil cold and heavy, a very hard strain is thrown on the motor, belts, gears, etc. Sometimes where a motor, on which a centrifugal switch is used, pulls so hard in cold weather, until it is warmed up, that the centrifugal switch will not kick off and in some instances the starting coils have been burned out. The writer believes it a good plan, before each performance, to take the crank and "ice" out the mechanism when it is cold, and turn until the mechanism runs more freely. This is good practice to follow the year around, for sometimes an oil-hole gets stopped up and the bearing does not get oil and it causes the mechanism to run hard. By means of the crank you can discover this and save, by a timely application of oil, a possible

"bind up." The mechanism should always run free and easy.

The oil holes should be oiled frequently, depending upon the speed at which you are running. Use common sense and keep oil on the wearing parts at all times. Many operators keep just enough oil upon the wearing parts to keep them from binding, but not enough to keep them properly lubricated and prevent wear. This shortens the life of the machine and makes business good for the repair shop. Oil early and often.

Oil holes most often overlooked by the operator are the toggle driving gear left-hand bearing, which goes through the shutter shaft bracket. The right-hand large idler shaft bearing, which has a self-closing oil tube on the top of the mechanism frame. The large intermittent shaft bearing. It is generally supposed that this bearing will be lubricated with the oil from the intermittent case, but this is not a fact. The left-hand cam shaft bearing. On account of the position of the framing carriage, the oil hole is out of sight, and is, therefore, overlooked.

Do not run with the tension too tight on either the gate or the takeup. The tension should be just tight enough on the tension shoes to keep the film from jumping, and just tight enough on the takeup to take up the film without strain. A tight tension is much easier on the film and will prolong the life of many parts on the mechanism.

The gears should be kept clean and oiled with light or medium oil, and the surplus oil wiped off. Clean gears often and oil often. Don't let grit accumulate and grind out the gears. The Powers do not overlook the base of the gear machine. It has a wonderful set of gears. No two gears of equal hardness are permitted to mesh and grind each other out. You will find one steel gear meshing with one bronze gear, or in one instance a Formica gear. I properly taken care of these gears will last for years.

It is not hard to keep the machine clean, if done regularly and thoroughly. I think keeping the machine clean is important. Once a day the operator should take a wiping cloth and wipe off all surplus oil from the gears and frame, also do not overlook the base of the mechanism. Dirt and surplus oil will not then accumulate. It would be well to occasionally clean the mechanism in gasoline. But this should be done carefully. Cleaning the mechanism with a brush and gasoline without taking the mechanism from the stand is not good practice. If enough gasoline is used, in this manner to thoroughly clean, the gasoline will wash grit and dirt down into the oil holes to grind out the bearings and shafts. The best way to clean the mechanism in gasoline is to take a can that will hold about two gallons of gasoline; take the mechanism, turn it bottom side up; take a good brush and give it a good brushing with gasoline. In that way no grit can settle in the oil holes, and eventually into the bearings.

After doing this, be sure to give the mechanism a good oiling before running any film. Oil, then start motor and run empty for a few minutes, then oil again before starting a show. By this method the bearings will be properly lubricated and prevent them running dry. Cleaning in this manner removes the necessity of taking the mechanism apart. The mechanism should be taken apart only when making repairs.

The writer believes the less the mechanism is taken apart, the better and the longer it will run and the less the expense for parts. When it is absolutely necessary to take a mechanism apart to put on parts, it should be done very carefully. Repairing the mechanism in the projection room can be done, provided the necessary tools are used, such as the "V" block, long shank sprocket pin punches, sprocket pin taper reamers, etc. The reamers are used to get the same size hole in the sprocket as in the shaft, so that the taper pin will force in through the sprocket and shaft without cramping or springing the shaft. All the gears and shafts that have pins in them are tapered, so be sure and force out the pin from the small end.

Now a word in regard to repairing. We will take, for example, the intermittent sprocket, which is very difficult to make, that is, from the time it is cut out until it is treated and hardened ready for use. Think how hard it is to make thousands of sprocket wheels all perfect, all exactly the same size, within one ten-thousandth of an inch. Such accuracy is marvelous. The same is true of the pineros and cad, and, in fact, the balance of the mechanism. While all of these parts are made as accurately as is humanly possible, yet there is bound to be a little variation in the thousandths of parts turned out from time to time. If a sprocket hole is one ten-thousandth oversize and the shaft upon which it works is one ten-thousandth undersize, the result would be a loose fitting sprocket and shaft. The operator is therefore handicapped, as he has only two parts to fit, while the supply house has from twenty-five to fifty of these parts, and absolutely fit them.

The mechanism of a moving picture machine is a wonderful piece of machinery, its performance is a masterpiece, it is truly one of the seven wonders of mechanics—treat it accordingly.

**NEXT WEEK: — THE SIMPLEX MECHANISM WILL BE DISCUSSED.**

**QUESTIONS** From Operators or Exhibitors regarding any machine will be gladly answered by this department

Jean Havez, one of Buster Keaton's scenario staff, has written a novel based on his experiences in Europe last spring. It is called "Yes, Mr. Dear" and will be published shortly.

**"Let Not Man  
Put Asunder"**

## ST. LOUIS TRADE EVENTS

By David F. Barrett

ROSENTHAL LEAVES "U";  
TO OPEN OWN EXCHANGE

St. Louis filmdom was startled the past week when Barney Rosenthal, for the past eleven years resident manager of the local Universal exchange, announced that he had resigned from that office and would shortly open an independent film exchange in St. Louis.

When the surprised exhibitors and exchange men had recovered sufficiently from that shock it was learned that Bob Taylor, assistant manager for Universal; Nat Stenberg, head of the short subject department; J. Goldbaum, star salesman; Morris Engel, publicity director; Miss Mildred Doyle, assistant booker; Rose Applebaum, clerk, and Mrs. Joe Caruso, clerk in the shipping department, had also resigned.

Rosenthal had long been regarded as a fixture at Universal, as much a part of the organization as Carl Laemmle himself, and the announcement of his resignation caused as much of a surprise as a statement that Laemmle had sold out his interests would. He came to St. Louis from Chicago seventeen years ago to join the old Swanson-Crawford organization and also worked for the General Film Corporation, I.M.P., Biograph and then with Universal. Through his long association with them Rosenthal probably knows more exhibitors in the St. Louis territory than any other exchange manager and has long been considered as among the most popular exchange men in the country.

When he opens his new office he will have associated with him Stenberg, who has been with Universal for nine years. They will depart for New York City within the next few days to purchase product for their new office. They plan to spend about three weeks in the East. Taylor has been Rosenthal's assistant for ten years, while Goldbaum has been making the Southern Illinois territory for the same period. Engel was in charge of publicity for the office during the past seven years.

For the first time in the history of St. Louis crimeology a grand jury has returned an indictment charging burglary and larceny solely on finger print evidence. Thomas Skinner, ex-convict and member of the Egan Kats, was arrested and charged with cracking the safe of the local Paramount exchange on the night of November 13. The police allege that Skinner's finger print was found on the safe door after the robbery.

BRIGHT BITS  
and  
NEWSY NOTES

Joe's Playhouse, Swifton, Ark., is now being operated by Charles Jones.

Harry Weets, First National's local manager, returned on Saturday from a three-day journey out into the territory.

Many show houses in the St. Louis territory have closed temporarily. Among the houses reported closed are: Palace, Cypress, Ill.; Grand and Landale, Carlinville, Ill.; Kiozy, Dresden, Tenn.; Santeis Hall, Robertsville, Mo.; Moonshine, Wayne City, Ill.; American, Frankfort Heights, Ill.; Princess, Parkin, Ark.; E. E. Edwards house at Donnellon, Ill.

Joe Wade is now operating the Star Theatre, Griggsville, Ill. He purchased the theatre from James E. Cratt.

Jay A. Cove, contract sales manager for the Associated First National's home office, was a recent visitor to St. Louis.

Harry Greenman has returned to manage the William Fox Liberty Theatre here. Harry managed the house for several years, but at the close of last season was transferred to New York. He is very well acquainted with the film tastes of St. Louisans and in the past has proven very popular and successful.

G. E. McKean, Fox manager, is in New York attending a sales conference.

A trade showing of "Lullaby" was given by Tom McKean, local manager for F. B. O., at the Universal screening room on January 17. Many local and out-of-town exhibitors witnessed the picture. McKean reports a wide demand for the feature.

Clave Adams of Chicago, district manager for F. B. O., spent the past week in St. Louis. He had charge of a general sales conference for the local F. B. O. sales organization on January 19. All of the road men were in for the gathering.

The Rialto Theatre, Moberly, Mo., is to be reopened by H. M. Fort, formerly of Oklahoma City, Okla.

The Pendleton, Pendleton and Finny avenues, St. Louis, which has been taken over by J. A. Samowsky, will reopen about February 1.

Mr. and Mrs. J. W. Rodgers of Poplar Bluff, Mo., will spend the remainder of the winter in Florida.

One of the exhibitors who during the past year, John Pollock, Eagle Theatre, Evansville, Ill.; L. Brady, Broadway, Cape Girardeau, Mo.; John Platt, Echo Theatre, Tim Kelle, Princess, Alton, Ill.; Charles Barber, Alder, Ill.; Oscar

Wesley, Gillspe, Ill., and Bob Cluster of Johnston City, Ill.

Suit has been filed in the St. Clair County Circuit Court by the Belleville Bank and Trust Company to foreclose on a \$1,982.72 second mortgage on the Rex Theatre, Belleville, Ill. The suit alleges that the mortgage was executed on October 28, 1922, and that the interest has not been paid when due. The defendants named in the suit were Mary F. and Charles W. Gieselman, Noah and Frank Bloomer and Michael J. Dillenger.

An unlawful detainer suit has been instituted against the present occupants of the Garrick Theatre, 513 Chestnut street, the owners, the Garrick Building Company, alleging that the burlesque shows now being given in the house tend to lower the rental value of the building. The defendants are the Shubert and Loew theatrical interests; Joseph Oppenheimer, manager, and James James, alternate manager. The house was leased to the Shuberts twenty years ago. The lease has two years to run. The present occupants allege that the attempt to dispossess them is a move on the part of a rival theatrical interest and an effort to prove this contention will be made during the trial of the suit.

On the night of January 13 Steve Kaiman, owner-manager of the Baden and O'Fallon Park Theatres, St. Louis, was held up by two highwaymen near his home, 2057 McKelvie avenue, and robbed of \$170; the receipts for the Baden Theatre. The men apparently followed Kaiman from the theatre in an automobile, as shortly after he got off a street car and started toward his home they drove along side and compelled him to turn over his money.

Two St. Louis theatres were entered by burglars during the past week. On the night of January 14 safe-blowers cracked the safe of the Shaw Theatre, 3900 Shaw avenue, owned by the St. Louis Amusement Company, and secured \$400. On January 17 robbers forced open a door of the New Ashland Theatre, 3530 North Newstead avenue, and took a violin, saxophone, electric flash light and projection machine tools from the operator's booth. The loot was valued at \$200 by the management.

USE  
and  
READ  
Reel Journal  
CLASSIFIED ADS

"Let Not Man  
Put Asunder"



# "They've All Been Money-Makers"--says O. K. Mason

## REGENT THEATRE

O. K. MASON, Manager  
NEWTON, KANSAS

January 15, 1924

Film Classics,  
Kansas City, Mo.  
Gentlemen:

Another year has rolled around, and while none of us can see the future, it is an easy matter to check up the past and see where we have gotten the best results.

For the past ten days or more that is all I have been doing, and after balancing my different records I feel it only fair to Warner Bros. to say their Film Classics hold an enviable position on my records, for, while they have not all been record breakers, they have, all of them, been money makers, and not a single one shows up on the wrong side of the ledger.

Such pictures as "BRASS" and "WHERE THE NORTH BEGINS" stand at the top of the list and undoubtedly rank with the best box-office pictures of the past year.

If Warner Bros. can only keep up the record they have made so far in my house, they can sure count me as one of their steady and staunch boosters for Film Classics.

Yours very truly,

REGENT THEATRE.

By O. K. MASON.

OKM-EIR

**March**  
IS  
**KAHN**  
and  
**WARNER**  
**Month**

Advertising  
Accessories  
at Half Price  
With All  
Bookings

**March**  
IS  
**KAHN**  
and  
**WARNER**  
**Month**

Advertising  
Accessories  
at Half Price  
With All  
Bookings

115 West 17th Street  
KANSAS CITY, MO.

**FILM CLASSICS**  
OF KANSAS CITY, INC.

AL KAHN,  
Pres. and Gen. Mgr.

**The**

# Reel Journal

**The Film Trade Paper of the Southwest**

## NOW READY FOR YOU:

A VARIETY SHORT SUBJECT PROGRAM THAT WILL GET THE MONEY:

THE WAY OF A MAN (Pathe Serial)	2 Reels
Pathe Comedy	2 Reels
Pathe News	1 Reel
Screen Snapshots	1 Reel

Write us for prices on this six-reel show and let us prove to you that this program will get the money.

When writing us ask for prices on Club Booking Plan No. 30.

### Pathe Exchange, Inc.

KANSAS CITY, MO.

ST. LOUIS, MO.

# Stationery Special

## February Only

---

250 Letterheads, not  
over 5 lines, black ink,  
\$2.00

250 XX 6 3-4 Enve-  
lopes, with return card  
\$2.00

White paper. Sent post-  
paid upon receipt of price.

---

Just a Card or a Call and You'll Get the  
Service and Workmanship You have  
Always Hoped For.



# THE KEYSTONE PRESS

19th & Wvandotte

Kansas City, Mo.

Phone Delaware 9763



**A**S a contribution to the world's Cinema Classics "The Lullaby" will for years be remembered by the millions who see it, as something bigger, something finer, a photodramatic melody of the soul.

For Chester Bennett this picture is an accomplishment of which he may well be proud.

For Jane Novak "The Lullaby" is nothing short of a personal triumph.

It is therefore, with justifiable pride, that Film Booking Offices of America, Inc., announces for release shortly --

# "The Lullaby"

that will be hailed 'round the world as a cinematographic masterpiece that sets a new standard.

It will not be necessary to present "The Lullaby" with the usual blare and fanfare of trumpets.

Alone, and unaided, by virtue of its great power, its deep appeal and its touching sentiment, will this picture be received with acclaim in every part of the earth.

Plans of refinement are being perfected for its presentation in the foremost theatres throughout the land. Communication with your nearest F. B. O. Exchange manager will bring further details.

*Presented by*  
**Chester  
Bennett**

*Starring*  
**Jane  
Novak**

**Film Booking Offices of America, Inc.**

Snowier Building, Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.  
127 South Hudson Avenue, Oklahoma City, Okla.  
106 South Cross Street, Little Rock, Ark.



Published Every Saturday by  
REEL JOURNAL PUBLISHING CO.  
19th and Wyandotte Sts.  
KANSAS CITY, MO.

BEN SHLYEN  
Publisher and Editor

## A Masterpiece

There are pictures, well directed and well acted, which leave a pleasant taste with the spectator. He is satisfied that he has had entertainment. That is all he asked for. Occasionally there comes a picture which provides a great deal more than entertainment.

"The Hunchback of Notre Dame," Universal's special production which is now showing at the Liberty Theatre, is one such as this. Its scenes are exceptional with evidence of a master hand behind each proceeding and yet, we believe that the picture is taken from the rank of average film by the superb acting of Lon Chaney.

We can remember John Barrymore in "Dr. Jekyll and Mr. Hyde" and Norma Talmadge in "Smilin' Through." Of all the pictures we have seen these two stand out pre-eminent in our memory. Not because of exceptional photography, or colorful settings, or immense scenes, but because of the fine, human way in which the star in each instance handled the role.

Chaney is accorded a remarkable background in "The Hunchback." Each supporting actor and actress is well fitted for the part and Patsy Ruth Miller is a gem. The picture seems as near perfection as any that has been produced where an attempt was made at such a lavish scale. The photography, the mob scenes, every detail is splendidly handled.

Chaney, distorted in lip and a near a human mace as makeup could make him, carried the direct appeal of the audience and more than that evolved at the grotesque sorrow he involved. His acting was a classic.

"The Hunchback of Notre Dame" is

## Plan a Reorganization of the M. P. T. O. of Western Missouri

A group of exhibitors by design met at the Baltimore Hotel last Tuesday. The original design had been to have all of the members of the M. P. T. O. of Western Missouri represented, but aside from these few the remainder developed a case of shyness and their absence had the effect of changing the convention into a business meeting with reorganization the principal topic.

The sad array of representation probably was the climax of a year or so of slothful laxity on the part of the western association. Ever since Missouri was divided into sections the power and unity of both have been dormant.

One of the reasons assigned for the failure of the western division to function whatsoever was that the directing body was scattered and that there could come any success only after the officers were grouped in Kansas City.



CHARLES T. SEARS,  
Vice M. P. T. O. of Western Missouri.

The members debated a greater part of the day and finally arrived at the scheme outlined:

A sufficient sum of money, which was subscribed at the meeting, will defray the expenses of a party to be selected on a tour of the western Missouri theatres. It will be his duty to obtain dues from every member and to explain the advantages that a state organization can give an exhibitor.

Then, if the exhibitors present a friendly and willing spirit, the association will be organized on a sound footing. New officers will be chosen and these undoubtedly will come from Kansas City. As soon as sufficient funds are forthcoming it is planned to hire a manager, whose duties will be to perform the thousand and one things that a president, who must look after his own

Sears, A. M. Eisner, T. C. Goodnight, A. F. Baker and Jay Means was appointed to select the person who will tour the western part of the state. An advertisement will be run in Sunday's paper and a meeting will be held by this committee at the offices of the Kansas City Exhibitors' next Tuesday. These offices will be shared by the state association until such time as it is deemed advisable to rent a separate office.

The consolidation of the Kansas City and the state associations was discussed but went no further than discussion. It was decided to wait until the result of the tour is announced before anything definite is decided upon. Regardless of any consolidation, the Kansas City exhibitors will retain their separate identity because, as A. M. Eisner, president, explained, there are many questions which deal strictly with Kansas City theatres and which must be handled by the body.

In pointing out the advantages the state association would possess if organized properly Eisner used the Kansas City association as an example. He told how the music tax had been fought so successfully that very few theatres now were paying. He told how the slide contract had been arranged with the Jones Store Co. whereby the association was to profit at the rate of \$300 a month.

It was pointed out that there are practically as many theatres in western Missouri as there are in the state of Kansas and that there was no reason why the Western Missouri association could not be as strong as the Jayhawker band.

This, in brief, outlines the process of reorganization under which the group are working. Whether or not the plans formulated are successful only time can tell. It is certain these exhibitors realize that immediate action is imperative.

In addition to the committee named those from out of town who attended were: D. Michael, Kirksville; J. E. Courier and C. R. Wilson, Liberty.

## A. H. BLANK TO SHARE THE EDUCATIONAL OFFICE

On account of the increased number of releases recently acquired by the A. H. Blank Enterprises, it has necessitated their securing larger exchange quarters. They are moving this week and will share the exchange offices with the Mid-West Educational Film Exchange.

We understand an announcement will be made to the trade, next week, of the newly acquired product which they will distribute. The A. H. Blank Enterprises have been doing business in this territory for several years, and already enjoy a very large independent business.

Let Not Man  
Put Asunder

# SAVE 25%

L A D I E S'  
SKIRTS  
25%  
OFF  
Old Price

L A D I E S'  
SUITS  
25%  
OFF  
Old Price

L A D I E S'  
Winter Hats  
25%  
OFF  
Old Price

L A D I E S'  
COATS  
25%  
OFF  
Old Price

HOUSE  
DRESSES  
25%  
OFF  
Old Price

L A D I E S'  
SHOES  
25%  
OFF  
Old Price

## GENTLEMEN:

To cope with conditions in your territory and to grant the same proportionate reduction to you that is granted your merchant neighbors by the wholesale houses, the entire output of this exchange will be marketed on a basis representing 20 per cent reduction on all unit contracts with an additional 5 per cent for cash with contract. All prints guaranteed A-1 condition.

For your benefit,  
RICHARDS & FLYNN FILM CO.

## FEATURES

- |    |                                       |                              |
|----|---------------------------------------|------------------------------|
| 64 | OUT OF THE<br>ORDINARY                | FEATURES--5 Reels            |
| 53 | STRING SNAPPING<br>SHIRT RIPPING      | COMEDIES--2 Reels            |
| 40 | BUSINESS BUILDING<br>GLOOM CHASING    | COMEDIES--1 Reel             |
| 70 | RIP-SNORTIN'<br>GO-GETTIN'            | WESTERNS--2 Reels            |
| 20 | BREATH-TAKING<br>HEART-STOPPING       | RAILROAD<br>DRAMAS --2 Reels |
| 24 | INTEREST BUILDING<br>BUSINESS HOLDING | SCENICS<br>NOVELTIES--1 Reel |

## SOME OF THE STARS

Featured in these productions are:

Patsy Ruth Miller	Eustin Farnum	Cullen Landis
Wm. S. Hart	Franklyn Farnum	Mary Anderson
Jack Hoxie	Wm. Fairbanks	Monroe Salisbury
Tom Mix	Jack Richardson	Etc., Etc., Etc.

MEN'S  
SHIRTS  
25%  
OFF  
Old Price

OVER-  
COATS  
25%  
OFF  
Old Price

MEN'S  
SHOES  
25%  
OFF  
Old Price

MEN'S  
HATS  
25%  
OFF  
Old Price

MEN'S  
SUITS  
25%  
OFF  
Old Price

EVERYTHING  
TO WEAR  
25%  
OFF  
Old Price

# RICHARDS & FLYNN FILM COMPANY

113-115 WEST 18th ST.

KANSAS CITY, MO.

## VITAGRAPH IS IN ITS TWENTY-SEVENTH YEAR

Vitagraph enters its twenty-seventh year in the motion picture industry this month. It was in 1897 that William T. Rock, Albert E. Smith and J. Stuart Blackton met to join forces which resulted in the organization of this, the oldest existing motion picture corporation. Mr. Rock has passed on and his holdings in the corporation are now held by John B. Rock, his son. Mr. Blackton, who for a short time produced independently, is again with Vitagraph, as is Mr. Smith, who never has relinquished his position as president and active director of the company's destinies.

At the Vitagraph plant in Brooklyn there are many employees who have been in continuous service for many years. J. B. French is the oldest in service. Mr. French was engaged the year that Vitagraph was formed and he has never been employed by any other concern. Second in point of service is Morris Bremer of the negative department and third is Gus Wentz, who came to Vitagraph in 1903.

Among the interesting exhibits in President Smith's reception room at the studios is one of the first combination cameras and projection machines he ever used. It was built by Mr. Smith himself in 1899 and was called the Jumbo.

## KEY TOWNS ARE BOOKING SANTA FE TRAIL SERIAL

The A. H. Blank Enterprises reports that a great number of the key towns in this territory have been closed for the Santa Fe Trail Serial. It is reported that a majority of sales have been made to larger picture houses whose policy has not included serial subjects; but on account of the particular box-office angle that the Santa Fe Trail Serial carries, they have looked it over.

The Santa Fe Trail Serial besides being a serial of action, carries the added prestige of being of historical and educational value. The opening scenes start at Independence, Mo., and follow the original Santa Fe Trail. It has proved to be a record-breaker in other territories and from the start it has received in this territory it looks like it is sure to make serial history.

## RADIO WILL BE USED TO PUT OVER "AFTER THE BALL"

Through the application of Carl Anderson to Commissioner D. B. Carson, Department of Commerce and Bureau of Navigation, for right to install and operate a radio broadcasting station, it became known that Anderson Pictures is planning to use the latest twentieth century method of reaching the multiplexed putting over of "After the Ball" and also for direct and frequent communication with members of Theatre Owners organizations and the exchanges of F. B. O. which are handling the pictures.

It is not generally known that Carl Anderson was associated with Dr. Lee D. Forest who built the first broadcasting station and invented the radio telephone. He did experimental work with Dr. d. Forest back in 1900 and is, himself, one of the best known amateur radio op-

## REPORTS A WIDESPREAD EXHIBITOR INTEREST

Harry Scott, feature sales manager for Pathe, who visited the Kansas City branch while on a recent tour of the exchanges, reported widespread interest in the field in the new lineup of feature product which Pathe will shortly make available to the exhibitors of the country. He said sales personnel and exhibitors were especially curious about the new Harold Lloyd production, "Girl Shy," and stated that Hal Roach's current feature release, "The Call of the Wild," was getting over unusually well.

Mr. Scott made a flying trip, leaving for Cincinnati January 14 and returning by way of Pittsburgh January 23. He paid a visit to Kansas City Saturday, January 19.

## "GIRL SHY" IS HAROLD LLOYD'S LATEST COMEDY

The screens of the country shortly will present what is declared in dispatches from the Coast to be Harold Lloyd's greatest comedy effort. "Girl Shy" has been definitely selected as the release title of Lloyd's latest comedy for Pathe, which was made under the working title of "The Girl Expert."

A preview of the comedy held January 6 before a regular theatre audience at Hoyt's Long Beach was the occasion of the following dispatch from Los Angeles:

"Girl Shy" preview was held at Hoyt's Long Beach. Audience never laughed heartier at Lloyd's comedies. The new comedy is along the lines of 'Grandma's Boy,' but contains more laughs. It also has plenty of thrills in the greatest chase sequences ever put on the screen.

"Girl Shy" was directed by Fred Newmeyer and Sam Taylor from a story written by Sam Taylor, Ted Wilde and Tim Whelan, with Tommy Gray assisting in the "gag" department.

## LLOYD HAS COMPLETED CAST FOR "THE SEA HAWK"

With production well under way Frank Lloyd has completed the cast for the big spectacle he intends to make of Rafael Sabatini's "The Sea Hawk," which, according to the announcement, will be one of the most important pictures on First National's releasing schedule for 1924.

Milton Sills is to play the dual character of Sir Oliver Tressilian, later Sakel-Bahr, the hawk of the sea and commander of the corsairs. Enid Bennett is to play the leading feminine part, that of Rosamund Godolphin, an English gentlewoman a role similar to that of Mad Marion in which she was seen in support of Douglas Fairbanks in "Robin Hood." Lloyd Hughes will play Lionel Tressilian, half brother of Sir Oliver.

## A BIG DEMAND FOR THE REISSUE OF "MICKEY"

Mabel Normand, mostly for keeping in the spotlight of public attention is creating a real prod of demand for her greatest triumph, "Mickey," which has been reissued by F. B. O., according to

## PATHE TO MAKE TWO MORE OF THE "PUNCH DRAMAS"

Pathe News probably will release two or more single reel "Punch Dramas" on the order of "Among the Missing," which Pathe has acquired for release.

The forthcoming subjects to be made along the same lines will be directed by Will Nigh and will present different casts in each instance. The same conglomeration of dramatic interest and lightning-like development that won for "Among the Missing" the enthusiastic approval of the New York critics will again be embodied in the two additional members.

## FRED QUIMBY TO HANDLE THE UNIVERSAL SHORTS

Fred C. Quimby, formerly assistant general manager and director of exchanges for Pathe, and more recently an active figure in the independent field, has been selected by Carl Laemmle and Al Lichtman as Short Subjects manager for the Universal Corporation. He will direct the short subject handling in the various exchanges.

Quimby's arrival at the Universal home office is said to presage a rejuvenation and reorganization of the Universal short subject situation. There will be changes and additions to the force and product calculated to place the company's one and two-reel releases high in the industry.

## AFTER NEARLY TWO YEARS "BEN HUR" READY TO FILM

Two years ago in June the Goldwyn Pictures Corporation paid an enormous sum of money to A. L. Erlanger, prominent theatrical producer, for the film rights to Lew Wallace's immortal story, "Ben Hur." The story was to be filmed, according to the Goldwyn company, as soon as possible.

It is now a few months less than two years since the announcement was made, and preparations are just now drawing to a close. Charles Brabin, who has been chosen to direct the picture, is in Empire with his technical staff, and in a few weeks actual production of the picture will start.

## "HIS DARKER SELF" WILL BE RELEASED BY HODKINSON

It is reported from Albert L. Gray's office that the Hodkinson Corporation will distribute "His Darker Self," a five-reel comedy produced at the D. W. Griffith studio starring Lloyd Hamilton. "His Darker Self" is the comedy originally scheduled as the vehicle for Al Johnson's debut as a screen star, but after an exhaustive survey of available screen artists Mr. Griffith finally selected Lloyd Hamilton for the stellar role.

**"Let Not Man  
Put Asunder"**

# Precious Things

## Come in Small Packages

—that's an old adage.  
But it sure rings true  
when applied to our  
series of

# 6

## 2-REEL

# Wm. S. HART WESTERNS

They're Precious —  
not in price—but in  
VALUE to YOUR  
box-office!

They just come in 2-reel cans  
—but, man, oh man, they've  
got the punch and power of  
specials!

Send Us Those Dates Now!

# Richards & Flynn

## FILM EXCHANGE

113-115 West 18th St.  
KANSAS CITY

## F. B. O. VICE-PRESIDENT ISSUES A STATEMENT

Confusion resulting from recent published reports that the F. B. O. organization, formerly Robertson-Cole, is operating under new ownership and management, led to the issuance of the following statement by J. L. Schutizer, vice-president of F. B. O.:

"The financial control of Robertson-Cole still remains in the hands of the Gabrians, bankers of England and Scotland. They have controlled the organization from its inception several years ago and have seen it grow during the last year or more into one of the most flourishing concerns in the film industry. "Owing to the fact that Messrs. Cole and Robertson have withdrawn from the business and their names have no significance, it was decided to drop the name Robertson-Cole and use instead the name Film Booking Offices. Our studios at Melrose avenue and Grover street, therefore, will henceforth be known as the F. B. O. studios. The ownership remains the same as it always has been."

## "THE HILL BILLY" IS READY FOR PREVIEW

Jack Pickford and his wife, Marilyn Miller, will head the list of celebrities who will attend the New York premiere of Jack's new photoplay feature, "The Hill Billy," a melodrama of the Kentucky mountain regions cut from a John Fox, Jr., pattern.

Final editing on the picture has just been completed and release prints are being made ready for shipment. Jack Pickford is in New York to arrange for the metropolitan showing and also to seek new material for another production. It has several times been reported that Miss Miller will co-star with him in this forthcoming production, and some color is lent to this report by the fact that Miss Miller has not renewed her contract with the Ziegfeld organization.

## LOUIS MAYER HAS SIGNED DIRECTOR HOBART HENLEY

Hobart Henley, one of the best known directors, has been signed by Louis B. Mayer to head a production unit with the product to be released by Metro. Henley's unit will be the third of the Mayer Production organizations, the others being the Fred Niblo unit and the Reginald Barker company.

Henley is best known for his work in directing many Universal features, among them being "A Lady of Quality," "The Flirt" and "June Madness." He began his work in theatricals with stock companies and later appeared in the leading roles on the screen for some time before taking up the profession of directing.

## MADGE KENNEDY STARS IN "THREE MILES OUT"

"Three Miles Out," acclaimed on its first appearance on Broadway as the very best entertainment given the public by the John Emerson-Aunt Laura combination, is to be distributed through Associated Exhibitors.

Madge Kennedy is the featured player with Harrison Ford in the leading male role.

## INGENIOUS CAMPAIGN FOR "THE DARLING OF NEW YORK"

Through the co-operation of Harvey's exploiters in the various sections of the country, Florida Wallflower, the Century Film Corporation, instituted an extensive campaign on the opening of Baby Peggy's first big production, "The Darling of New York."

With the aid of Jean Beland, Mr. Wallack arranged a decidedly novel stunt contest in conjunction with the showing of the picture in Kansas City at the Liberty Theatre. Arrangements were made with the different merchant to plant ten youngsters, resembling Peggy in their stores at certain hours. A double page truck was run in the newspapers carrying an ad from each merchant announcing that prizes of merchandise would be given to people identifying the most Peggies. Each Peggie gave the person identifying her a coupon. A ticket-selling contest was organized among the school children and the one selling the most tickets was given a prize. The various exploitation stunts in connection with this campaign ingenious as those used in other cities where the picture was first shown.

## EFFECT NATIONAL TIE-UP FOR "RESTLESS WIVES"

A very effective commercial tie-up has been made for "Restless Wives," the latest C. C. Burr release in which Doris Kenyon is being featured. It is with the Ingram Milkweed Cream. This concern will get out a large number of show cards with a picture of Doris Kenyon and these will be distributed throughout the country to all drug and general stores handling the Ingram product. "Restless Wives" is distributed by the Enterprise Distributing Corporation.

## EQUIPMENT DEALERS FORM LOCAL CREDIT BUREAU

The Motion Picture Equipment Dealers have formed a national credit and credit bureau of which the local dealers are members, having the local credit bureau.

The purpose of this organization is to expedite the payment of accounts by these dealers, who have heretofore been forced to extend liberal credit to the purchasers of equipment. It is stated that some have been grossly defrauded when it came to the payment of bills by exhibitors.

A credit rating of each member of the theatre supplies will be made and the terms will be made for the credit dealers, accordingly. Exhibitors who have resorted to such credit practices will be placed by the bureau on a strictly cash or C. O. D. basis.



## Moving Along Movie Row

Homer Gill, well known for his work as an exploiter in this territory, is now managing the Princess Theatre at Sioux City, Iowa.

John J. Freidl, formerly Paramount exploiter here, has also gone into the theatre end of the business. Jack is located in Dallas, Texas.

Bob Carnie, formerly with Metro, is now Kansas representative for Associated Exhibitors.

It's been a long time since we last saw J. A. Quincy of the Elite at Greenleaf, Kas. Jim was in town the other day and quite merrily was inquiring about price on "The Hunchback of Notre Dame." There's a hopeful fellow for you.

G. M. Reap has stepped out of the office of assistant manager for Fox and is now doing special sales work on the road. A. M. Van Dyke, formerly booker, has taken over Reap's office duties, while B. J. Solige has come here from Fox's Omaha office to do the booking.

We had with us this week:

L. Goldstein of Dodge City. On business.

Lee Gimmonson Atchison. On business.

Herbert Thatcher, Abilene. On business.

And others.

Despite reports to the contrary, bookings on "A Woman of Paris" with Edna Purviance have been given a decided impetus, according to the United Artists branch office.

Mrs. Wes Millington, formerly of the Crystal Theatre at Ottawa, is ill at her home. She is trying hard to believe that the reason the salesman who were wont to pay her visits have been in ignorance of this fact, but now she knows there can be no excuse. She will appreciate a call from any of the old gang.

The Broadmoor Theatre has reopened with a new heating system and has been newly decorated. A. M. Eisner had a hand in the decorating and if he does say it himself it is pretty nifty.

Following the three weeks' run of the "Hunchback of Notre Dame" at the Liberty comes Mary Pickford in "Rosita." "The Hunchback" packed 'em the early part of this week.

M. A. Levy, manager of the Fox exchange, is back from New York where he attended a sales meeting. A very good meeting and a fine time, he says.

E. E. Langdon, manager of Standard, says curtly to us: "What about a note about us." We say: "What about?" He says: "Us."

The Missouri Theatre, after being kept in darkness this week, opens Sunday with a mystery play titled "The Monster." It was written by Crane Wilbur, well known to motion picture fans. Wilbur also plays the leading role. This play is said to make "The Bar" look like a bedtime radio story. In which case bring along smelling salts.

The Liberty Theatre is running a slide asking the opinion of the audience as regards the aduhns. Personally, we believe they are a nuisance in a downtown house.

At the meeting of the M. P. T. O. of Western Missouri during a lull in the debates a joke was told of a certain small town exhibitor who was so poor that each night he showed his comedy first and then took the gate receipts down to the depot to pay the express charges on his feature.

Sam Benjamin manager of the F. B. O. office at OKLA.

Jack Gross and Mrs. Gross of the Eldorado Theatre at Eldorado, Kas., saw the slight in our fair city during a recent visit.

R. W. Case, assistant manager of theatres for Universal and formerly manager of a theatre at Seattle, Wash., paid a visit to his folks who live in Kansas City. Mr. Case is at the home office in New York.

H. E. Corlyan, formerly salesman for Associated First National, has been appointed manager of the new exchange owned by the A. H. Blank Enterprises. Mr. Corlyan has built up a host of friends and it was through the efficient work accomplished with First National that he was allotted the newly created position.

G. L. Hooper of the National Theatres Corp. of Topeka, Kas., has accepted an appointment on the "Exhibitors Advisory Board," which was instituted by the Film Booking Offices.

M. G. Kirkham of Mount Valley, Kas., came up to see the "Hunchback" and, perhaps, the Gayety. He brought with him a season's pass to the Liberty given him by a salesman. He goes back without it.

Sam Miller of Educational was out through the Kansas key center during the week arriving home Thursday.

Jean Belasco, loquacious district manager for the "Hunchback," was out of town for a couple of days. He says that he slept soundly his first night back home and remarked about it to his wife in the morning. "Is that so," she answered, "come back again." "Now what did she mean?" mused Jean.

Tom Boland, owner of the Folly, Empress and Liberty Theatres in Oklahoma City, is here with his brother, who is ill at a hospital.

We asked Bill Warner if he wanted his name in the paper and he said no because everybody knew him. But what we really wanted to do was to say something nice about him.

## "Sees All, Knows All"

A slogan known for fourteen years by everyone. Twenty million persons, it is estimated, see weekly the

# Pathe News

There is probably nothing sold or advertised that is better known.

That's box-office value. It takes much less effort to sell to the public something which it knows well than something it doesn't.

The theatre showing Pathe News has prestige and good will from giving the public what it wants.

The Exhibitor KNOWS that week by week, number by number, Pathe News is the best one-reel subject in the world.

If you're not showing it, call up the Pathe exchange serving you—NOW!

## CARE AND OILING OF MOVING PICTURE MECHANISMS SIMPLEX

Written By GLEN R. BLANCHARD

Head of the Repair Department of the Cole Theatre Supply Co.

We have learned from our experience in repairing all makes of moving picture machines, and particularly mechanisms, that each mechanism is a law unto itself; that is, each requires its own particular or individual attention.

The Simplex mechanism has, for instance, the large drive shaft which has a long bearing; also the intermediate shaft which has a long bearing, while the fly wheel shaft is also large and has a long bearing. The takeup sprocket shaft is also large. These working parts are ground and fitted into the bearings snugly. With a reasonable amount of oil these should not give any trouble. They have oil tubes and oil holes which should not be overlooked. Each bearing has an oil inlet some place about it, so be sure to find out where it is and do the needful.

The top feed sprocket shaft has an oil hole on the top of the mechanism marked "OIL," although it is often overlooked. On the right side of the mechanism above the intermediate shaft bearing there are two oil holes, one is to oil the lower end of the vertical shaft and bearing, the other is to oil the intermediate shaft.

The shutter shaft bracket has two oil holes that oil two shafts; in other words, it has four bearings on the shutter shaft and the shutter drive shaft. It has an oil hole at the front end of the shutter shaft bracket and also at the rear end, but the oil holes are drilled down through each bearing so that the one oil hole will oil both bearings at each end of the bracket. At the top end of the vertical shaft there is a bracket that supports the upper end of the vertical shaft which has an oil hole also. Just above the large intermediate gear there are two oil tubes, one is to oil the main drive shaft, while the other is to oil the take up feed sprocket shaft.

The intermittent movement has three bearings, one is on the star wheel shaft, the second one is on the star wheel cam shaft and the third one is on the fly wheel shaft and gear. The intermittent housing has two oil tubes, one furnishes oil for the cam, star, shaft and brushing and the other tube oils the fly wheel shaft and also the cam shaft.

Oil for all the above mentioned should be of the same weight or a good grade light oil. Never use non-flud oil in the intermittent housing; this is true of the intermittent movement of any machine. Do not use castor oil in any part of the

machine, and do not use graphite. A few drops of oil on the train of gears is good practice; however, some oil will work from the bearings and get to the mesh of the gears.

The mechanical speed control is simple and has some oil holes. The friction leather disc wheel bearing within itself runs on a shaft that attaches to the base of the mechanism the double steel gripping discs that propel the leather disc. The large belt pulley that propels the double discs has a self-closing oil hole and should not be overlooked.

The Simplex Projector is a fine piece of mechanism and should be treated as such, with plenty of good oil (not heavy oil) and with proper handling will give good service. At no time should the machine run hard and if it does there is a cause for it. There is either too heavy an oil or else some bearing is not getting oil properly. If the mechanism seems to pull hard the motor should be released and the crank should be used to feel out the cause. If after you have oiled the mechanism thoroughly and still the machine runs hard, it will then be necessary to feel each of the shafts to find out which is running tight. If such is the case, first see that the oil is getting to the shaft, then run the machine empty and slowly for a few minutes, occasionally adding oil and in this way you may lubricate a dry bearing without tearing down the mechanism or sending it into the shop.

It is well to mention, that in case the machine starts to run tight do not try to force it. If the bearing has run dry and the machine has stuck tight, the only thing to do is to take the machine apart. This should be done very carefully and with good tools. If you have not the place and the tools the writer suggests that you send the same into the repair shop. As we have said before, take care of the moving picture machine and it will do its part.

**NEXT WEEK—THE MOTIOGRAPH MECHANISM WILL BE DISCUSSED.**

**QUESTIONS** From Operators or Exhibitors regarding any machine will be gladly answered by this department

Marcus Low, president of Metro, signed Frank Borzage, director of "Hui-noreque," under a long term contract under which he will direct a special series of productions for Metro.

Reginald Barker's latest production for the Metro-Louis B. Mayer forces, which has been in production under the tentative title of "Women Who Wait," will be released as "Her Man."

## B. P. FINEMAN IS GENERAL MANAGER AT F. B. O. PLANT

Coincident with the arrival of Vice President J. I. Schmitzer from the New York office was the appointment of B. P. Fineman as the new general manager by the directors of the company production activities at the big F. B. O. plant.

First to get under way are the new "Telephone Girl" series based on the H. C. Wittger stories glorifying the telephone girl and which are now appearing in monthly installments in the Cosmopolitan Magazine.

Each episode of the twelve will feature a new leading man to play opposite Miss Vaughn, who will retain stellar honors throughout. Eddie Hearn, popular young actor under contract to F. B. O., plays the leading male role in episode 2, while George O'Hara serves in a like capacity in episode 3.

Emory Johnson is shooting some of the big scenes of "Swords and Plowshares," his next big attraction. The story is by Johnson's mother, Emilie Johnson.

Independent producers are also camping in large numbers on the F. B. O. lot. William Seiter will soon begin "Listen, Lester" for the Sacramento Pictures Corporation. Carlos Attractions also will begin this week a new picture featuring Richard Talmadge.

## WARNER TO ARRANGE FOR BRITISH DISTRIBUTION

Albert Warner sailed recently on the Majestic for England to confer with Arthur Clavering, head of the Film Booking Offices, Ltd., on British distribution for the twenty productions announced by Warner Brothers for 1924-25. Mr. Warner expects to return immediately after arrangements have been effected abroad. F. B. O. have successfully handled the other two blocks of pictures released by Warner Brothers in the past; the "Seven" for 1922-23 and the "Big Eighteen" for 1923-24.

## METRO STUDIOS WINDING UP THE SEASON'S PICTURES

The regularity with which the Metro studios in Hollywood are completing the list of this season's productions speaks volumes for the efficiency of the organization on the Coast. The latest picture to be finished is "Happiness," a print of which was brought East several days ago by Laurette Taylor. "Happiness" is the second screen venture Miss Taylor has made away from her greatest love, the stage, on which she figures as one of America's greatest actresses. Miss Taylor will also make a film for Metro of her other big stage success, "On Night in Rome."

THEY HAVE A FRAGRANCE  
ALL THEIR OWN—

"Say It With Flowers"

THE OWL FLORISTS

BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791



## ST. LOUIS TRADE EVENTS

By David F. Barrett

BOGUS "FATTY" ARBUCKLE  
HAS A LAUGH AT JEFF CITY

The paper's correspondents, public opinion, hotel attacks and the natives of Jeff City, Mo., were thrilled January 22 when "Fatty" Arbuckle appeared with counsel to institute some sort of proceedings before the Missouri Supreme court to suspend motion picture exhibitors from Missouri to show Arbuckle's film.

The newspaper of the state carried the page items on the move and then the paper was let out. It wasn't "Fatty" but the double Eugene Gebhardt, St. Louis attorney who with Joe Tall, an attorney, had gone to the capitol on the legal matters for a corporation in Jeff City, Mo., interested.

Arbuckle's lawyer, a remarkable resemblance to Arbuckle and when registering at the hotel wrote "Fatty" Arbuckle, San Francisco. Questioned as to his visit the "Fatty" referred the questioners to the attorney, Tall, who told the correspondents they were there to get some sort of order in the Supreme Court from the information against Arbuckle.

The court had departed from Jeff City on its return it developed the whole affair was a practical joke.

The father of Paducah, Ky., plans to start in California and will depart for the Coast this week.

Benjamin Arthur, III, has taken over the City Theatre, Lexington, Ill.

Thomas and Leo have purchased the Grand Watford, Ill. from the Samuels Amusement Company.

The Little Grand of Trade gave a banquet for the absentees working out of St. Louis at the Melbourne Hotel Saturday evening, January 25. Roy Britton, chief engineer for the Grand, was the principal speaker.

1924 will be a jubilee year doing the Grand. Here are the reel, included Tom Frank, Delmore, Ill.; E. Evans, Glen Carbon, Pa.; O'Connell, Ill.; Fred Hill, Carleton, Ill.; Arthur Barber, Union, Robert Campbell, Johnston City, E. Mo.; Stinson, Ill.; Curley, Lawton, Mount Olive.

Ed Adams, district manager for F. B. O. departed January 24 for Little Rock, Ark., where he will spend several days in connection with an exhibition, etc.

The Grand F. B. O. of the Mayfield Theatre, Paducah, Ill., and H. C. Froh, Paducah, Ill., are in the city.

BRIGHT BITS  
and  
NEWSY NOTES

Hershel Stewart, manager of the big Grand Avenue House, has closed a contract for the Pathe one and two-reel comedy product, including the Hal Roach one-reelers and the two-reel Ben Turpin's and Langdon-Sennett's.

City Salesman Jack O'Neil has closed a contract with Skouras Bros. for the exclusive use of Pathe News in practically all of their suburban theatres.

Reports from the local Pathe office indicate that the big Western serial, "The Way of a Man" is breaking all previous St. Louis' looking records.

A petition for a receiver and dissolution of partnership for the theatre at 205 Main street, Little Rock, Ark., and the Community Theatre, Pine Bluff, Ark., was filed in the Chancery Court at Little Rock, Ark., January 23 by L. V. Cassinelli against his partner, Roland Siegel. Cassinelli manages the house in Little Rock while Siegel has charge of the Pine Bluff theatre. Cassinelli in his petition alleges that Siegel failed to advance necessary finances for the successful operation of the houses as he had agreed to; had failed to keep proper records and refused to make an accounting. Siegel has denied all of Cassinelli's allegations.

St. John's Methodist church, Washington and Kingshighway boulevards, St. Louis, held its first moving picture show January 25. The program consisted of a two-reel special showing the activities of the church, a two-reel Bible story and a two-reel Chaplin comedy. The shows will be a regular feature of the church.

Ed A. Alpersen, formerly manager of the Omaha, Neb., First National office, has succeeded Barney Rosenthal as resident St. Louis manager for Universal pictures. R. J. McManus, formerly St. Louis manager for Famous Players-Lasky Corporation, has been named St. Louis sales manager for Universal. They have already assumed their duties. Will Haynes, lately with Goldwyn, has also been added to the Universal sales staff and will make Southern Illinois, while F. J. Hurley has taken over the exploitation for "The Handback of Notre Dame" in the St. Louis district.

Ired A. Wasagen, formerly manager of the McGray Theatre, Brookfield, Mo., has accepted a position in the sales organization of the local First National office. He will travel territory B, while Harry Finery, who formerly had that district, takes over Territory C. Leo Chamblin has succeeded Wasagen as manager of the McGray Theatre.

Charles E. Sears has established one

handle the business of his circuit there. He has houses in Nevada, Brookfield, Marshall, and Boneville, O., and Parsons and Chanute, Kas.

Edward Forth plans to reopen the Rialto Theatre, Moberly, Mo., about February 15. He is making extensive repairs and improvements to the house.

Moberly, Mo., newspapers have recently highly complimented J. E. Hayes, manager of the Grand Theatre, for the manner in which he conducts his theatre and the class of shows he has been giving to his patrons. He is very proud of this unsolicited and unpaid-for press notice.

The Princess Theatre, Baldwin, Kas., has closed for the winter.

Harry Weiss, local manager for First National, has been requested to deliver a series of eight lectures on Salesmanship at Soldan High School. The local film colony is very proud that one of its members has been selected for this honor. Other prominent leaders of St. Louis' business world will make similar talks to the high school students.

Creditors and stockholders of the Consolidated Theatres and Realty Corporation, now in the hands of a receiver, will meet in Indianapolis, Ind., on February 7 to decide on the future of the company. The chief point to be decided at the gathering whether the company shall be reorganized or its assets liquidated. St. Louis' filmdom is interested in the meeting because the company's houses at Evansville, Terre Haute and Clinton, Ind., were served from the St. Louis exchanges.

C. D. Hill, local manager for W. W. Holkinson Corporation, recently starred in the role of First Aide to Daniel Cupid. For some time H. E. Boswell had been making the Tennessee territory for Hill, but a few weeks ago the manager decided to transfer Boswell to the Southern Illinois field. It now develops that it is the very move the Little Dan was waiting for, because on Saturday, January 18, Boswell took into himself a wife. The bride came from Clarksville, Tenn., and is a very charming young lady. We don't blame Boswell nor does Hill. Absence naturally makes the heart grow fonder and marriage is something that must go on.

Ruben Finery, manager of the F. B. O. branch in Memphis, Tenn., has resigned to accept a post at Atlanta, Ga., and has been succeeded by C. L. Hickman, who formerly travelled Southern Illinois out of St. Louis. Milton Goldbaum, for ten years Southern Illinois salesman for Universal, has joined Tom McKean's F. B. O. organization and is making his old territory again.

The Ketchum Amusement Company reopened the Chippewa Theatre, Broadway near Chippewa street, February 1. This company recently purchased the Chippewa and the Liberty Theatres.

"Let Not Man  
Put Asunder"



# NEWS NUGGETS

Signor Ferruccio Bernartha, royal consul of Italy in this country, and a part of friends were guests of Metro at a performance of Rex Ingram's "Scaramouche" at the Forty-fourth Street Theatre on Broadway.

Douglas MacLean in "The Yankee Consul," his adaptation of the Henry Blossom-Alfred G. Robyn musical comedy, broke all Saturday attendance records at the Fenway Theatre, Boston, at the opening of its world premiere.

After a country-wide search in which thousands of photographs were examined and more than a hundred actors, including a number of Broadway stars, were interviewed in person, Arthur Dewey has been selected by D. W. Griffith to portray the role of George Washington in "America," the photodrama of the War of Independence. Mr. Dewey was selected because he was adjudged to have the greatest and most perfect physical resemblance to Washington.

Maie Bush has been engaged by Arthur H. Sawyer for an important role in "The Shooting of Dan McGrew."

Tom Wilson, character actor under contract to F. B. O., has been cast for a role in episode 3 of the H. C. Witwer "Telephone Girl" series in which Albert Vaughn is featured.

C. Graham Baker, floor-in-chief of Vitagraph, has sent the finished script of a new story which it planned David Smith will produce after he finishes "Borrowed Hands." The final title for the picture has not been chosen.

Producer Harry Rapf announced the complete cast of "Broadway After Dark," the featured players being Adolphe Menjou, Anna O. Nilsson, Norma Shearer, Carmel Myers, Vera Lewis and Willard Louns.

Bea Van, author-director of the "Fighting Blood" series, is at work on the script for "Druscilla With a Million," a novel soon to be put into production at the F. B. O. studios.

The announcement of the United States Shipping Board that "George Washington, Jr.," would be shown aboard the Leviathan liner on its next outland voyage is viewed by Warner Brothers with considerable pride.

"Lilies of the Field," a Corinne Griffith production for First National release, has been completed and is ready for the cutting rooms. It will be released nationally in March.

Maurice Tourneur, who will next direct "The White Mollie," has signed Barbara La Marr for the leading role. Miss La Marr recently returned from Rome.

Goldwyn pictures announces that it has renewed its contract with Mae Bush for an extended period of time, as a reward for the excellence of her characterization of Bessie Collier in Victor Scastron's "Name the Man."

Metro has purchased Edwin Leivert's famous story "Face to Face," as a starring vehicle for Viola Dana for the 1924-1925 season. The story appeared recently in the Saturday Evening Post.

J. F. Fineman, general manager of the F. B. O. studios, announced the appointment of Frank Orniston as art director. Orniston succeeds William Heywood, who resigned recently.

Rupert Hughes has finished photography on his picture concerning women's famous story "The As Steel," which went into production in December. The picture was made in its entirety at the Goldwyn studios.

Smiling Service!

HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.



Archie Josephson, President

Every employee of the Hotel Bray from porter to manager is "on his toes" at all times to see that you are pleased. It is this "Smiling Service" that makes the Hotel Bray a better place to stay.

Absolutely Fireproof

150 Outside Rooms with Bath \$1.50 and Up



# CURRENT RELEASES

- WEEK OF FEBRUARY 10, 1924 ASSOCIATED FIRST NATIONAL**
- 11. The Boys in the Street (C)
  - CRESCENT**
  - Hats, Sol Smith (C)
  - Pats, Pills the Shorty (C)
  - EDUCATIONAL**
  - Aggravating Papa, Chr. the Comedy (C)
  - The Boys in the Street (C)
  - The Homemaker, Wildemes, Tades (C)
  - The Butcher, Secrets of Life (C)
  - Knostrats, the each week
  - ENTERPRISE**
  - Three O'Clock in the Morning, Gustano, Bun (C)
  - 100.
  - FAMOUS PLAYERS**
  - Shadows of Paris, Poly Negri (C)
  - FOX**
  - Eyes of the Forest, Tom Mix (C)
  - Just Oh Broadway, John Gilbert (C)
  - Comedy, Fireman, Chas. Jones (C)
  - No Madam to Guide Her, All (C)
  - Madness a la Mode, Imperial Comedy (C)
  - Rough Scaling, Sun-Blue, Comedy (C)
  - Show and Song, Al. St. John, Comedy (C)
  - Fox News.
  - GOLDWYN**
  - Name the Man, All (C)
  - HODKINSON**
  - Movie Chats
  - Fun from the Press
  - METRO**
  - The University of Gnost., Withamson Technicolor
  - PATHE**
  - Box of Smiles, Our Gang Comedy
  - Animal Address, Sun-Blue (C)
  - Good Old College Days, Faldie
  - Was a Day, M. P. (C)
  - Times of the Day, No. 6
  - Public Review, No. 6
  - Public News, No. 6
  - STANDARD**
  - The Bathing Beauties, Bill Patton (C)
  - UNITED ARTISTS**
  - Reetta, Mary Pickford (C)
  - UNIVERSAL**
  - Lack of Claws, Herbert Rawlinson (C)
  - Call to the Chief, Leather Pushers (C)
  - Yours Next, Century Comedy (C)
  - International News, twice each week
  - VITAGRAPH**
  - On the Banks of the Wabash, Mary Carr (C)

**CLASSIFIED ADVERTISING**

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 5 c.

**FOR SALE**

one set plates in 1921 of 2000. Just by the box. Guarantee this to be a money maker. Write C. M. Reed Journal.

**MOVING PICTURE EQUIP ENT**

for fine optical plants, 2 splendid 16" x 10" and 10" x 10" projectors, with motors, excellent, excellent film-players with hand sets on roll of music, fans, display frames, large electric non-graduated Palace, describing complete up-to-date theatre, must be moved April 1. Come to address Palace Theatre, 92 Main Street, Kansas City, Mo.

**PIANIST WANTS POSITION**

Lady pianist with 10 years' experience in variety, concert, parlors and school systems. Mrs. G. Goldman, 120 East 9th, Telephone A-2, 1000-1005.

**FOR SALE**

one set plates in 1921 of 2000. Just by the box. Guarantee this to be a money maker. Write C. M. Reed Journal.

**FOR SALE**

one set plates in 1921 of 2000. Just by the box. Guarantee this to be a money maker. Write C. M. Reed Journal.

**THEATRE LEASE WANTED**

I would like to see a motion picture film. Must be good motion picture. Send all particulars Address A. G. care at Reed Journal.

**THEATRE FOR SALE**

Be located, up to the minute, stream line, 1921-22. All latest equipment. 1000 seats. Located in Northeast Kansas. Write for literature. Address: Mrs. A. G. care at Reed Journal.

**FOR SALE**

Plans, building for other, 12" x 10" projector, town of 1000 seats. Write for literature. Don't waste money. Write for literature and each. Address: Mrs. A. G. care at Reed Journal.

**EVERYTHING FOR THE THEATRE BUT THE FILM**

**CARBONS MINUSA SCREENS COMPENSATORS RHEOSTATS OPERA CHAIRS MAZDA LAMP EQUIPMENT MOTIOPHOTO PROJECTORS**

**CHAS. M. STEBBINS**

Picture Supply Co.

1028 Main St. Kansas City, Mo

# H. R. Barker KNOWS They're Big and tells his public about it in large newspaper space.

## ANNOUNCEMENT The Grand Theatre Changes Its Policy "Only Big First Run Pictures"

The management of the Grand Theatre has just received approval contract from the New York office for the exclusive first run showing of all the new

### Warner Bros. Classics and Preferred Pictures

Our investigations lately have convinced us that the public appreciate only the best in cinema productions, therefore our change of policy. On the first three days of each week we will run only the "Big First Run Productions," with the exception of Road Shows occasionally. When we say big productions we mean it, and the quickest and best way that we know of to acquaint the public of these facts is to run pictures that are actually big. The reason we bought the new "Warner Bros. Classics" is we don't have to tell the public that these pictures are big, as they are aware of the fact. Every Big First Run Theatre throughout the country has contracted for these productions from Grauman's Million Dollar Theatre of Los Angeles to the Rivoli of New York City. Mr. Newman of the Newman Theatre of Kansas City, Mo., and Mr. Stanley Chambers of the Miller Theatre of Wichita, have contracted for all new Warner Bros. Productions. We merely mention this as there may be a few that are not familiar with these productions.

Starting January 28th, 29th and 30th we will run David Belasco's big stage success "The Gold Diggers," featuring Hope Hampton, Wyndham Standing, Alec Francis, Louise Fazenda and a big cast. This production was personally supervised by Mr. Belasco.

Coming February 11th, 12th, 13th Geo. M. Cohan's great racing drama, "Little Johnny Jones," featuring Johnny Hines.

February 18th, 19th, 20th "The Virginian," a southern romance taken from that book, featuring Kenneth Harlan and Florence Vidor.

February 25th, 26th, 27th, Lenore Ulric in David Belasco's "Tiger Rose."

Coming—"Lucretia Lombard," a drama of flaming passions. Other big productions will be announced in the near future.

Remember, every one of these pictures will have a first run at the Miller or Palace Theatre in Wichita and the Newman and Royal at Kansas City, Mo.

**IF YOU APPRECIATE THE BEST IN PICTURES DON'T FAIL TO SEE THESE BIG PRODUCTIONS.**

H. R. BARKER, Mgr.  
Grand Theatre.

March  
IS  
KAHN  
and  
WARNER  
Month

Advertising  
Accessories  
at Half Price  
With All  
Bookings

Reproduction of  
3-column, 10-inch  
advertisement in  
Winfield Free  
Press, Wednesday,  
Jan. 23, 1921.

—And YOUR patrons know they're big, also. An announcement of this kind is a proud one for any theatre owner to make. And such product as WARNER BROS. CLASSICS OF THE SCREEN certainly adds prestige to his theatre.

115 West 17th Street  
KANSAS CITY, MO.

FILM CLASSICS  
OF KANSAS CITY, Inc.

AL KAHN,  
Pres. and Gen. Mgr.

*The***Reel  
Journal****The Film Trade Paper of the Southwest***Hundreds Just Like It!*

HUDSON PUBLIC SCHOOLS

January 16, 1924.

Yale University Press,  
New Haven, Conn.

Attention: Mr. Donaldson

Gentlemen:

I appreciate the work that you are doing in giving the public in picture form some of the "Chronicles of America." This effort has our highest endorsement, as it must have from all educators and others interested in what our young people see and do. You are attempting a most interesting work, and I hope that it will prove practical and highly successful. I shall be very glad to co-operate in every way in this work so far as my own territory is concerned.

Very truly yours,  
(Signed) MONTGOMERY C. SMITH,  
Superintendent.

**When Are You Going To Fall in Line?**

Remember they will be released for  
33 months. You are going to book  
them some time—so why not now?

**Pathe Exchange, Inc.**

KANSAS CITY, MO.

ST. LOUIS, MO.

Chalk up  
3 more  
winners for  
Carl Laemmle

"Sporting  
Youth"

Byron Morgan's Dazzling Story of the Younger Set  
starring REGINALD DENNY

Universal Jewel

Directed by HARRY POLLARD



# "Fools Highway"

When Kildare's Amazing Life Story, "My Mamie Rose"

starring MARY PHILBIN

Universal Jewel

Directed by IRVING CUMMINGS



# "The Law Forbids"

Big Story with a Big Cast including Baby Peggy

Robert Ellis • Eleanor Faire • Hayden Stevenson • Joe Dowling

Sam Welsh • Winifred Bryson • Bobby Bowes

Universal Jewel

Directed by JESSE ROBBINS





Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**

Publisher and Editor

Telephone Delaware 9763

St. Louis Correspondent  
**DAVID F. BARRETT**  
 3718 Meramec Avenue

New York Representative  
**TOM HAMLIN**  
 Loew Building, Times Square

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## There's Many A Slip

The possibilities for the repeal of the admission taxes seem now more favorable than ever. But then—there's many a slip 'twixt the cup and the lip—and no action to secure this repeal should be halted.

Every effort on the part of exhibitors in this regard must be carried through to the last degree, for until the final vote is cast in Congress no victory has been earned.

When the exhibitors began their campaign in this measure nearly six months ago the Motion Picture Theatre Owners of Kansas at their convention held at Wichita pledged themselves to secure signatures on petitions seeking the repeal of the admission tax, which would be sent to Washington. They also promised to write to their representatives and congressmen. How many have done this?

Every member of the Kansas exhibitors organization was furnished with petition blanks. But so far only a few exhibitors have returned them. Probably newspaper reports have caused the delinquent ones to feel that their victory was assured. But it isn't yet—though everything seems favorable. The fellow who stopped on third base to congratulate himself didn't reach home. You've got to keep going if you expect to "arrive" at the finish. And that is what we urge all exhibitors, who want the admission tax repealed, to do.

Don't wait. Get busy now. Get those petitions signed and send them into the headquarters of your state organization. And write that letter now to your representative and your congressman.

Nothing worthwhile was ever gotten by just waiting for it. You've got to go

## SEN. CURTIS REPLIES TO EXHIBITOR ON TAX MATTER

Conrad Gabriel, exhibitor at Garden City, Kas., informs us that he has written Senator Charles Curtis on the tax reduction subject and that the Senator replied to his letter, stating that the newspaper report Mr. Gabriel read did not give his statement as he gave it out. Senator Curtis' letter follows: January 24, 1924.

My Dear Gabriel:

I have your letter of January 21, and judge from what you write that the paper you read did not give my statement as I gave it out.

My suggestions were only intended for consideration, and I heartily agree with you that the smaller theatres should not be taxed, and so far as I am concerned, would be willing to remove the tax on admissions below fifty cents. But my idea was to have them increase the tax on large admissions to prize fights, sporting events, clubs and other places of amusement where high prices are charged.

I thank you for writing me, and assure you I always want to hear from my friends at home, and I have no desire to do an injustice to any industry.

With kindest regards, I am

Very truly yours,

(Signed) CHARLES CURTIS

C. Gabriel, Esq.,  
 The Garden Amusement Company,  
 Garden City, Kansas.

## KINGRAMS NEWS SCORES "BEAT" IN KANSAS CITY

A remarkable example of news reel efficiency was exhibited last Sunday when the Newman Theatre showed a Kinogram film covering the death of Ex-President Wilson eight hours after the report of his death. The local Kinogram distributor received the special reel from the New York offices late Sunday afternoon, and it was immediately rushed to the Newman Theatre in time for the first evening performance.

The reel, which contained views of the former President taken in the last few months, was prepared shortly before his death and was sent to the Educational Film exchange office in Kansas City to be released in case death occurred.

## WEIR SUCCEEDS JOSEPH AS UNIVERSAL MANAGER

L. W. Weir, formerly assistant division manager in the West for Universal, has succeeded Maurice Joseph as manager of the Kansas City branch of the Universal film exchange. Mr. Joseph has not announced his plans for the future, but it is stated by the local office that he will go into business for himself.

## BEAUTIFUL COMBINATION THEATRE FOR TULSA

W. M. Smith of Tulsa, Okla., has let contracts for the \$760,000 new Orpheum vaudeville and motion picture theatre to be erected on West Fourth street in Tulsa. The theatre, which was designed by John Ebersohn of Chicago, Ill., will seat 1,500 on the first floor and balcony. The general contract for the building was let to Brickney & Garbett, Kennedy building, Tulsa, while Mandel Brothers of Chicago have been retained to decorate the new house. The structure will be five stories high, faced with terra cotta.

Contracts for equipment call for Powers projection machines, a transverter, Minusa screen, for stage lighting fixtures, to Witmark, Chicago. For seats to the American Seat Company. Vento heating will be used, while the Karpen Company, Tulsa, is to furnish carpets and furniture.

## EDUCATORS ENDORSE "THE SANTA FE TRAIL"

"The Santa Fe Trail" the new serial released through the A. H. Blank Film Enterprises is meeting with unusual success. Educational authorities have endorsed the picture because of the historically correct characters and incidents which the serial portrays. Such characters as Kit Carson, General Sheridan, Buffalo Bill, General Custer and General Fremont are faithfully depicted.

Although the film has been released only a few days, among the prominent theatres which have booked it are Best Theatre, Parsons, Kas.; Tackett Theatre, Coffeyville, Kas.; New Grand Theatre, Pittsburg, Kas.; Rex and Pershing, Joplin, Mo.; Marshall Theatre, Manhattan, Kas.; Rialto Theatre, Monett, Mo.; Royal Theatre, Salina, Kas.; Cozy Theatre, Junction City, Kas.; Lyric Theatre, Abilene, Kas.; Star Theatre, Ottawa, Kas.; Blake Theatre, Webb City, Mo.; Pastime Theatre, Lincoln Center, Kas.; Linwood Theatre, Tarkio, Mo.; Royal Theatre, Macon, Mo.; Royal Theatre, Republic City, Kas.; Royal Theatre, Seneca, Kas., and many others throughout Missouri and Kansas.

## FIRST NIGH MINIATURE RELEASED THIS WEEK

"Among the Missing," the first of three All Nigh Miniatures which will be distributed by Pathe, heads Pathe's schedule of releases for February 17. Also prominent on the Pathe program of releases is the second of the "Indian Frontier Series," titled "The Man Who Smiled," a Stan Laurel two-reel comedy, "Postage Due," a "Dippy Doo Dads' single-reeler, "The Man Pays," and an Acropole's Film Pathé, titled "A Rural Romance" for the comedy numbers on the program. The fifth chapter of the "Way of a Man" will be made available under the title of "White Medicine." The current Pathe Review release, No. 7, presents "Catching the Wild Red Snapper," an action sequence laid in the Gulf of Mexico; "What Is Water," a popular science offering; "Dancing Double," featuring Master Theatron Ward; "The Kingdom of Snow," a collection of picturesque winter scenes, and a Pathecolor presentation, "The City of the Huguenots."

"Let Not Man  
 Put Asunder"

# No. 1

## OF F. B. O.'S

# BIG SIX WESTERNS

Starring

# Fred Thomson

The Screen's newest and  
biggest Western Star -  
world's champion all round  
athlete and stunt man - in

"The  
**MASK  
of LOPEZ**"



NO Western Star in the history of Western pictures looms up as big as FRED THOMSON does in F. B. O.'s BIG SIX SERIES of Western specials, presented by Monogram pictures and produced by Harry J. Brown.

BOOK THE ENTIRE SERIES OF SIX WHILE YOU HAVE THE CHANCE

No Western pictures now on the market surpass these new offerings from F. B. O. Grab 'em while they're hot. See them at your nearest F. B. O. Exchange.

### FILM BOOKING OFFICES

OF AMERICA, Inc.

3312 Olive St., St. Louis, Mo.

Snowy Bldg., Kansas City, Mo.

127 So. Hudson St., Okla. City, Okla.

106 So. Cross St., Little Rock, Ark.

1924

Belongs to

F. B. O.

SPECIAL  
3 Sheet Cut-outs

SPECIAL  
Lobby Photos

SPECIAL  
Advertising

## PARAMOUNT ANNOUNCES SEVENTEEN NEW RELEASES

Between March 3 and July 1 Paramount will release seventeen productions at the rate of one each week. Some of these productions are completed, many are in the course of production, and a few are nearing completion. The seventeen new ones in the order of their release are: William S. Hart in "Smuggler McKee"; "Richard" and William De Mille Production; Walter Hoyer in "Fair Week"; Gloria Swanson in "A Social Scandal"; "Macnobe"; a James Criz Production with an all-star cast; Pola Negri in "Montmarie"; George Alford Production; "The Dawn of a Tomorrow"; Thomas Meighan in "Write Your Own Ticket"; "Triumph"; a Cecil B. De Mille Production; Richard Brennan Production; "The Breaking Point"; "Bluff"; a Sam Wood picture; "Wanderer of the Westland"; an Irvin W. Pat Production; Pola Negri in "Men"; Dorothy Dalton in "The Moral Sinner"; Leatrice Joy in "Take It or Leave It"; "The Code of the Sea"; a Victor Fleming Production; and "In the First Degree"; a William De Mille Production.

Paramount productions which will be seen at the Newman Theatre in the next few weeks are "The Pied Piper of Marione"; "The Heritage of the Desert"; "Shadows of Paris"; and "The Stranger." "West of the Water Tower" played at the Newman last week and Gloria Swanson in "The Humming Bird" is the week's attraction.

## HODKINSON RECEIVES FIRST KIRKWOOD-LEE PICTURE

"Love, Whirlwind" the first of the James Kirkwood-Lee production for the Hodkinson Corporation, has been fully completed, edited and cut, and the first print is now on its way East to the distributing company.

This production is from a story by Martha Loeb, adapted for the screen by Bruce Mitchell and Elliott Clawson and according to advance reports from the film studio, it is "brim full and mounded over with emotionalism and in a dramatic tension."

Both the inner and outer strata of this picture, and during the unfolding of the story that tells of a boy's conception the clever use of spiritualism by his mis-terate criminals is disclosed and exposed.

The release date has not yet been set by the Hodkinson Corporation.

THERE'S A REAL  
BARGAIN OFFER  
ON PAGE 12!

"Let Not Man  
Put Asunder"

## J. M. QUINN, VITAGRAPH GENERAL MANAGER DIES

(By Wire)  
John M. Quinn, general manager of Vitagraph, died February 4 while on a visit to the California studios.

## "WASHINGTON WEEK" TIE-UP ON WARNER CLASSIC RELEASE

Wesley Barry, the youthful Warner Brothers star, will address schools, lead parades and make personal appearances in scores of theatres throughout the country in connection with the special "Washington Week" inaugurated by Warner Brothers. "George Washington, Jr." Barry's latest vehicle, will be released during the week in which George Washington's birthday is celebrated.

Associations have been made with various historical societies and schools where Barry will deliver a talk during the ceremonial exercises. Arrangements have been made to have these exercises on different days of the week, it being impossible for him to be everywhere on February 22.

The Main Street Theatre of Kansas City, Grand of Topeka and Palace of Wichita will play "George Washington, Jr." during "Washington Week."

Views from the Popular Science Series, a weekly feature of Pathe Review, are to be presented in a special showing in Washington shortly before a distinguished gathering of governmental heads, including cabinet officials. The showing is being arranged by the United States Department of Education of the Department of the Interior.

## NEW F. B. O. CONTEST UNDER "MILITARY RULES"

The "Major Thomson Contract Expedition" is the name of the new sales drive being conducted by the Film Booking Offices through its branch exchanges. The drive is being made in honor of Major Thomson, marking his recent appointment as managing director of F. B. O.

Inasmuch as the drive is being made in honor of Major Thomson, it was considered appropriate to conduct it under military "rules and regulations." All correspondence throughout the organization is in military style. Everybody has a military rank. Branch managers are now known as Colonels, while salesmen hold the high rank of Generals. The war indemnities being offered the troops are very generous. Four thousand dollars will go to the winning regiments, while \$1,000 in weekly awards will be given the leaders.

## PRODUCTION OF "MY MAN" COMMENDED BY AUTHOR

A pre-release showing of "My Man," a picturization of George Randolph Chester's novel, "A Tale of Red Roses," was given at the Vitagraph studios last week for the noted author, who immediately wired a congratulatory message to David Smith, the producer.

"My Man" is said to be a lively drama of today, in which Patsy Ruth Miller will be seen in a role particularly fitting to her vivacious personality, and Dustin Farnum as a financial leader and political boss who applies modern cave-man methods in his wooing. The production as a whole is said to be one that will prove a delight to audiences.

## Them Were the Happy Days

By Oscar the Operator

Leave it to the Hodkinson Company to come along with the big human stuff.

The Chief was just telling me that "The Hoosier Schoolmaster" was booked for our house. Right away I told him the Hodkinson boys had put it over with another whiz, I would bet.

And he says "Righto, Osc—it's a Hodkinson Picture."

Up in the old attic at home I found the copy of The Hoosier Schoolmaster like we all studied back in the grades where we all got our start.

Them are the kind of books and pictures that bring back the best days of our lives, the school days, the reading and writing and arithmetic, the old swimmin' hole and the fights that kept the neighborhoods in an uproar.

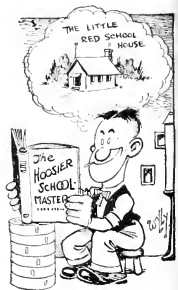
If they's a human being knocking around this pill who wouldn't like to step into a flicker house and see "The Hoosier Schoolmaster" whooping it up with a rod, spellingbee, etc., and cleaning out the tough gangs around the country,

bring on this egg and let me focus the projector lens on him.

Book this one, exhibs. Take it from a bird who sees pictures every night and an ex-student, this picture will pack them to the rafters.

Distributed by

HODKINSON





# Paramount Pictures

## IS YOUR MILL ON A STREAM THAT NEVER RUNS DRY?

**T**HE wise miller gets his power from a stream he can depend upon—one that furnishes steady power in the droughts of summer as well as in the floods of spring.

Exhibitors are like millers. They depend upon producers for the power that runs their theatres.

To be successful, a theatre must be furnished with a constant stream of uniformly good motion pictures. Month in and month out the stream must continue.

An "in and out" stream makes an "in and out" theatre—holding nobody's good will, nobody's steady patronage.

The Paramount exhibitor has put his mill on a stream that never runs dry. It's a Niagara of power, unceasing, steadily performing the work entrusted to it. The greatest springs combine to feed this mighty stream, thousands of exhibitors use its power.

It was no accident that Paramount produced last year the two greatest pictures ever made—two pictures that have been and will continue to be of incalculable value to the entire industry—"The Covered Wagon" and "The Ten Commandments."

Inspired by one aim, better pictures, Paramount has grown and developed, and around these better pictures has grown the industry.

Paramount has never failed exhibitors. For ten years the Paramount product has been recognized as the finest all-round, high-class business-building picture product in the industry. From eight years of continued national advertising the name Paramount has been made synonymous in the public consciousness with "the finest motion pictures." There is no doubt about that fact. You can test it out for yourself.

And now for the spring and summer of 1924, Paramount is building as it has built for twelve years, not for temporary success but for all time.

And the exhibitor who is building for the future must build upon that solid and dependable rock to tap the stream that never runs dry.

*The best theatres in America show Paramount Pictures regularly.  
You no doubt, consider your theatre among the best,  
even though it is not among the biggest.*

# Paramount Pictures

(Produced by Famous Players-Lasky Corporation.)

KANSAS CITY  
110 West 18th St.



FAMOUS PLAYERS-LASKY CORPORATION  
42-43rd Street, N. Y. C.



ST. LOUIS  
3721 Washington

## STRONG RELEASES TO MARK LAEMMLE MONTH

Laemmle Month, February, is to be the greatest sales month Universal has ever had, according to Al Lichtman, general manager of sales for that organization. To lead off for Laemmle Month, Lichtman has picked "Sporting Youth," a Universal-Jewel starring Reginald Denny, supported by Laura LaPlante. It is a screen adaptation of the popular racing story "There He Goes," and Harry Pollard, who made it, is said to have taken advantage of the romantic and adventurous possibilities of the story. "Sporting Youth" will be Universal's biggest winter release and is expected to have as great a box-office success as "Merry Go Round."

Another Universal-Jewel scheduled for release this month is "Fools Highway," a screen adaptation of Owen Kildare's popular novel, "My Mamie Rose." Mary Philbin, of "Merry Go Round" fame, is the star, with Pat O'Malley playing opposite.

Two strong five-reel features also are slated for Laemmle Month. They are "The Breathless Moment," a story of underworld adventure starring William Desmond, and "Jack O' Clubs," an appealing story of a young Irishman and his troubles as a rookie policeman in a tough district, starring Herbert Rawlinson. The Hoot Gibson release for Laemmle Month will be "Ride for Your Life," a fast-action western.

Universal has arranged a surprise for the moving picture public during February in the form of a Rodolph Valentino picture, "A Society Scandal," in two reels. It was made several years ago as a five-reeler and has been re-edited and made into a snappy two-reeler. It also enjoys the unique position of being the only "live" Valentino picture on the market at the present time. All others have been released such a long time they are in their fourth and fifth runs. Carmel Myers is co-starred with Valentino.

## "STRONGHEART" MAKES GOOD IN A NEW ROLE

Associated First National announces that they have received prints on the next production featuring the great "Strongheart." The former two pictures featuring the famous dog were "The Silent Call" and "Brawn of the North." Both pictures established notable records in this territory. The name of the new "Strongheart" picture is "The Love Master," and from reports on the picture it is a more thrilling production than the former releases.

The Harold Bell Wright story, "When a Man's a Man," is now running at the Palace Theatre, Wichita, Kas., and despite bad weather conditions the production has been playing to phenomenal audiences. The success of this picture is partly due to the wide circulation of the book, the sales of which have mounted to more than 1,400,000 copies.

## Moving Along Movie Row

E. E. Frazier of Pittsburg, Kas., and his son, Willard, who operates the Empress Theatres at Paola and Osawatomie, Kas., were exchange visitors the first part of the week. L. A. Wagner of the Princess at Eureka, Kas., was also seen along the row. And we're glad to hear "Wag" say that business is getting better.

Gerald Akers, division manager for Universal, is in town installing Mr. Weir, the new Kansas City branch manager. Weir will be here for a week or ten days. And then back to St. Louis, his headquarters.

Max Roth, assistant to General Manager Henry Ginsberg of Preferred Pictures Corporation, visited the local exchange this week. Mr. Roth is making a tour of the middle west exchange centers. He didn't tell us how great his pictures were going, but from the constant smile on his face we knew. Honest fellow!

The Economy Film Co., "the mail order movie house," has issued a new catalog of their films. And Bernard C. Cook, manager, quite proudly holds it up for approval. It's pretty neat.

G. B. Howe, who recently left Universal, was presented with a diamond anion ring by the office and sales forces before his departure for the East. Howe had been with Universal for twelve years.

They are "cutting up" at the Enterprise office. A novelty booklet resembling a picture album which will be used for display purposes in advertising "Three o'clock in the Morning" and "Restless Wives" is being composed. The office force is busily cutting out pictures pertaining to the two pictures, and pasting them in the book.

W. E. Truog, manager of the Goldwyn office, is on a business trip through Missouri. W. C. Haynes is making an extended business trip through the north and western parts of Kansas.

L. J. Lenhart, formerly of the Gladstone Theatre, has purchased the Roanoke Theatre, 39th and Summit streets. Mr. Lenhart plans to enlarge the theatre, increasing the capacity about 200 and to put in a new front and thoroughly re-decorate the theatre.

Manager C. C. Vaughan of Pathe reports that service given by his exchange is growing better and better and that consequently complaints from exhibitors have dwindled to practically nothing in the last several weeks. That's service that serves.

Charlie Sears, president of the M. P. T. O. of Missouri, was in the offices of the Keystone Press the other day and placed an order for some novelty program which he intends to use in the Star Theatre at Nevada, Mo.

The Fox Film Company has just completed its twentieth anniversary. A. M.

Van Dyke, assistant manager of the Kansas City exchange, reports that the past week was the most successful that the local exchange has had in its history. (C)

F. L. McNamee, formerly special representative for Universal in this territory, has been elected president of the Film Board of Trade in Washington, D. C. Mr. McNamee is branch manager of the Film Booking Offices in that city.

"Name the Man," Goldwyn's new release, is playing its second week at Frank Newman's Royal Theatre in Kansas City.

Competition is pretty keen in Wathena, Kas. The M. E. Church, advertising their moving picture entertainments, stated that they had "non-inflammable films." "There ain't no such animal," says W. P. Bernfield, owner of the Library Hall Theatre. And as near as we've been able to find out, "there ain't."

Joe Rosenberg, recently with Hodkinson, is a new addition to the sale force of the Midwest Educational Film Exchange.

George Wiley, formerly general manager of the Federated Film Exchanges of America, was in town this week arranging distribution for "The Whipping Boss," a story of the lumber camps of the South sponsored by the American Legion. The production will be released to Legion Posts only.

Friends of Bert Byler, manager of the Bixman Theatre in Clinton, Mo., extend their sympathies to him for the loss of his father, who died January 31.

L. J. Allison, formerly booker for Associated First National, is now on the road covering the territory in northwestern Missouri and northeastern Kansas, and G. C. Craddock, who has been covering Mr. Allison's present territory, is now covering southwestern Missouri and southeastern Kansas. Mr. Corby, who formerly covered this territory, is now with A. H. Blank Enterprises.

Associated First National is expecting the arrival soon of Thomas Ince's new production, "Galloping Fish," a comedy which is believed to rival "The Hottentot."

Miles Gibbons of Pathe's home office was a visitor at the local branch last week.

C. S. Trowbridge, who has been associated with United Artists since its organization, has resigned. During the war he was assistant director of the division of films for the government.

"Let Not Man  
Put Asunder"

**Business Stationery  
shows that you've  
got a business!**

See Page 12

# PRICES SLASHED!

On Our Entire Output

# 25%

## REDUCTION

20% ON ALL UNIT CONTRACTS, WITH AN ADDITIONAL 5% FOR CASH WITH CONTRACT.

POPULAR STARS AND GOOD CASTS IN EVERY ONE OF THESE PRO- DUCTIONS.	<h2>FEATURES</h2>		<b>NOW</b> IS THE TIME TO GET THIS SAVING. WRITE US AT ONCE!	
	64	OUT OF THE ORDINARY		FEATURES--5 Reels
	53	STRING SNAPPING SHIRT RIPPING		COMEDIES--2 Reels
	40	BUSINESS BUILDING GLOOM CHASING		COMEDIES--1 Reel
	70	RIP-SNORTIN' GO-GETTIN'		WESTERNS--2 Reels
	20	BREATH-TAKING HEART-STOPPING		RAILROAD DRAMAS --2 Reels
24	INTEREST BUILDING BUSINESS HOLDING	SCENICS NOVELTIES--1 Reel		
ALL PRINTS GUARANTEED A-1 CONDITION				

# RICHARDS & FLYNN FILM COMPANY

113-115 WEST 18th ST.

KANSAS CITY, MO.

## MANY INQUIRIES FOR BOOKS ON YALE FILMS

Judging from the inquiries addressed to Frederick Melcher, managing editor of Publishers Weekly, the plan of exhibiting cooperation, whereby a list of volume dealing with the current "Chronicles of America" release is carried each month in this official organ of the publishing industry, is being followed through with greatest success. By this arrangement the exhibitor is enabled to approach local booksellers and librarians and arrange with them for a display of the volumes dealing with the subject he is presenting on the screen at the time. Mr. Melcher recently wrote Yale University Press, the producers of the "Chronicles" series for Pathé, the following as illustrative of the way the idea is getting over.

"I had a letter this morning from the public library of Tacoma, asking me to send them a complete file of the lists of historical books which we have been issuing in connection with the Yale films, and the librarian says, 'We have already discussed with the leading picture managers here the possibility of getting these films for local use.'

"I also had a call for a duplicate file to be sent to the University Library of Iowa City." \* \* \*

## HODKINSON GETS COMEDY SPECIAL WITH WASHBURN

The W. W. Hodkinson Corporation has acquired the distribution of Samuel V. Orland's big comedy special, "Try and Get It," with Bryant Washburn and Billy Dove. The producers classify the production as a "pictorial elaboration" of Eugene P. Lytle's great Saturday Evening Post story, which appeared under the title of "The Ring-Loaded Gallopwan-pis."

"Try and Get It" is a comedy in so many settings that pictures the adventures of an ambitious young man in an attempt to collect a long overdue account. A woman's wear specialty shop is introduced in the story that permits an interesting display of elaborate dress styles as a logical sequence in the events.

It is expected that an early date will be set for its release.

## CRIFFITH WILL DIRECT SECOND COMPSON PICTURE

Continuation of the rumor that E. H. Criffith would direct the second Bert Compton production came from the Hodkinson Corporation in a statement that Mr. Criffith will go to Florida to start the second picture in the Compton series immediately upon completion of "Mama" under Max Croland's direction. It is stated that the star to be produced for already being headed toward and a report is expected to be received

## WITWER PRAISES FILM OF "TELEPHONE GIRL" SERIES

"An absolutely perfect reproduction of new stories. Never before have I seen such flawless characterization on the screen."

In this fashion H. C. Witwer, noted author of American slang fiction, expressed his commendation of the manner in which his "Telephone Girl" series has been filmed by Mal St. Clair for F. B. O. The stories, in which Mr. Witwer glorifies the loyalty and devotion to duty of telephone girls throughout the nation, are now running in monthly installments in the Cosmopolitan magazine.

Mr. Witwer, after working in closest contact with the director during the filming of the first three episodes, said:

"Mr. St. Clair and his cast have caught superbly the note of sincerity with which I sought to invest the various characters of these stories. Never before have I seen such flawless portrayal of characters which are distinct American types. "Moreover, the note of romance has been splendidly maintained and the story values are sound throughout.

"I anticipate for the 'Telephone Girl' series an even bigger success than the 'Fighting Blood' series achieved."

## LANGDON BEGINS NEW COMEDY SERIES FOR SENNETT

Harry Langdon, the Mark S. Annen comedy star, has started work on the next of his series of two-reel comedies for Pathé release under the title of "The Lady Barber." In this subject, which is described in dispatches from the Coast as pure farce, Langdon is said to be subjected to considerable rough treatment at the hands of strong-armed Charlott-Mineau, who plays the role of the woman barber. In this two-act time already spent on the comedy Charlotte is reported to have rimed three perfectly good dinner suits worn by the star. That he speaks action and plenty of it at Langdon's expense.

Another feature of "The Lady Barber" will be a specialty dance number by Miss Billie Beck, one of the most well-known artists of her-elf in the country. Miss Beck dances a humorous dance number in one of the long scenes of the comedy. The dance had just completed a twenty-three weeks' Orpheum engagement at the time she accepted Mack Sennett's offer to appear in "The Lady Barber." This will mark Miss Beck's first appearance on the screen.

A gown with 35,000 pearls as decoration, all sewed by hand, was made for Alvin Prindle to wear in "Three Weeks' the Elmer Glyn story which Max Croland filmed for the Goldwyn Studios.

Monte Blue and Mae Murray again to be noted in one of Miss Murray's feature productions. Monte has been loaned by the Warner Brothers for the leading male role in "Mademoiselle Minibini," a Robert F. Cooney production

## A "FAN" CAST CHOSEN FOR "BORROWED HUSBANDS"

Vitaphone has selected a cast of exceptional fan popularity for "Borrowed Husbands," the David Smith production in which Florence Vidor has the leading feminine role. Miss Vidor's most recent pictures are "The Marriage Circle," "The Virginian," "Welcome Stranger" and "Main Street."

Three leading men with roles of almost equal screen value play opposite Miss Vidor. Rockliffe Fellowes, who will be remembered in "Fighting with Honor" and his part in "The Leather Pushers" series; Earle Williams, who has been seen recently in "Jealous Husbands," and Robert Gordon, who has been cast as juvenile lead, is known for his work in "The Night Message," "Main Street" and others. W. J. Irving, Charlotte Merriman, Claire DuBrey and Violet Palmer have important parts.

## FILM VERSION OF FAMOUS POEM IS SUCCESSFUL

"The Bare Foot Boy," a great love story based on John Greenleaf Whittier's immortal poem, has had several test runs in the various key centers, and, according to reports received at the A. H. Blank Enterprises office, the picture has gone over the expectations of the exhibitors. The play is supported by one of the best star casts of the season, including John Bowers, Marjorie Daw, Frankie Lee, Fuly Marshall, Sylvia Breamer, Raymond Hatton, Gerie Messinger, Otis Harlan and Virginia Bordman.

Telegraphic word from the Schulberg Studios advises that Clara Bow was painfully cut and bruised in a fifteen-foot fall over a cliff at Pasadena while working in Gasman's next Preferred Picture, "Poisoned Paradise," in which she is playing the leading role.

**LESS--THAN--COST**  
**SPECIAL**



20-foot  
Trailer  
for  
Washington's  
Birthday.

Shows  
Washington's  
Picture on a  
Waving Flag.  
Tinted.

Very Patriotic.  
\$1.50 CASH  
with  
ORDER.  
Only One to an  
Exhibitor.

**BILLY ANDLAUER**

312 Ozark Bldg. Kansas City, Mo.  
Pathe News Newman Staff



On Any Occasion—  
"Say It With Flowers"  
THE OWL FLORISTS  
BILL LEVY  
14 East 12th St. Kansas City, Mo.  
Phone Harrison 3791

**It's here!** The big Palmer Photoplay that all Exhibitors have been waiting for!



# JUDGMENT OF THE STORM

**At Last**

—It's Here!!! The giant Box Office picture that thousands of exhibitors have waited for. The smashing box office attraction backed by the most sensational advertising campaign in all

the history of motion pictures. Publicised and advertised in 25 large National magazines—a colossal campaign surpassing any known in the picture business that has already created a

**Ready Made Audience of over 40,000,000**

These millions all want to see "JUDGMENT OF THE STORM" written by Ethel Styles Middleton, and played by a distinguished cast including: Lloyd Hughes, George Hackathorne, Lucille Ricksen, Myrtle Stedman, Claire McDowell, Bruce Gordon. It's one of the biggest box office winners of the season. See your F. B. O. Exchange NOW!!!

**FILM BOOKING OFFICES**  
OF AMERICA, INC.

Snowier Bldg., Kansas City Mo.  
3312 Olive St., St. Louis, Mo.  
127 S. Hudson St., Okla. City, Okla.



Here is the  
story  
in  
book  
form

A Tremendous Edition  
of the book now being distributed  
throughout the country by  
**DOUBLEDAY PAGE & CO.,**  
one of the largest Publishing Houses  
in America.

1924  
belongs to  
**F.B.O.**

## Here's a Novel Advertising Plan

A novel method of newspaper advertising proved successful for the Klock Theatre in Pittsburg, Kas., recently. The management inserted in the newspapers an advertisement which imitated a bargain day sale in a department store, and the idea was so cleverly worked out that R. H. Klock, treasurer of the Pittsburg

Amusement Co., reports that "it simply knocked them over." The insertion was typical of the bargain day style, which advertised features in the place of merchandise, and the lay-out of the advertisement was such as to naturally attract the eye of the reader.

Here's a reproduction of the ad.

# Stationery Special

FEBRUARY  
ONLY

250 Letterheads, not  
over 5 lines, black ink,  
\$2.00

250 XX 6 $\frac{3}{4}$  Enve-  
lopes, with return card  
\$2.00

White paper. Sent post-  
paid upon receipt of price.

Send Your  
Order in  
Now.



The  
Keystone Press

19th & Wyandotte Sts.

KANSAS CITY, MO.

Telephone 9763 Delaware.

Children ..... 5 Cents  
Adults ..... 15 Cents

## Klock Theatre

Children ..... 5 Cents  
Adults ..... 15 Cents

OFFERS FOR YOUR APPROVAL

FIRST SALE OF ITS KIND EVER ATTEMPTED

# A BIG BARGAIN DAY

Something New  
in the Movie Line

Ye Olden Day  
Prices!

1000 SEATS  
1000 NAILS

If You Can't Get  
a Seat We'll  
Hang You On a  
Nail in Plain  
View of the  
Picture.

We Must Have  
3000 Admissions.  
We Have Done  
Our Part. It's  
Up to You. At  
Least, Let's All  
Try to Get in.

If You Like Our  
Idea—Prove It—  
Let's Go!

Time of Feature  
2:05, 3:45, 5:25,  
7:05, 8:45, 10:25

Box Office Opens  
1:00 o'Clock  
Comedy Goes on  
at 1:30

If You Show Us  
SPEED  
We Will Run  
Until Midnight or  
Even Later.

If You Miss This  
Big Reduction  
Sale You Are  
Sure Out of Luck

Watch the Klock  
Children 5 Cents  
Adults 15 Cents

OUR FIRST ANNUAL  
CLEARANCE SALE

50%

Discount

We must reduce our stock. We must raise money. A real bonified sale. The greatest price reduction sale of all time. Something to think about. Prices slaughtered in the first degree. No goods exchanged at this sale. You buy what you get and get what you buy. Talk about your shovel 'em out, boy, we are going to shovel 'em in.

And O' Boy, What a Program. A Mack Sennett 5-Reel Comedy. "Home Talent." You Must See the Sennett Bathing Beauties. In the Cast: Ben Turpin, Charles Murry, Kalla Pasha, Phyllis Haver and Dott Farley. For Added Attractions: International News, Fun From the Press, Sport-lights, and a Brand New "Our Gang" Comedy. 10 Reels in All.

For One Day Only,  
THURSDAY JANUARY 31  
Children, Under 12 ..... 5 Cents  
Adults, for Both Matinee and  
Night ..... 15 Cents  
REMEMBER THE DAY AND  
THE DATE  
One Hour and Forty-Five Minutes of  
Fun and Amusement. Rain or Shine.

If You Miss This  
One You Will  
Miss a  
Wonderful Show  
At a  
Wonderful  
Price.

THEY DON'T  
KNOW HOW  
WE CAN DO IT  
AND NEITHER  
DO WE.

They Tell Me  
This Sale Will  
Be a Flivver.  
What if it is—  
That's \$465

So Thursday  
When Your  
Friends Ask You  
Where You Are  
Going Just Show  
Them Your  
15 Cents

COME ON  
LET'S PACK  
'EM  
Next Thursday,  
Jan. 31  
Come to the  
Matinee  
15 CENTS

ONE DAY  
ONLY

Children 5 Cents  
Adults 15 Cents

## ST. LOUIS TRADE EVENTS

By David F. Barrett

### PARTNERS FILE RECEIVERSHIP AGAINST THEATRE CO.

A receivership for the Jewel Amusement Company, which operates the Garrick Theatre, St. Louis, was demanded in a suit filed in the St. Louis Circuit Court a few days ago. The theatre operates as a burlesque house and the petitioners claim that it is earning in excess of \$2,000 a week. The plaintiffs are W. A. Koons and W. W. Strack, who declare they formed a partnership September 11, last, with Joseph Oppenheimer, C. C. Collier and Everett Taylor, the defendants, to operate the Garrick.

The plaintiffs allege they have conspired to exclude them from the profits and management of the theatre. The defendants have denied the allegations in the suit and in newspaper advertisements charge that the management of a rival theatre are behind the attacks on the Garrick. On January 15 the Garrick Building Company filed suit in a justice court to obtain possession of the theatre on the grounds that the present shows are causing the value of the property to depreciate.

It was learned a few days ago that plans are under way for the reopening of the Hippodrome Theatre on Sixth south of Market street, which has been closed for several years. This house is controlled by the Cella-Tate interests and was closed to protect the Grand Opera House owned by the same organization. Daniel Ham of 717 North Fourth street, is said to be behind the move to reopen the Hippodrome, presumably as a movie house. However, it is very probable that if the theatre opens its doors the burlesque now showing at the Garrick will be transferred there.

But the life of the Hippodrome would be very short lived. The proposed Market street widening project creates a plaza at Sixth and Market street and would demolish the Theatre. It would be advantageous for Cella and Tate to have the house occupied and running as a theatre when the city has to take it over under condemnation proceedings.

Pathe Exchange closed a contract with the Reid & Yennin Circuit for "The Way of a Man" and "Ruth of the Range." Mr. Graham, branch manager, also advises that the Rialto Theatre at Jacksonville, Ill., has closed for all of their "Chronicles of America" series.

"The Call of the Wild." Pathe's Jack London story feature, starring Jack Mulhall and Walter Long, is going over big in the St. Louis territory and every exhibitor who is playing it is reported to be cleaning up on the picture.

### BRIGHT BITS and NEWSY NOTES

A Little Theatre for Missouri University, Columbia, Mo., is being put in shape in Lathrop Hall. Special lighting has been installed and a new stage is being built. The Dramatic Art Club, made up of faculty members and townspeople, and the Missouri Workshop, a student dramatic body, will present plays in the theatre.

Henry Peavey, 41 years old, negro, who was valet for William Desmond Taylor, movie director, at the time he was murdered, was arrested by the St. Louis police on February 1 and held for questioning. Peavey has been working in this city for several months as a cook in a private home. He convinced the local authorities that he knew nothing of Taylor's murder beyond what has already come to light.

Joe Fassaro of Taylorville, Ill., member of the firm of Fraissin & Fassaro, operatives of many moving picture and combination houses in that section of Illinois, died on Wednesday morning, January 30, following an attack of appendicitis. His funeral was held on Friday, February 1. He is survived by a wife and family. His firm operates theatres in Taylorville, Pana, Mattoon, Nankin, Litchfield, Carlinville and Auburn.

Walter Light of the local Educational sales organization suffered the loss of a baby daughter, Betty Joy, 4 months old, the past week. The funeral was held Saturday afternoon, February 2. The local film colony joined in extending condolences to the bereaved mother and father.

Romaine Fielding, director-general of the General Film Manufacturing Company, has been confined to his home the past week by illness. His physicians have given him strict orders to remain at home for several days longer.

F. L. Collins, accessory sales manager of the local Paramount office, has resigned to accept the managership of the Bijou Theatre, Battle Creek, Mich.

The local Fox sales organization shared well in the 1923 Fox Drive awards. Manager G. E. McKean received \$750, G. A. Wagner and F. B. Fissinger \$250 each and James Gregg and Claude McKean \$150 each.

Noah Bloomer of the Gayety Theatre, Freeburg, Ill., has written us that he and Frank Bloomer are not interested in the suit seeking the foreclosure of a mortgage against the Rex Theatre there. Mr. Bloomer states that they have a long lease on the Rex, which they intend to buy.

### MAYOR'S SIGNATURE ONLY GAVE MORAL SUPPORT

A jury in Justice of the Peace Martin's court decided, on January 29, that the signature of Mayor Henry W. Kiel of St. Louis on a subscription blank for the William Christy Cabanne Motion Picture Trust didn't mean anything in dollars and cents, but that he was merely giving his moral support for the organization that was supposed to put St. Louis on the map of the film world.

Mayor Kiel said that at the time he told the two representatives who called on him that he could not afford to invest any money, but would be willing to give his endorsement when it would do good. In the presence of his secretary the representatives stated that it would not cost the mayor a cent and that his signing opposite the \$500 item would not mean that he would have to pay.

The St. Louis newspapers at the time printed Mayor Kiel's name among the list of subscribers to the company, but so far as is known no steps were taken to inform the general public that he had not subscribed for the stock.

The Cabanne trust is now in the hands of receivers. It produced a six-reel feature picture that has not been released as yet. Its financial troubles were largely due to the refusal of prominent St. Louisans to make good on stock subscriptions, the total involved being upwards of \$75,000.

### ORGAN BATTLE STILL WAGES.

St. Louis movie fans in recent weeks have watched with interest the battle of organs waged by the Missouri, the big Paramount house on the southwest corner of Grand boulevard and Lucas avenue, and the Grand Central, controlled by Spyros Skouras and associates on the northeast corner.

Recently the Grand Central installed a new organ made by the Kilgen Organ Company of St. Louis, while the Missouri has a handsome instrument produced by the Wurlitzer company and put in when that house opened a few years ago. The Missouri instrument has been advertised as having cost \$100,000, while the Grand Central in ads announcing the installation of the Kilgen "Wonder Organ Made in St. Louis" stated that neither its organ nor any in St. Louis cost \$100,000. This shot was clearly directed at the Missouri's instrument.

Then two weeks ago the Skouras interests brought from Chicago Stuart Barrie, who formerly played the organ at the Missouri. Since leaving the Missouri last summer Barrie has appeared in a number of cities. For the past week the Wurlitzer has been playing "Mama Loves Papa." So has the Kilgen. In fact the organ programme of the two houses have almost been identical.

From the attention they give to their organ features a bystander would imagine they were conducting philharmonic societies instead of motion picture houses.

Jack Weil of Goldwyn was out in the territory the greater part of the week, calling on exhibitors in Columbia, Hannahal, Quincy, Centralia and Keokuk.

"Let Not Man  
Put Asunder"





## NEWS NUGGETS

A new Pathe serial adapted from Mary Hastings Bradley's novel of modern Egypt, "The Forinth Door," has been put into production on the West Coast under the direction of George Stutz. Alene Ray, Bruce Gordon, Frankie Mann, Anna May Wong are in the cast.

The cast for "Lost," Pathe Photoplay Corporation's latest production, includes Madge Bellamy, Warner Baxter, Maude Wayne and Tom Guise.

"The Yankee Consul," with Douglas MacLean starring, started its world premiere at the Fenway Theatre, Boston, last week. Just twenty years ago the original musical comedy made its debut in the Massachusetts capital, and it was in celebration of the anniversary that the picture was pre-released.

Alice Day, who appeared opposite Harry Langdon in the two-reel Pathé comedy "Shanghaied Lovers," and who also has an important role in "Picking Peaches," has been signed by Mack Sennett under a long-term contract to appear in leading roles in Sennett productions.

The Mack Sennett Bathing Beauties of 1924, who made their successful debut in "Picking Peaches," will make their next appearance in "Adam's Rib," now in production. George Cooper and Madeleine Hurlock play the featured roles.

E. Mason Hopper has been engaged to direct Marion Davies, the Cosmopolitan star, in her next big super feature for the Cosmopolitan Corporation, "James Meredith," a pieturization of Paul Leicester Ford's great romance woven around the American Revolution.

Vitagraph executive offices are very gratified over the demand for first-run bookings on "Let Not Man Put Asunder," the J. Stuart Blackton special with Pauline Frederick and Lou Tellegen. The return of Miss Frederick in a picture dealing with the most vital problem of the day, the cause of domestic unhappiness and divorce is claimed a guarantee of box-office success to theatres.

Barbara La Marr has been signed for the leading role in "The White Mith" Maurice Tourneur's next picture for the First National release. Miss La Marr recently returned from Rome where she appeared in the principal feminine role in "The Eternal City."

Marion Davies and Rudolph Valentino were crowned Queen and King of the Movies at the fourth annual ball of the Theatre Owners' Chamber of Commerce

at the Hotel Astor. These two favorites won the chamber's great test vote. Valentino received 67,895 votes and Miss Davies 68,950 votes.

The first Alan Crosland production, starring Betty Gordon, for Hodgkinson Reel Co. will be an original story by John Lynch under the title of "Miami." The picture will be a melodramatic comedy set against a background of ultra-fashionable society life with its locale in the world-famous Florida winter resort, from which the production takes its title.

"Strongheart," the wonder-dog of the films, posed for his statue this week as the first step in a plan to provide every kid in the country with a toy replica of the famous animal star. The images are to be exact likenesses and will be made of plush, rubber, or bronze, and will vary from small models to life-size reproductions. The toys will be distributed concurrently with the exhibition of his latest picture, "The Love Master."

Richard Falmadge is working on "1, First Company" on the F. B. O. lot under the direction of James Wesley Horne. Billie Dove is in the cast.

## Smiling Service! HOTEL BRAY



12th Street and  
Baltimore Ave.  
Kansas City, Mo.

Every employee of the Hotel Bray from porter to manager is "on his toes" at all times to see that you are pleased. It is this "Smiling Service" that makes the Hotel Bray a better place to stay.

Absolutely  
Fireproof  
150 Outside Rooms  
with Bath  
\$1.50 and Up

Archie  
Josephson,  
President

## CURRENT RELEASES

WEEK OF FEBRUARY 17, 1924  
ASSOCIATED FIRST NATIONAL  
Flowing Gold, Richard Wallace, Tall...  
all star

**CRESCENT**  
Langhorne Gas, Joe Kell, 12  
Berthold, Tolson

**EDUCATIONAL**  
About Face, Inevitable Comedy 12  
Her and There, Comedy Comedy 11  
Kriegsmann, Two of a Kind

**ENTERPRISE**  
Shooting Iron, Jimmie West, Beat 12  
A Love's Might, Mable Secrest 12

**FAMOUS PLAYERS**  
The Next County, Lou Clayton

**F. B. O.**  
By Divine Right, Elliott Dexter 12  
Governors Lady, Special 11

**FOX**  
Six Cylinder Love, Ernest Limb 12  
Temple of Venus, Mary Phillip 12

Shirley King, all star 11  
Income Tax Collector, Sunshine Comedy 12  
Madam's Last Alarm, Imperial Comedy 12

The Olympic Code, Cosmopolitan 12  
Fox News 11

**GOLDWYN-COSMOPOLITAN**  
In the Palace of the King, Herbert Ross  
with 12

**HODKINSON**  
Mason Chats, all star 11  
Fun, French Press

**PATHE**  
Among the Missing, Will Nash Minutiae  
The Man Who Smiled, Frontier Series 12  
Portrait Du Stan Laurel 12

The Man Pays, Dimpa, Doc, Dad 11  
A Rural Romance, Acme's Folk  
White Medicine, Way of a Man, Chapter

Pathe Review, No. 7  
Topics of the Day, No. 7  
Pathe News

**RICHARDS & WYNN**  
The Knight of the Star, W. S. Hat 12

**STANDARD**  
Wild and Woods, Jack Perrin 15  
Flames of Passion, all star 12

**UNITED ARTISTS**  
Loving Lies, Monte Blue 12  
Universal

Ghost City, Franklin 12  
Int'l Kidding, Century Comedy  
The New Republic, Star Comedy

Continental News, all star work  
**VITAGRAPH**  
Men From Brodway, all star 12

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

**WANTED TO LEASE OR BUY**  
Want to lease or buy a theatre  
equipment. Give full description in answer to  
this ad. Address: R. James, Box 79, 17th  
St., Ham, Ill.

**THEATRE LEASE WANTED**  
I desire a lease on a motion picture theatre  
and projection booth. Address: Bill J. Hays,  
Box 12, Emporia, Kansas.

**THEATRE LEASE WANTED**  
I desire to lease a theatre for a year or more.  
State full details. Address: R. E. Ralston,  
Box 12, Emporia, Kansas.

**THEATRE FOR SALE**  
Picture Show Only, one in town, two out-  
town, all in good shape. Price \$2,400. Terms  
negotiable. Write, enclosed, to: Oscar 1114  
N. Liberty, 12th St., Emporia, Mo.

**MOVING PICTURE EQUIPMENT**  
All the opera chairs, 2000 ft. film, 1000 ft. film,  
1000 ft. film, with meters, regulators, all  
essential photo-eyes, with hundreds of rolls  
of movie film, display frames, large electric  
sign in moving picture, everything complete to  
update the theatre, must be moved. Write  
a card or address: Palace Theatre, 755 Main  
Street, Kansas City, Mo.

**PIANIST WANTS POSITION**  
Lately pianist wishes posting in Kansas City  
or vicinity. Terms and conditions apply.  
Mrs. Goodman, 101 E. 1st St., Chicago, Ill. or  
101 E. 1st St., Chicago, Ill.

**FOR SALE**  
On account of absence, the following building will  
sell for less than cost. The building is a modern  
Movie theatre building. Priced to sell. Mrs.  
Theodore, Kansas City, Mo.

**K Engraving & Colorplate Co**  
8th and Walnut - Kansas City  
Perfect Plates for all  
Printing Purposes  
"on time" service  
Main 4707  
A. M. ACTON, ESTABLISHED 1882, & SUCCESSORS

**Let Not Man  
Put Asunder**

**“I have done exceedingly well  
on all of them.”—says Willard Frazier**

OSAWATOMIE, KANS.

PAOLA, KANS.

## Empress Theatre

WILLARD FRAZIER, Manager

Osawatomie, Kansas

February 2, 1924.

Film Classics, Inc.,  
115 West 17th St.,  
Kansas City, Mo.

Dear Mr. Kahn:

I wish to tell you that your expectation of the business I would do on "MAIN STREET" was even surpassed, and, of course, that satisfies me.

I have run all of the WARNER BROS. productions to date and I can truly say that I have done exceedingly well on all of them. "TIGER ROSE" and "THE GOLD DIGGERS" were two very fine money makers.

Very truly yours,

(Signed) WILLARD FRAZIER.

**March**  
IS  
**KAHN**  
and  
**WARNER**  
**Month**

Advertising  
Accessories  
at Half Price  
With All  
Bookings

**March**  
IS  
**KAHN**  
and  
**WARNER**  
**Month**

Advertising  
Accessories  
at Half Price  
With All  
Bookings

115 West 17th Street  
KANSAS CITY, MO.

**FILM CLASSICS**  
OF KANSAS CITY, Inc.

AL KAHN,  
Pres. and Gen. Mgr.

*The*

# Reel Journal

The Film Trade Paper of the Southwest

Sell your public *your theatre*. Make  
your theatre the community center  
of *your town's* activities.

BOOK

*The Yale University Press*  
**Chronicles of America  
Series**

They are Endorsed by Educators, Editors, etc.

These pictures released at four-  
week intervals will make your  
house a family center and your  
profits will not only be money  
but good will as well.

WRITE US ABOUT THEM

**Pathe Exchange, Inc.**

KANSAS CITY, MO.

ST. LOUIS, MO.

# There's a rain of money in ALIMONY

Backed by F. B. O.'s strong arm Showmanship and handled right by every Exhibitor who plays it, there a rain of money in "ALIMONY"

With three stars to boost and a whale of a story, "ALIMONY" will pack 'em in at every show.

Boost WARNER BAXTER,-GRACE DARMOND and the sensational European star RUBY MILLER.

Play up the immensity of this subject. Shout to the housetops the class of this picture, the action, the acting. Use our specially prepared newspaper ads that shriek ticket selling power.

NEVER has there ever been prepared such posters, such lobby photos and such crowd attracting advertising as you'll find all ready for you for "ALIMONY"

F. B. O.'s specially prepared press book will show you a dozen corking exploitation stunts for "ALIMONY," and experience has taught exhibitors that F. B. O.'s brand of showmanship tops anything in the industry by miles.

Every ticket selling angle has been brought to light for "ALIMONY." Not a trick has been muffed. See the picture yourself. See the stuff ready for it, and remember that every newspaper story, every divorce story, every matrimonial squib is a direct ad for you for "ALIMONY." You've got a chance on a tremendous subject, interesting to every man and woman in your community. Don't muff this opportunity.

*It's An F. B. O. Picture*



F. B. O.

Snowier building, Kansas City, Mo.  
106 S. Center St. List R. 1, A. 1



**It's a melodramatic splash!!**

# "PHANTOM JUSTICE"

**STARRING**  
**ROD LA ROCQUE**  
**STAR OF THE**  
**"Ten Commandments"**

ALSO  
**ESTELLE TAYLOR** and Big Cast  
A RICHARD THOMAS PRODUCTION  
Presented by WILLIAM LA PLANTE  
Adapted by BURNELL MANLEY  
Photographed by JACK W. FUQUA

**M**ELODRAMA is what 99% of movie patrons want and MELODRAMA is what we give 'em in hundred per cent. style in "PHANTOM JUSTICE."

Added to the bigness of this melodrama you get the Stars of Paramount's "Ten Commandments" in ROD LA ROCQUE and ESTELLE TAYLOR.

Plenty of high-pressure exploitation ideas to help you make money on this one. Ask your F. B. O. Exchange to screen it for you.

Get behind "PHANTOM JUSTICE" and watch the bank-roll grow.



## FILM BOOKING OFFICES

OF AMERICA, INC.

3312 Olive St., St. Louis, Mo.

SNOWER BLDG., KANSAS CITY, MO.

EXCHANGES EVERYWHERE

127 S. Hudson St., Okla. City, Okla.  
106 S. Cross St., Little Rock, Ark.



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**

Publisher and Editor

Telephone Delaware 9763

St. Louis Correspondent  
**DAVID F. BABBETT**  
 3718 Meramec Avenue

New York Representative  
**TOBI HAMLIN**  
 Loew Building, Times Square

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Plan Beyond Today

Have you placed your theatre beyond the old nickelodeon days? Or do you still run it on a "get in all you can today" and "to-hell-with-the-future" basis?

The "shooting gallery" days of the motion picture theatre are over. There is more to consider than just today's patronage. What of the patronage of tomorrow—the future?

The picture theatre has become a public institution of permanence. It is serving many millions daily with enlightenment in entertainment and in education. And among these millions are children—who will make up the bulk of the patronage of the future.

Are you in business just for today, or are you planning ahead? Do you consider carefully each program that you "buy to your patrons"? Do you, in your choice, select only that which appeals to the adult mind? Of course comedies are a favorite with the children, but your consideration must go beyond this. You must show pictures that will better entertain the average child and that are not beyond his mental capacity nor fair stories; not necessarily pictures that appeal only to children but something away from the usual sex plot and sensational yarn.

Of course you can't show such programs every night, but you can set aside one night a week as a family or children's night. Give them good light and entertainment, plenty of comedy and an action feature, perhaps, but something they will not need to torture their minds to understand—and which will entertain them. And not only on this one night, but every night, show at least one picture that will please the kiddies.

The children of today are the citizens of the future—and you are developing the tastes for their choice of entertainment. The parents will not discourage them attending picture shows if you give them the right kind of picture—and be sure that they'll grow into steady patrons and supporters of the screen in the future. Give this a thought. Plan beyond today and the future will certainly prove all that it should.

## EXHIBITORS WILL HOLD SPECIAL MEETING FEB. 21

The membership committee of the M. P. E. O. of Western Missouri has sent out letters to a select few exhibitors in the state calling a special reorganization meeting to be held at the Baltimore Hotel in Kansas City on Thursday, February 21. Work from the taxation matter will be taken up.

## NEW UNIVERSAL MANAGER IS VETERAN FILM MAN

L. W. Weir, who has succeeded Maurice Joseph as manager of the Kansas City Universal exchange, is a veteran in the film business. Although he has been with Universal for only three years, he has been in the motion picture business for nearly sixteen. He has been active in every phase of the profession, from the studio to the theatre.



L. W. WEIR.

Mr. Weir formerly was district manager for the Western Division of Universal. Prior to this position he was manager of the Universal exchange at Portland, Ore., and before this he was an exhibitor in San Diego, Cal.

This part of the country is somewhat new to Mr. Weir, but he feels that he is going to like Kansas City very much.

## "DOUG" AND MARY PASS THROUGH KANSAS CITY

Douglas Fairbank and Mary Pickford got off through Kansas City Wednesday night on the California Limited en route to New York via Chicago. A throng of local film people met the train to greet the famous couple. Doug and Mary are going to New York to attend the premiere of "Dad the Verger" at Hadley Hall. Mary Pickford's new screen production.

After the premiere of the picture they anticipate a trip to Europe for a four month vacation. With the trip is not fully confirmed it is understood that Eric Lind, Francis Bergman, Donald Svedeen and Norman will be among the countries visited.

## EISNER GETS RESULTS FROM "AMBASSADOR" PLAN

A plan by which a patronage increase of 30 per cent has been tested and proven successful has been adopted by A. M. Eisner, president of the Kansas City division of the M. P. T. O. A., and owner of the Broadmour, a suburban theatre in Kansas City, Mo.

A prominent woman of education and experience in the affairs of the Women's Club visits a few families in the neighborhood of the Broadmour each day and asks each family the type of pictures that that particular household likes best, and at the same time she points out the educational benefits that children derive from better pictures. In case the family is not a patron of the Broadmour, the "ambassador" gives two or three tickets away. These tickets are marked, which enables the manager to determine what percentage of the persons who have been given complimentary tickets are sufficiently interested to attend the theatre. Many who come for the first time gratis, return again to pay at the box-office.

## JOHN M. QUINN, VITAGRAPH GENERAL MANAGER, BURIED

Funeral services for John M. Quinn, general manager for Vitagraph, who died February 4 in California, were held at 10 o'clock Tuesday morning in Chicago. Albert E. Smith, president of Vitagraph, accompanied the body from California to its place of burial. The Kansas City distributors for Vitagraph closed their offices until noon on the day of the funeral.

Mr. Quinn had held the position of general manager for six years, and was deeply loved and respected by the entire organization. Mr. Quinn's executive ability in directing the affairs of the company contributed a great deal to the success of Vitagraph.

## JACK GROSS TO MANAGE THEATRES IN CARTHAGE, MO.

Jack Gross, who for the past three years has been manager of the El Dorado and Palace Theatres in El Dorado, Kas., has been transferred to Carthage, Mo., where he will assume the management of the Crane and Royal Theatres in that city. He is not, however, leaving the organization which controls the two theatres in El Dorado, which Gross has been managing, but will continue to handle the booking of the road shows for the El Dorado theatres.

Mr. Gross has had a wide experience in the theatre business, and he has been very successful during his three years in El Dorado. He went to El Dorado from Kansas City to manage the El Dorado Theatre, then for two years he managed the Palace and the El Dorado jointly. W. R. Kowell took over the management of the latter house when Capitol's El Dorado Amusement Corporation took control of the two local theatres under a merger. And Mr. Gross became manager for the Palace and continued in that position for both the El Dorado and the Palace. Mr. Gross has been in the show business for a number of years, both in the film business and the legitimate stage.

# Ben Franklin said:---

*“A penny saved is a penny earned”*

# WE'LL SAVE YOU MANY DOLLARS

If You Take Advantage of Our

# 25% PRICE REDUCTION OFFER

<p>POPULAR STARS AND GOOD CASTS IN EVERY ONE OF THESE PRO- DUCTIONS.</p>	<h2 style="text-align: center;">FEATURES</h2> <p><b>64</b> OUT OF THE ORDINARY      <b>FEATURES--5 Reels</b></p> <p><b>53</b> STRING SNAPPING SHIRT RIPPING      <b>COMEDIES--2 Reels</b></p> <p><b>40</b> BUSINESS BUILDING GLOOM CHASING      <b>COMEDIES--1 Reel</b></p> <p><b>70</b> RIP-SNORTIN' GO-GETTIN'      <b>WESTERNS--2 Reels</b></p> <p><b>20</b> BREATH-TAKING HEART-STOPPING      <b>RAILROAD DRAMAS --2 Reels</b></p> <p><b>24</b> INTEREST BUILDING BUSINESS HOLDING      <b>SCENICS NOVELTIES--1 Reel</b></p> <p style="text-align: center;">ALL PRINTS GUARANTEED A-1 CONDITION</p>	<p><b>NOW</b> IS THE TIME TO GET THIS SAVING. WRITE US AT ONCE!</p>
--	---	---

# RICHARDS & FLYNN FILM COMPANY

113-115 WEST 18th ST.

KANSAS CITY, MO.

## MINSTRELS ADVERTISE "AFTER THE BALL" ON TOUR

A large auto-trail, fitted up with living accommodations, left New York January 31 with the "After the Ball Minstrels" on tour. The merry minstrels will sing their way to the Pacific coast via F. B. O. exchange centers advertising the new production "After the Ball" and will spend several days at the theatres along the route where the picture is being shown.

William Quirk and George Sullivan are in charge of the novel troupe. Quirk will give the citizens of the towns through which they pass an opportunity to hear his rich tenor voice, while Sullivan will wield a strenuous baton in an effort to lead the minstrels. A special Anderson Pictures edition of the famous song will be distributed, the covers displaying the pictures of Gaston Glass, Miriam Cooper and Edna Murphy.

The opening performance of the minstrels was given in front of the Capitol Theatre, and between 48th and 49th on Seventh avenue, New York, where the occupants of the three film building were given the first opportunity to enjoy the concert. Mr. Quirk scored a big hit in this initial performance.

The minstrels will be on the road until the latter part of September.

## HISTORY OF OIL INDUSTRY IS SEEN IN "FLOWING GOLD"

An accurate history of the development of the oil industry is vividly portrayed in the film version of Rex Beach's novel, "Flowing Gold," which is a February release of Associated First National. Richard Walton Lally, the producer, spared no effort to make the picture realistic and authentic. The "oil game," from its early stages to its present development, is faithfully depicted in this production.

Lally and a portion of his technical staff made a trip to the oil fields of Texas to study the life and conditions in the oil country, and he has brought back to the screen life and business just as he found it there. One of the most spectacular fire and storm scenes ever produced was staged for this picture, and real oil wells were burned to secure a thrilling climax.

The cast includes Anna O. Nilsson, Milton Sills, Alice Calhoun and many other players of note.

### R. R. THOMPSON SAYS "I DO"

R. R. Thompson (better known as "Rarer" Roscoe), who travels Southern Kansas for Vitaphone, was married to Miss Mary Thompson, a popular Kansas city girl, on Saturday night, February 9. They spent their honeymoon at the club of Excelsior Springs at the Plum Hotel, and they will be at home to their friends at 4511 Garfield avenue after March 1.

Roscoe says he does not believe in the old adage that there can be as cheap as one; so from now on he may encounter in Southern Kansas all have to pay a lot of picture show time and a good price for a double line of a cloth the next Mr. Wood out for him now, exhibiting for he is going to buy up to his name of "Rarer" Roscoe.

## Moving Along Movie Row

Jack Roth is back with his first love, the Isis Theatre, 34 1/2 street and Tross avenue. Jack resumed his former duties as manager of the Isis Sunday, February 10, Ray Elder having balked to the call of the tent show business. Rube Eukelstein, manager of the Gillham Theatre and one of the members of the firm operating the Apollo, will take over Jack's managerial reins at the Apollo.

Bill Carson, who some few months ago sold the Empress Theatre at Okawville, Kas., to Willard Frazier, called at The Reel Journal office Saturday. Bill said that when he sold his theatre the sale did not include his two-year subscription to The Reel Journal and that he didn't like the idea of sending over to the Empress whenever he wanted to know what was going on in the local film world. And Bill made sure, before leaving, that his name was properly entered on our subscription list.

Mike Kahn of Film Classics, Inc., took a fast jaunt to the key towns of Kansas this week. However, Mike says these trips are more or less to keep him in "selling form" as Warner Bros. Classics are selling themselves. Business was never better, says Mike.

Sid Rosenthal of Preferred Picture informs us that "The Vigilant" has been booked by the E. B. O. in Kansas and that it will have its first run in Kansas city the week of March 9.

W. P. Bernick, former city representative for Universal, is back again with that company. "Bernick" has been assigned some special work with "The Humblebird of Notre Dame."

George Hinton of Hodgkinson was all out of breath and wild with enthusiasm when we saw him Monday afternoon. George had just finished screening the first of Hodgkinson's series of six Harry Carey westerns, "The Night Hawk" and between gasps and shouts of joy we learned that it was "the greatest thriller that Carey ever made."

Richards & Flynn, who have been conducting a sort of merchant's reduction sale, report that the idea has taken greatly with exhibitors, especially those in the small towns.

That was a class meet the A. H. Blank Film Enterprises used in last week's issue to announce their new season's product. And it's a mighty fine line up they've got too. They ought to go better!

We saw the first two reels of F. B. O.'s "Telephone Girl" series the other day and though this is not a reviewing column it seems to us that this series by H. C. Wyner will prove more popular than "The Feeling Blood" stories. There's a great deal of action and much good comedy packed into this two-reeler.

In our February 9 issue it was stated that Jack Gross and Mrs. Gross of Ellendale, Kas., were in town. Don't know

how this happened, Jack, but as long as you're not a benedict we'll correct that statement here and now.

Friends of Charlie Gregory, formerly manager of the Golden exchange, will be pleased to know that he is doing well in Minneapolis. In fact, Charlie reports that he is "knockin' 'em dead."

M. W. Hubbard from Trenton, Mo., dropped into the E. B. O. offices Monday on a little booking business.

The Kansas City office of Universal has divided its territory into five zones, each salesman covering the theatres of one zone.

C. L. Ruag of Eureka and Westover, Mo., was a visitor at the Vitaphone office Monday.

Despite bad business and weather conditions last week "The Humming Bird," with Gloria Swanson, played to full houses at the Newman Theatre the entire week.

J. C. Tindale was in Kansas City Tuesday, and he dropped into the office of the Keystone Press. Tindale owns the Elite Theatre at Ida, Kas.

The employees at the Kansas City offices of First National derive great benefit from the half hour meetings which are held every Tuesday morning at 9 o'clock. Besides discussing ways of improving the business, fifteen-minute talks are given by different members of the office on various subjects covering topics such as the history of First National, history of the local office, history of motion pictures, and motion pictures as a visual educator.

J. P. Wainland of Pitcher, Okla., and Webb City, Mo., was on Movie Row Wednesday.

A. H. Blank Film Enterprises have their new office running smoothly now, and are reporting heavy bookings. The demand for "The Santa Fe Trail" continues unabated, and "The Barefoot Boy" promises to be a big success. They will release "The Marriage Market" March 1.

"When a Man's a Man," the new production released through First National, was given a week's test run in Wichita, and from reports the picture met with great success despite the bad weather that prevailed.

F. B. O. will release, February 24, "The White Sm," the second picture to be produced by the Palmer Photoplay Company. "The White Sm" was written expressly for the screen by Harold Slinn, mate of St. Louis, a Palmer-instructed scenario writer. The cast includes Madge Bellamy, John Bowers and a notable supporting group of players.



## HODKINSON DISTRIBUTOR FOR CHRISTIE FEATURES

Contracts were signed last week between Charles Christie and the Hodkinson Corporation that call for the making of at least two big Al. Christie features. These two new productions will not conflict in any way with the two Al. Christie comedies released by Educational.

The Hodkinson-Christie pictures will be the first feature-length comedy subjects since the filming of "So Long Letty" in 1920. This production made a great success, but it was not considered advisable to continue the making of such pictures at that time. Now, however, conditions warrant expansion and Christie will open into a bigger field of comedy production.

## BIG WELCOME GIVEN "THE MARRIAGE CIRCLE"

The prints of "The Marriage Circle" are looked forward to with a great deal of expectation by Al Kahn of Pathé Classics, Inc., distributors of the Warner Brothers product in this territory. "The Marriage Circle" is Ernst Lubitsch's second American production, and the first modern screen play of his ever shown in this country. It opened its Broadway premiere at the Mark Strand this week, where it received many laudatory comments.

"The Marriage Circle" is based on a very successful modern European stage play and its story deals with the tangled and tangled relations between five people, two married couples and a young bachelor. Florence Vidor, Marie Prevost, Monte Blue, Adolphe Menjou and Creighton Hale are the five principals.

## DEMAND INCREASES FOR SHORT SUBJECTS

"The exhibitor is everywhere protesting the detrimental effects upon his business of the excessively long feature. At all places I was informed by theatre men that they are finding the diversified program the mainstay of their business"—quoting Miles Gibbons, short subject sales manager for Pathé, who has just completed an extensive tour of the Middle West, in which Kansas City and St. Louis were included.

Mr. Gibbons stated that the demand was especially great for a bill made up of five or six-reel feature, together with two or three reels of short subjects. The all-time short subjects, comedies, novelty reels is especially insistent as a result of the demand for diversified programs, declared Mr. Gibbons, and added that this situation is being reflected in the ever-growing popularity of the Pathé short subjects.

Mr. Gibbons also stated that he had in excellent opportunity of observing the exception of the Wilson Memorial special of Pathé News and expressed his opinion on the enthusiastic response accorded by exhibitors to the service furnished them in connection with this event. He asserted that in some instances the theatre owners themselves were unaware of the late President's passing until the arrival of the Pathé News print on Sunday.

## "THROWBACK," CONTEST WINNER, GOES INTO PRODUCTION

The movement for the fostering of interest in university faculties concerning the needs of the motion picture art, started by Carl Laemmle with a nationwide "senior" scholarship contest in which 250 educational institutions were represented, will have its concrete realization on the screen with the immediate production at Universal City of "The Throwback," the prize winner. The story, written by William Ellwell Oliver, student of the University of California, won first place over several thousand manuscripts submitted by university men and women of all ages and classes. It carries a lustrous legend hero, scion of a pioneer family, through the mazes of adventure in the Orient, experiences which give the story its title by throwing him back into the world of his forefathers.

Pat O'Malley will play the "Throwback." Tom Forman will direct. Other players will be engaged after consideration by Forman and Universal executives.

## THRILLING BATTLE SCENES IN "GATEWAY OF WEST"

"The Gateway of the West," one of the "Chronicles of America" series produced by the Yale University Press for Pathé, has just been completed and is said to be one of the most elaborately produced numbers in this group of thrilling historical dramas.

The exteriors were staged in the backwoods regions of North and South Carolina, which have remained unchanged since pre-Revolutionary War days, when the stirring events depicted in the production took place. The staging of a scene portraying the attack of the Indians and French on the British stronghold Fort Mifflin, involved the transfer of the entire tribe of Catawaba Indians to the location from their state reservation three hundred miles distant.

The stately gardens of Middleton Place near Charleston, S. C., were secured for the scenes wherein Washington meets Governor Dinwiddie of Virginia and is commissioned by the latter to proceed against the encroaching French and their Indian allies.

## NEWS REELS BROADCAST NEWS OF WILSON'S DEATH

Telephone, telegraph and radio are only a single jump ahead of the newspapers when it comes to delivering the news. Only a few hours elapsed between the time of Ex-President Wilson's death and the exhibiting of special memorial films in theatres in the principal cities of the East and Middle West, and in New York it was a matter of minutes.

Pathé News, Kinograms, and International News prepared special Wilson reels to be released upon the first notice of the great statesman's death. The reels were sent to the various key cities and the majority of them arrived in time for the first evening performances following the news of the death. In New York City theatres carried the film news of it less than one hour after the tragic word was spread.

## "THE EXTRA GIRL" MAKES GOOD DESPITE BELIEFS

Roy Crawford, secretary-treasurer of Associated Exhibitors, stopped over in Kansas City Saturday on his return to New York from Wichita, Kas., where he has been visiting his father, L. M. Crawford.

Mr. Crawford told the Kansas City offices of Associated Exhibitors that all specials of the Associated line were selling fast in the East. He mentioned "The Extra Girl," Mabel Normand's latest feature, particularly. Contrary to beliefs of the exhibitors this production has become a box-office sensation. Mr. Crawford stated that exhibitors had been "shying at a mouse." Because of the notoriety and publicity that Mabel Normand received recently in a shooting affair in Los Angeles, exhibitors have feared for the success of the attraction in regard to its box-office value. However, every theatre that has booked it has met with unusual success, and most of the houses have been forced to carry the feature over the second and third week.

## REMINGTON STYLE POSTERS FOR "THE NIGHT HAWK"

The Hodkinson Corporation has prepared a striking set of posters which resembles the virile artistic style of Fred eric Remington to carry publicity for "The Night Hawk," the first Harry Carey picture to be released through Hodkinson. The new posters appear in the paper prepared by that company.

The twenty-four sheet is an effective creation by Pierre Fortier, and it embodies one of the big virtues of the production with a realistic central figure and a combination of illustrations that hold a perfect story-telling connection.

The posters are of robust style, containing colors with sufficient power to appeal to action-loving patrons.

## DELIVERY SERVICE PLAN ORGANIZED BY SCHERZER

The Exhibitors Film Delivery Service is a new company that is planned and which will serve the exhibitors and exchanges as a sort of central shipping bureau where shipments of films and posters will be made and received.

Ralph Scherzer, who formerly was here with Fox Film Corporation and who has just returned from California where a company such as he is planning is functioning most successfully, will be associated in the new enterprise with E. J. Jameson.

Mr. Scherzer contends that his plans will not only facilitate shipments, but will also reduce distribution cost to the exhibitors both in Kansas City and in towns outside.

Milton Sills recently astounded the Richard Walton Tully company, engaged in the filming of First National's "Flowing Gold" by suggesting that a scene be taken. It was the final close-up, after Anne Q. Nilsson had saved him from a watery grave during a terrific storm, the pair were locked close in a thrilling embrace and their lips met for the finish kiss. The director shouted his approval "What?" cried Mil, "don't we get a re-take on that?"

## SELZNICK ANNOUNCES 7 EARLY 1924 RELEASES

The Selznick Distributing Corporation will release four new productions between February 23 and March 29. The new pictures are "Flapper Wives," to be released February 23; "Pagan Passions," to be released March 8; "Right of the Strongest," to be released March 15, and "After Marriage," the release date on which has been set for March 29. Previous tentative 1924 releases were "Woman to Woman," "Roulette" and "Daughters of Today."

Selznick has taken over the distribution of the Standard Cinema Corporation short subjects which consist of two-reel Jimmy Aubrey comedies, two-reel Hollywood comedies, one-reel Thea LaBar comedies and Bruce Barton Editorials.

## UNUSUAL POSTERS USED FOR "THE MARRIAGE CIRCLE"

Posters of a distinct type were used in New York to advertise Ernst Lubitsch's production, "The Marriage Circle," which opened February 3 at the Mark Strand. The design for the lithographer was prepared with special care to make it strikingly in harmony with the importance of this new Warner Brothers Classic of the Screen.

The twenty-four sheet contains three circles, a large central circle, and two smaller ones in each lower corner. The head is shown in the left-hand circle reading "his wife"; the right-hand circle displays another head which reads "her husband," while the large circle is represented by the other two members of the love triangle. Another sheet bearing a large question mark, in the loop of which is seen a woman's arms encircled around Monte Blue. From the hand dangles a key, and the caption reads "Cherchez la Femme."

The posters have caused considerable favorable comment among theatre patrons.

## AUDIENCE GOES ON STRIKE FOR REPETITION OF FILM

For employees to go on a strike is not a unusual incident, but when an audience goes on strike for the return of a picture it is unique for the historians of the screen to start a new era.

Johnny Hines' new picture, "Godwin 1922" scored such a hit in Baltimore recently that the public demanded the Metropolitan Theatre to show the film another week. On Monday afternoon following the week in which "Godwin 1922" was presented a new program was scheduled for the new week, but the patrons pleaded for the repetition of the Johnny Hines picture. With the high performance the requests grew more numerous, and the patrons became so insistent that the management was obliged to cancel the scheduled feature, and repeat the demanded production. The audience had virtually gone on a strike.

Johnny Hines is at his best in the new Warner Brothers Classic "He 2," supported by Irene Mason, Mason, Ruth Renick, Robert Cam, Fred F. Smith, Byron Sage, Michael Dark and Donnelly Burns. It was co-directed by Charles Hines and Frank Green. "Johnny," himself, wrote the story.

## DISTRIBUTION IS NO SMALL UNDERTAKING

By ALBERT WARNER.

The problem of motion picture production is not solved until satisfactory distribution is secured. By distribution is meant the marketing of the picture through branch exchanges throughout the world, which in turn offer the prospect for the approval or disapproval of the theatre owners.

The moment the Warner Brothers receive a finished picture from their West Coast Studios in Los Angeles, Calif., it is given a private screening in their New York offices. Opinions are expressed by the executives of the firm, and these are carefully weighed before anything further is done with the feature attraction.

Once the production is passed upon favorable the task of devising a way and means to present it to the public is then undertaken. The problem—the advertising and publicizing of the feature—is a big job; in fact, one of the biggest tasks in distribution. Lithographs, attractively made by competent lithographers; oil paintings, suitable for lobby display in all theatres; colored photographs, press material written so that a theatre owner can clip it from a specially published broadside sheet and present it to local editors, and a thorough national advertising campaign from both the newspaper and magazine standpoint—the art of the things that must be done before the picture is released for public consumption.

When everything of a supplementary but of an important nature has been completed the branch offices receive a number of prints of the film. The advertising and publicity matter is also sent along. Then the branch manager instructs his salesmen about the fine points of the picture, and these men who are assigned various zones in their respective territories, visit the motion picture theatre owners.

Of times a theatre owner, or as he is more commonly called, an exhibitor, looks at the picture before buying it. There are also many exhibitors who buy pictures without looking at them. Of course their past experience, coupled with a knowledge of the business standards and production methods of a concern, are the guiding posts in this connection.

With the picture purchased by the exhibitor the public is then offered an opportunity to see it. Upon them rests the future longevity of the company making the picture, and upon them also rests the success or failure of the theatre owners business.

To properly distribute a picture is no small undertaking, for upon its distribution depends the finances to carry on a motion picture organization with a policy of bigger, better, cleaner, wholesome, instructive and entertaining screen plays.

Elaborate sets are under construction at the Hollywood Vitagraph studios for use in I. Stuart Blackton's new production "Between Friends." The entire technical staff of the studio is at work on the sets for this massive production. The story is a picturization of the "Under a Handful of Stars" novel which deals with artistic life in Paris and New York. Lon Poffgen and Mee Callahan take the leading roles, and they lead a supporting cast of notable players.

## Care and Oiling of Alternating and Direct Current Motors for Moving Picture Machines

Written by GLEN R. BLANCHARD,  
Head of the Repair Department of  
the Cole Theatre Supply Co.

Consider the motor that turns the projecting machine—the little servant that runs constantly, but to which very little attention is paid. While it is usually a long time before repairs are needed on the motor, yet some attention should be paid to it.

First it is important that the bearings are well oiled. Usually the motor is equipped with oil cups and wicks. The wicks are dependable as long as the right kind of grease or oil is used, but the wrong kind of oil or grease will cause the wicks to stop up and the wicks will not conduct the oil to the shaft. This results in a dry or stuck bearing. Wicks will give good service for a long time, but, of course, there is a limit to their life. The same is true of a good oil in an automobile. The oil will last for a long time, but at some time it has to be changed. The wicks absorb oil or grease as well as the wearings from the bearings and shaft, which will cause the wick to harden and not properly conduct the oil to the bearing. It could be good practice to change the wicks every six months at least. The bearings have a great deal to do with the lasting of the wicks, just the same as the wicks have to do with the lasting of the bearings. As the wicks cost approximately 40 cents a pair and the bearings around \$4.00, changing the wicks would be much cheaper than to be forced to change bearings.

The clearance between the rotor and the stator of an alternating current motor is much more important than the clearance between the armature and field in a direct current motor. The bearings on the alternating current motor must be true and not too much worn, as the least bit of play would cause vibration and friction and would cause heating and loss of power. It is, therefore, very important that the bearings be in first class shape.

If the motor is of the induction type it is very important that the centrifugal switch fingers make good contact on the slip rings, or if it is a commutator type, be sure the brushes, as well as the commutator, are in good shape. The induction motor with the centrifugal switch really does its hardest work on the start, so you will realize the importance of keeping the starting switch in good condition. The commutator type motor starts and runs constantly, without a special starting device. Motors will be discussed a little more in detail in the next article.

In accordance with its policy of trying to supply a complete program to exhibitors the United Producers and Distributors plans a department the personnel of which will concentrate on the making and distributing of short subjects of educational value, it being the idea to furnish one split reel of an instructive nature with each full length feature, together with a two-reel comedy and at least one other featurette.

# Stationery Special

## February Only

---

250 Letterheads, not  
over 5 lines, black ink,  
\$2.00

250 XX 6 3-4 Enve-  
lopes, with return card  
\$2.00

White paper. Sent post-  
paid upon receipt of price.

---

Just a Card or a Call and You'll Get the  
Service and Workmanship You have  
Always Hoped For.



# THE KEYSTONE PRESS

19th & Wyandotte

Kansas City, Mo.

Phone Delaware 9763

# ST. LOUIS TRADE EVENTS

By David F. Barrett

## ROSENTHAL ACQUIRES

### C. B. C. FEATURE PRODUCT

Barney Rosenthal and Nat Stenberg, who recently have opened an independent exchange of their own in St. Louis, have made their temporary headquarters in the Empires Theatre building.

Rosenthal and Stenberg were in New York last week making arrangements for the handling of the C. B. C. product, and they announce that they have obtained several new features for release in this territory. Among the pictures they obtained are "Innocence," featuring Anna O. Nilsson; "Forgive and Forget," starring Estelle Taylor, Pauline Garon and Wyndham Standing; and "The Barefoot Boy," with an all-star cast.

## TACKE ELECTED PRESIDENT OF GENERAL FILM CO.

Harry F. Tacke, prominent real estate dealer and capitalist, was elected president of the General Film Manufacturing Company at the annual election of officers held last week in the executive offices, Egyptian building, 6800 Delmar boulevard, succeeding Romane Fielding, director-general, who declined re-election. All other officers were re-elected.

Fielding explained that the press duties in the production department demanded that he devote his entire time to directing the making of the pictures, etc. He states that the company is entering upon a large production program, including several feature pictures as well as a number of comedies and special industrial photo dramas. It recently finished a two-reel mystery comedy entitled "Kidnaped," which will shortly be released.

## EXHIBITORS SIGN AND POSTER COMPANY FORMED

The Exhibitors Sign and Poster Company of St. Louis, has incorporated with a capitalization of \$2,000. The incorporators are Fred Wehrenberg, 9 shares, R. L. Butler, 10 shares, and George Engel, 1 share. The company specializes in printing signs, posters, etc., for moving picture theatres. Wehrenberg is the owner of the Cherokee and Melba Theatres, St. Louis, and vice president of the Motion Picture Exhibitors League of St. Louis and Eastern Missouri.

A jury, witnesses and court attorneys of Circuit Judge Calhoun's court, St. Louis, were denied the novelty of seeing the first moving pictures taken to combat a personal injury damage suit case when settlement was reached out of court. In July, 1921, George Rosen, 50-year-old, of the United Railway Company, suffered injuries when he was crushed by a trailer car while adjusting a trolley. His wife recently sued for \$75,000 damages. Motion pictures were taken at the scene of the accident, and the company contended that the accident could not have occurred in the manner stated if Rosen had used due care. The case was compromised for \$12,000.

## BRIGHT BITS and NEWSY NOTES

Monday, February 11, was dedicated to the Relief of Starving German Children by the management of the St. Louis Amusement Company, 20 per cent of the receipts of the theatres of that company going to the relief fund. Many other St. Louis houses also joined in the benefit and gave substantially to the starving children. The St. Louis Amusement Company houses are Arsenal, Gravois, Lafayette, Haiti, Novelty, Shaw, Grand-Flourissant, Juanita, Lindell, Manchester, agent and Shenandoah.

The St. Louis Amusement Company has closed the Pershing Theatre, Delmar boulevard near Hamilton avenue, which was opened for a special season of super-specials at advanced prices early last fall. Its future is very uncertain, but it will be reopened if there are any more pictures of a class to warrant such a step. Spyros Skouras, head of the Skouras Brothers Enterprises, has announced that five of the big attractions shown at the Pershing this season will be played at the Grand Central, West End Lyric and the Capitol Theatres this winter. The first of these, "Scarab-monche," which opened the Pershing season, was put on at the Grand Central, West End Lyric and Capitol and also the Delmonte, owned by Fred L. Cornwell, the week of February 10.

Harry Graham, manager for Pathe, back from a trip through Southern Illinois, missed the latest Herrin Ku Klux Klan riot by a few hours. There is an added thrill to being a film manager of salesman in St. Louis, as one never knows what he may walk into in Bloody Williamson County, Ill., and the surrounding terrain.

Sam Werner of United Film Exchange has announced the release of "Only a Shop Girl" and "Temptation." Sam has the Southern Illinois and Eastern Missouri rights on these features.

Out-of-town exhibitors seen along Picture Row during the week included Bob Cluster of Johnston City, Oscar Wesley of Gillespie, L. Lawson, Mount Olive; Ed Fellis of Hillboro, Ted Rodgers of Ramsey, J. C. Leitz of Mascoutah and Tom Reed of Dugout.

Billy Goldman of the Kings Theatre departed for New York on Saturday, February 9.

Charley Werner, local manager for Metro, and Jack Wed, Goldman manager, visited Chicago the past week.

Quincy, Springfield and vicinity attracted several St. Louis exchange managers during the week, including C. D. Hill of Holkinson, Roy Dickson of Seznick and G. F. McKean of Fox.

Tom McKean of F. B. O. visited Paducah and Cairo during the week.

Pode & Morton plan to open the New Grand Theatre, West Frankfort Heights, Ill., on March 1. It has accommodations for about 250 persons.

The Pendleton Theatre, Pendleton and Finney avenues, St. Louis, reopened on Sunday, February 3.

Contract Chaser Heckman of the F. B. O. organization returned February 9 from a tour through Southern Illinois and Southeast Missouri and reports that he booked the territory practically 100 per cent on "The Mailman," "Judgment of the Storm," "By Divine Right" and "After the Ball."

Gerald Akers, district manager for Universal, left for Kansas City early the past week.

Suits to revoke the charters of fifty-two St. Louis corporations for failure to file their corporation franchise reports for 1923 with the State Tax Commission at Jefferson City, Mo., are being prepared by prosecuting Attorney Albert Sweitzer of St. Louis. Among the corporations affected are the Artemis Amusement Company, 4928 Delmar boulevard, Assembly Hall Company, 1675 Arcade building; Congress Amusement Company (H. M. E. Pasmzegola, P. Horace and P. Fuhl), 4023 Olive street; Manion Park Swimming Pool Company (Alois Sauter and Gustav Sauter), 8014 South Broadway.

Motion pictures to illustrate sermons are being used by the Rev. Dr. Granville E. Cameron, pastor of the Lafayette Park Southern Methodist church, Lafayette and Missouri avenues, St. Louis. The first discourse under this plan was given Sunday, February 10, the subject being "The Good Samaritan."

The funeral of Miss Mata Stoddard, 20 years old, daughter of Mrs. Luck Stoddard, 2753 Cherokee avenue, owner of the Monroe Theatre and Airdome and the Yale Theatre, St. Louis, was held Wednesday morning, February 13. Miss Stoddard was killed in an automobile accident in Los Angeles, Cal., on February 8, when the machine ran into a telephone pole.

## BOX-OFFICE REPORTS

written by the exhibitors are your best guides to good pictures.

—SEND US YOUR REPORTS

# NEWS NUGGETS

Pathe has several elaborate serial plan- under way. Mary Hastings Bradley's story, "The Fortieth Door," is now being filmed on the West Coast, and an original story by Phillip Barry entitled "Ten Scars Make a Man," is being used as the basis for a serial. Negotiations are being conducted with Albert Bayes for the use of his "Black Caesars' Clan," which, if used, will be produced in serial form. \* \* \*

An untamed stallion plays the feature role in Hal Roach's new feature production, "King of Wild Horses." A spectacular forest fire in which man and beast are hopelessly trapped is one of the incidents of the film. Fred Jackson directed the picture. \* \* \*

First National has begun work in Los Angeles on the picturization of Mary Newcombe's stage success, "The Woman on the Jury." The play is under the direction of Harry O. Hoyt. Sylvia Breamer, who has the feature role, is supported by Lew Cody, Frank Mayo, Bessie Love, Hobart Bosworth and Mary Carr. \* \* \*

Holman Day, author and member of First National's scenario staff, has been loaned to Maurice Tourneur and M. C. Levee to write the titles for "Torture," a recently completed feature. \* \* \*

"The Marriage Circle," the new Warner Brothers production directed by Ernst Lubitsch, has been listed among the "forty best" pictures for 1923. The pictures were chosen by the National Committee for Better Films. At the time the picture was chosen by the committee the feature had not yet been released, and a preview was held in the private projection room of Warner Brothers. \* \* \*

The Educational-Tuxedo Comedy, "Easter Bonnets," the Educational-Christie comedy, "Aggravating Papa," "The Homemaker," and "By Lantern Light," the Bruce Wickness-Ledes, were included in the current bulletin of the National Motion Picture League as recommended for showing to adults and young people. \* \* \*

The abolishment of the star system and the engaging of all-star casts is bringing together many stars who worked together in former years. In David Smith's new production for Vitaphone, "Forsworn Husbands," Florence Adler and Earle Williams return to Vitaphone, the company with which they began their screen career. \* \* \*

About one-fourth of J. E. Williamson's and Ralph Ince's new picture, "The Uninvited Guest," is in technicolor. The production was made in the Bahamas Isl-

ands, and its combination natural coloring and undersea actions makes "The Uninvited Guest" a most interesting event. It will be released by Metro the latter part of this month. \* \* \*

Kezimadl Barker's new production, hitherto announced as "Her Man," will be released in March by Metro under the title of "Woman and Her Man." Another picture with a title similar to "Her Man" has been released, and the change to "Woman and Her Man" was necessary to avoid confusion. \* \* \*

Douglas MacLennan has purchased the screen rights to "Never Say Die" and he will produce it for Associated Exhibitors. "Never Say Die" had a phenomenal stage run, playing one year in New York, a three-year tour of America, a year and a half run in London, and a long run in Australia. \* \* \*

"My Man" has been decided upon as the title for George Randolph Chester's novel which David Smith has just finished for Vitaphone. Patsy Ruth Miller and Dustin Farnum have the leading roles in a cast which includes Niles Welch, Margaret Landis, George Webb, William Norris, Edith Yorke and Violet Palmer. \* \* \*

**Smiling Service!**  
**HOTEL BRAY**  
12th Street and Baltimore Ave. Kansas City, Mo.



Archie Josephson, President

Every employee of the Hotel Bray from porter to manager is "on his toes" at all times to see that you are pleased. It is this "Smiling Service" that makes the Hotel Bray a better place to stay.

Absolutely Fireproof  
150 Outside Rooms with Bath  
\$1.50 and Up

## EVERYTHING FOR THE THEATRE BUT THE FILM

- CARBONS
- MINUSA SCREENS
- COMPENSATORS
- RHEOSTATS
- OPERA CHAIRS
- MAZDA LAMP EQUIPMENT
- MOTIOGRAPH PROJECTORS

**CHAS. M. STEBBINS**  
Picture Supply Co.  
1028 Main St. Kansas City, Mo.

# CURRENT RELEASES

Week of February 24, 1924  
ASSOCIATED FIRST NATIONAL  
Following First, Third, Fourth and Fifth  
and 12.

**CRESCENT**  
Rialto, Blue, Mont. (Rank) 12  
Felix the Good (Garter) 11

**EDUCATIONAL**  
Lonesome, Hamilton, Comedy 12  
Olive, the Girl from Arizona 11  
Boss Buddies, Christie Comedy 12  
A Movie Pioneer, Judge (Pathe) 11  
Kingsman, two each

**ENTERPRISE**  
Restless Wives, Dory (Sevigny) 11  
The Stranger, Betty (Compton) 12

**F. B. O.**  
North of Nevada, Fred Thomson 11  
The White Sun, Madge Bellamy 11

**FOX**  
The Net, Al (Star) 12  
You Can't Get Away With It, Pat. (Mont) 11  
North of Hudson Bay, Tom Mix 11  
Dus, Freedom, Fay Compton 12  
Robin Master, Sunshine Comedy 12  
Monkey Mixup, Imperial Comedy 12  
Daggle Reconnissance, Al. St. John 12  
Fox News 11

**HODKINSON**  
Hoosier Schoolmaster, Jane Thomas 11  
The Night Hawk, Harry Carey 11  
Fun From the Press, Joe 12

**METRO**  
Happiness, Laurette Taylor.

**PATHE**  
The Hall Back of Notre Dame, Mack Sennett 12  
Political Pull, Hal Roach 12  
Peter Stuyvesant, Chronicles of America  
Olympic Mermaids, Sportlight 11  
A Petrol Lady, Charles Chase 11  
Captain Koder, Aescop's Fable  
Key of a Man, Episode 6 12  
Pathe Review, No 8  
Topics of the Day, No 8  
Pathe News, No. 10 12

**RICHARDS & FLYNN**  
Bad Luck of Saint George, Wm. S. Hart 12  
**STANDARD**  
The Dancings, Frank, Neall, Bory 11  
Flapper Wives

**SELZNICK**  
**UNITED ARTISTS**  
No More Women, Madge Bellamy 11  
Role for You, Lutz, Herb, Gibson 11  
Swing Bad the Sailor, L. other, Producers 12  
Ghost City, serial 12  
Pie of the Mountain, Centure 12  
National News, two each week

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

**PICTURE SHOW FOR SALE**  
A number of new feature films for sale at Kansas City. No competition. Showing at 12th and Adams. O. R. Reed, manager.

**FOR SALE OR TRADE**  
Pathe and Metro films, Betty, King, when you have them and conditions will be given. An exchange picture, cost \$100, for sale at \$25.00. The House of the Living Dead, \$100.00.

**THEATRE LEASE WANTED**  
I desire to lease a theatre for picture showing. Address: 12th and Adams, Box 121, Emporia, Kansas.

**THEATRE LEASE WANTED**  
I desire to lease a theatre for picture showing. Address: 12th and Adams, Box 121, Emporia, Kansas.

**MOVING PICTURE EQUIPMENT**  
I have for sale a complete set of picture equipment, including projector, camera, lenses, and other accessories. Address: 12th and Adams, Box 121, Emporia, Kansas.

**PIANIST WANTS POSITION**  
I am a pianist and would like to find a position in a theatre or club. Address: 12th and Adams, Box 121, Emporia, Kansas.

On Any Occasion—  
"Say It With Flowers"  
**THE OWL FLORISTS**  
BILL LEVY  
14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

A Volley of  
Folly on a  
Trolley

A smashing,  
hilarious  
comedy of a  
conductor who  
couldn't keep  
his sense of  
humor in  
captivity



One of the  
Season's Best  
Patron-  
satisfiers

A  
Consistently  
Good  
WARNER  
BROS.  
CLASSIC  
of the  
SCREEN

Played to big business at the Isis Theatre, Topeka, Kans., for a solid week  
and many patrons asked that the run be extended. It's a riot of mirth and  
a joy for any box-office.

115 West 17th Street  
KANSAS CITY, MO.

FILM CLASSICS  
OF KANSAS CITY, INC.

AL KAHN,  
Pres. and Gen. Mgr.

*The***Reel  
Journal****The Film Trade Paper of the Southwest****O Boy! Isn't This One  
a Humdinger!****WHAT MR. KEILMAN OF THE TOPEKA DAILY CAPITAL  
HAS TO SAY OF "THE WAY OF A MAN"—****AT THE BEST**

"When Abe Ulamperl called me by phone last night and asked me to come down to the Best, I knew he must have something good. He had on the screen the first three reels of Emerson Hough's story—"THE WAY OF A MAN"—which he will show serially for the next nine weeks, Wednesdays and Thursdays.

"I've seen only the first three reels, but if the others are anything like these, there'll be a large crowd of those who have seen "THE COVERED WAGON" visiting the Best on the days when "THE WAY OF A MAN" is being shown.

"It's a story of the olden days, when the West was as wild as any country can be. It is a story of the days of chivalry and beautiful women.

"The serial could well be called the deluxe of all chapter plays. From the standpoint of production, it's every bit as beautiful as "THE COVERED WAGON." The story is filled with action, as are all of Hough's novels."

**Pathe Exchange, Inc.**

KANSAS CITY, MO.

ST. LOUIS, MO.

# HELP YOURSELF

*By Helping Others*



SEND IN  
YOUR BOX  
OFFICE  
REPORTS  
REGULARLY



**Mail in Your Film Report Today For the Next Issue**

THE REEL JOURNAL,  
19th & Wyandotte Kansas City, Mo.

My opinion on pictures recently played here is as follows.

Title .....

Star ..... Producer .....

Remarks .....

Title .....

Star ..... Producer .....

Remarks .....

..... City .....

If Every Exhibitor Does His Duty There Will be No Mediocre Pictures Theatre .....

Exhibitor .....



# Why worry about PROFITS?

You put a handsome profit  
in your savings account the  
minute you contract for our

## SPECIAL OFFER

which saves you **25%** on your pictures

### IT'S A REAL LIFE-SAVER

*Grab your pen and drop us the line that'll get it for you!*

<p>POPULAR STARS AND GOOD CASTS IN EVERY ONE OF THESE PRO- DUCTIONS.</p>	<h2>FEATURES</h2>	<p>NOW IS THE TIME TO GET THIS SAVING. WRITE US AT ONCE!</p>
	<p>64 OUT OF THE ORDINARY      <b>FEATURES--5 Reels</b>  53 STRING SNAPPING SHIRT RIPPING      <b>COMEDIES--2 Reels</b>  40 BUSINESS BUILDING GLOOM CHASING      <b>COMEDIES--1 Reel</b>  70 RIP-SNORTIN' GO-GETTIN'      <b>WESTERNS--2 Reels</b>  20 BREATH-TAKING HEART-STOPPING      <b>RAILROAD DRAMAS --2 Reels</b>  24 INTEREST BUILDING BUSINESS HOLDING      <b>SCENICS NOVELTIES--1 Reel</b></p>	
	<p>ALL PRINTS GUARANTEED A-1 CONDITION</p>	

# RICHARDS & FLYNN FILM COMPANY



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Editor and Publisher

Telephone Delaware 9763  
 St. Louis Correspondent  
 DAVID F. BARRITT  
 338 Meramec Avenue

Change of advertising must reach this  
 office not later than Tuesday of each  
 week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern  
 Oklahoma, Arkansas and  
 Southern Illinois.

## Arbitration

A news story which would be of unusual interest to the public and appeal to those who have been unwilling to arbitrate matters of difference existing between the exhibitor and the exhibitors' appears elsewhere in this issue.

The news report is of a decision rendered in the Supreme Court of New York, which ordered the exhibitor, who had refused to arbitrate, to appear before the Joint Board of Arbitration.

This is really an important decision. The exhibitor may think it is not to his advantage. But there is no reason to have so thinking not to be in favor of this case will not be to his advantage.

Arbitration is not a new thing. It has never existed and it has been a form of settling disputes between the exhibitor and the exhibitors' which to many times, especially in the past, led to a greater ill feeling between the parties and more expense.

The Joint Board of Arbitration is a body composed of representatives of the exhibitor and exhibitors' and is a form of settling disputes between the exhibitor and the exhibitors' which to many times, especially in the past, led to a greater ill feeling between the parties and more expense.

The Joint Board of Arbitration is a body composed of representatives of the exhibitor and exhibitors' and is a form of settling disputes between the exhibitor and the exhibitors' which to many times, especially in the past, led to a greater ill feeling between the parties and more expense.

The Joint Board of Arbitration is a body composed of representatives of the exhibitor and exhibitors' and is a form of settling disputes between the exhibitor and the exhibitors' which to many times, especially in the past, led to a greater ill feeling between the parties and more expense.

## Good Information

Are you ready to make the best of a Blackboard? This is a new and most important information about the new motion picture machine and its economic valuable suggestions that will save you better production and save you money, as well. Read the complete information on Page 8 and then show it to your competitor.

## FILM THEATRES MAY FIGURE IN "MUSIC TAX" TROUBLE

The music houses of Will Rosster and Waterson, Berlin, and Snyder have resigned from the American Society of Composers, Authors, and Publishers as a result of the long threatening war between the society and the National Association of Broadcasters. It is probable that motion picture theatres, hotel, dance halls, and all places of amusement wherein music is played will figure in the skirmish.

The resignation of the two mentioned music publishers is a result of their own position to the "music tax" which is placed by the society upon theatres and broadcasters which play their copyrighted music. The broadcasters claim that they already have the hotel people back of them in their effort to do away with the tax.

The attitude of the motion picture theatres is as yet not quite clear, but a meeting of film house organization leaders on February 15 at the La Salle Hotel in Chicago was called to decide upon their stand. The broadcasters are denizens of having the theatres with them in their fight because they cannot accomplish their end of obtaining tax-free music for the radio and for motion picture theatres without the film men backing them.

The society, however, has refused to accept the resignation of Will Rosster and Waterson, Berlin, and Snyder on the grounds that they are bound by contract to remain in the organization until 1935 and the society asserts that any attempt to permanently withdraw from the agreement will bring about action to enforce the contract to the letter.

A letter to the broadcasters from Was-

terson, Berlin, and Snyder reads, in part, as follows:

"We hereby give permission to publicly perform our music without any further authority from us, and we will refuse, if we can legally to do so, to prosecute or join in the prosecution of anyone publicly performing our music. We oppose the organization because it collects money from agencies which we believe to be of value to us in our advertising."

J. C. Rosenthal, general manager of the American Society of Composers, Authors, and Publishers, in commenting upon the problem, said:

"The trouble was brought about by the radio, which has grown to such an extent, and is still growing, as to cut very deeply into the sales of phonograph records. This is a serious problem, and is daily growing more serious.

"Several of the largest broadcasting stations have taken out licenses with us for the use of our music, but there are a lot that haven't. Rosster and Waterson have probably reached the conclusion that the giving of free rights to these broadcasting stations will be helpful to their general business."

Another cause for the music row was the recent action of E. C. Mills, chairman of the administrative committee of the society, which is the center of the trouble. Mr. Mills attempted to line up the orchestra leaders to seek compensation for music which was broadcasted. This would mean that many large theatres would have to pay additional wages to the orchestra if a microphone was placed in position during a performance.

## FURTHER ACTION TAKEN TO DEFEAT MUSIC TAX

Additional impetus was given by the Kansas City exhibitors in their trial against the Music Tax at their special meeting held Wednesday morning at the offices of S. A. Handy, attorney, who has been handling this case for the exhibitors, and who has been representing them in various suits brought against them by the American Society of Composers, Authors and Publishers.

Mr. Handy informed the exhibitors present that in the suit brought against H. H. Barrett of the Colwood Theatre, 39th and Woodland, unexpected evidence came up that tended to turn the trial in favor of the exhibitor. Mr. Handy also stated that the action taken by the National Association of Radio Broadcasters at Chicago, and too, that the resignation from the A. S. C. A. P. of two of the country's leading music publishers, greatly augmented the chances for the exhibitor to defeat this long fought "music tax."

The exhibitors present contributed a sum of money sufficient to pay Mr. Handy's expenses to Chicago, where it is his intention to enlist the aid of the National Association of Radio Broadcasters and to further their fight against the Music Tax.

The trial of H. H. Barrett is set for March 3, and it is favorably reported

upon. The Kansas City exhibitors and also the Motion Picture Theatre Owners of Kansas who first secured the services of Mr. Handy, intend their fight against the Music Tax to be to a finish.

## KENNETH HARLAN TO APPEAR IN PERSON IN KANSAS CITY

Kenneth Harlan, who plays the leading role in "The Virginian," which comes to the Royal Theatre, Kansas City, this week of February 23, will appear in person in connection with the picture during that week. Mr. Harlan has had the experience of playing opposite more feminine stars than any other man.

Mr. Harlan promises something new in the line of personal appearances when he meets the public four times daily during the week of "The Virginian." This will be his first visit to Kansas City.



**A**S a contribution to the world's Cinema Classics "The Lullaby" will for years be remembered by the millions who see it, as something bigger, something finer, a photodramatic melody of the soul.

For Chester Bennett this picture is an accomplishment of which he may well be proud; for Jane Novak "The Lullaby" is nothing short of a personal triumph.

It is therefore, with justifiable pride, that Film Booking Offices of America, Inc., announces for release shortly--

# "The Lullaby"

that will be hailed round the world as a cinematographic masterpiece that sets a new standard.

It will not be necessary to present "The Lullaby" with the usual blare and roar of trumpets.

Above, and unaided, by virtue of its great power, its deep appeal and its touching sentiment, will this picture be received with acclaim in every part of the earth.

Plans of refinement are being perfected for its presentation in the foremost theatres throughout the land. Communication with your nearest F. B. O. Exchange manager will bring further details.

*Presented by Chester Bennett*  
*Starring Miss Jane Novak*

**FILM BOOKING OFFICES  
OF AMERICA, Inc.**

3312 Olive St., St. Louis, Mo.  
Snover Bldg., Kansas City, Mo.  
127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

## FIRST NATIONAL PUBLICITY LAUDED BY H. E. JAMEYSON

The following letter was received by the First National Publicity Department from H. E. Jameyson, advertising man for the I. M. Miller Educational Pictures, of Wichita, Kan., for which Stanley N. Chambers is managing director. It is an unusual tribute to the value of First National publicity:

"Gentlemen (the whole gang of P. A. C.):

"It is so difficult to get good advertising publicity and explanation of it, that the writer feels that your company does make a tremendous and sincere effort to give this material to the exhibitors that it is the duty of those who benefit by this to show their appreciation in some manner.

"The purpose of this letter is to let you men of the Publicity Department know that your efforts are not for naught and the exceptional material you are putting out is appreciated by the writer of this letter, if by nobody else in the United States. However, I am sure that most of the exhibitors feel the same, even though they do not take the time to write you concerning the quality of material you are supplying us. I wish, though, that they could all write so that you might know how well you are hitting the bullseye.

"I know it isn't fair to ask you to know whether you are getting across or not and it is a pity that you cannot hear what is said in order that you would have a further opportunity to advance the quality of your material."

"I think your press sheets are the best yet produced in the motion picture industry. The schedule of films shown to be found in all of our recent press-sheets, including "Flaming Youth," "Ponjola," "Thimbletate," "Meanest Man in the World," etc., are a genuine valuable if properly used.

"Your display card is the most adaptable that we have seen in the present time. They can be worked into any size of shape and into any rooming thing that cannot hold one of much of the material we receive.

"The subsidiary publicity matter supplied by you is a most valuable series, "What Does Your Film Buy?" series, "Punch-a-Talk-to-Young-Girls," "Fashion-Up-Street," etc., are of value in the industry and invaluable to the men running your picture shows. I do not hesitate to say that the publicity and publicity you are putting out in the present time adds to the box office value of our pictures immensely and I hope that you continue on in the same way in the following."

H. E. Jameyson is secretary for the A. H. Blain Film Enterprises, 1111 W. 11th St., Tulsa, Okla., and has been in the film business several years. He has written many articles regarding "The South in Film."

## Moving Along Movie Row

F. E. Nime has been added to the sales force of the Kansas City Hoffmann exchange. George Hinton, manager of the Kansas City branch, reports that last week was double the biggest week of sales that has been known in the history of the Kansas City office.

Edward Dubin-ky, manager of the Regent Theatre in Kansas City, who was charged with operating his theatre without a license, was acquitted by a jury in Judge Samuel A. Dew's court Friday, February 15.

C. E. "Doc" Cook, business manager for the M. P. T. O. of Kansas, tells us that the convention at Emporia April 1 and 2 is going to be the biggest in the history of the organization. A dinner program hasn't been decided upon yet, but "Doc" promises good speakers and plenty of entertainment.

"Doc" took at the M. P. T. O. of Kansas says that many new and enthusiastic members have joined the association since the new year. "Doc" says, "The more, the merrier!"

P. C. Rhoden of First National made a short trip in the territory last week stopping at Emporia and Wichita. He reports that every time he visits Wichita he sees something new in the way of theatre entertainment. This time it was a unique jazz revue put on at the Mill Theatre in connection with "The Wonders," a John Stahl production. Stanley Chambers, managing director of the Miller, has the faculty of framing a big show at a minimum expense. This time he even had the audience entertain themselves with a "Kazoo Klorn" that went over great.

"The Eternal City," playing at Newman this week, is the center of the attractions. A very effective advance exploitation campaign was carried on by Milton H. Feld, managing director. Large display advertisements were carried in the newspapers of both Kansas City prior to the opening. The fact that the picture opened to capacity business shows that the campaign had its results.

## M. P. T. O. OF MISSOURI PLAN STRONG ORGANIZATION

A number of exhibitors from Western Missouri advantageously met at the Baldwin Hotel Thursday afternoon with a determination to organize a permanent theatre owners association for the western part of the state. Although the body was few in number, these men will be the nucleus of a strong central organization if the plans which were specified at this meeting are realized. It is the intention of the group to grow so as to be able to maintain a paid bureau management in a manner similar to the M. P. T. O. of Kansas.

One thousand and five hundred dollars was offered by the group to carry on the initial expenses of organizing. A. J. Baker, representing three theatres in

Charle, W. Goodell of the Pastime Library, 110 E. 4th, Kansas, seems very much added to the Warner Bros. products. We see him in the Film Classics offices and he told us that he had been to see the show at the Maunstreet Theatre and he thought that the picture, which was "George Washington, Jr.," saved the show.

Phil E. Ryan, vice president and general manager of Capitol Enterprises, left for New York Monday night on a business trip. Interesting announcements are expected upon his return.

Pathe Exchange held their monthly sales force meeting Friday afternoon.

Leo Nathanson of Topeka was in the Standard office Monday arranging for bookings through the spring.

R. P. Christian of Excelsior Springs, Mo., was a visitor in the Enterprise Distribution Co.'s office during the week.

F. J. Demmon, inspector of films for Paramount, was in Kansas City during the week. Mr. Demmon's task is to see that all prints are kept in the best of condition, suggest improved methods of storing and handling reels, and to edit reels so that the continuity of the reels is maintained. Mr. Demmon spends half his time in the Paramount laboratories in New York and the rest of the time on the road visiting the exchanges.

W. J. Kupper, assistant to the general sales manager of the Fox Film Corporation, was with the local Fox exchange for three days last week.

## PATHE HAS "BIG MOMENTS FROM LITTLE PICTURES"

The "Wall Keger" comedy, to be made available by Pathe on March 2, will present the cowboy comedian in a series of impersonations, ranging from Ford Sterling and the days of the Keystone comedians down to Earlbank in "Robin Hood" and Valentino in "Blood and Sand."

Missouri was placed in charge of the coming M. P. T. O. president of the M. P. T. O. of K. C., J. Means, owner of the Murray and Prospect Theatres, Kansas City, and Mr. Baker, were appointed to the committee to perfect the preliminary organization.

Further extensive talks by those present will be given that a motion picture theatre owners organization was an absolute necessity in order to meet properly the daily problem and to fight the battle which exhibitors are often compelled to fight.

Every man present promised to talk up the organization with the other theatre men in his respective district, and to make every effort to make it as possible to have a successful organization. The name of the organization was decided upon to be "M. P. T. O. of Missouri, Western Half." Those who wish to contribute should call them at the post office A. J. Baker, 120 West 18th St., Kansas City, Mo.



# Look! Look!

READ WHAT A REAL EXHIBITOR IS DOING WITH

## "The Santa Fe Trail"

THE GREATEST SERIAL OF ALL TIME

OTTO FEES

FRED FEES

### THE BEST THEATRE

The Theatre for the Whole Family

1819-1821 Main

PARSONS, KANSAS

February 13, 1924

Mr. H. E. Corbyn, Mgr.,  
A. H. Blank Film Enterprises,  
130 West 18th St.,  
Kansas City, Missouri

Dear Mr. Corbyn:

I am sure you will be very pleased to know that we are now on the 4th episode of the "SANTA FE TRAIL," and we are more than delighted with this serial.

We absolutely consider this the best serial we have ever played in our house and our audiences are showing us by their attendance that our judgment was good in booking it.

The exhibitors of this territory in our estimation will make no mistake in booking this wonderful serial story.

With best wishes, I am

Yours very truly,

(Signed) FEES BROS.

By Fred T. Fees



THE BIGGEST AND BEST THEATRES EVERYWHERE ARE BOOKING THIS ONE.

EARLY DATING WILL SWELL YOUR BOX OFFICE PROFITS!

WIRE OR WRITE FOR DATES NOW.

# A. H. Blank Film Enterprises

130 WEST 18TH STREET

KANSAS CITY, MO.

### Care of Motors and Proper Belt Tension for Motion Picture Machines and Mechanical Speed Controls.

Written by GLEN R. BLANCHARD,  
 Chief of the Repair Department of  
 the Cole Theatre Supply Co.

There are at least half a dozen different types of motors that are used for the moving picture machine, although they perform nearly the same duty. They have various different drives and speed controls; some are direct drives, while others require a field rheostat; others have a mechanical speed control, but all perform the same duty.

The friction drive is more commonly used, consisting of a leather wheel running against a large steel disc which is adjustable for various speeds. The friction speed control is very simple and if kept clean will run a long time without repairs. For instance, the Powers 6A type of speed control and motor has two oil cups. The speed control has one thrust screw for proper tension of disc against leather wheel. The thrust screw has a hardened stud in the end the same as the driving disc shaft. These two hardened points run together and should have a drop of oil frequently, otherwise they will squeak and wear rapidly. The two oil cups and these two hardened points are all there is to oil on this type of speed control. There are four other bearings, but are of the non-oiling type and should not have any oil. Should oil get in there, only a little can be used. The brush should be used and thus wash out the oil. Oil in these bearings oftentimes cause them to heat and turn in the housings.

Another type of the Powers is known as the Nut/over motor drive, which is direct belt drive. This motor drive consists of a motor and field rheostat for controlling the speed of the motor. The motor is universal and can be used on direct or alternating current. It has two sets of brushes; one set is for the commutator and the other set for the slip rings. Each set of other brush is held in contact by a coil spring. The brush and spring works in a guide held in by a cap that is screwed on at the end. Every week or two this cap screw should be taken out and the spring and brush taken out to see if they slip freely in the guide. If not taken out once in a while as they wear shorter they are liable to stick in the guide, causing the same to become very hot and badly burn the ring or commutator, then the same would stop altogether.

The governor type speed control is an excellent piece of workmanship, though very simple, yet the full power of the motor is delivered at all speeds to the mechanism. The motor runs at full speed constantly, while a friction wheel is governed by pressure of a speed control lever. The steady and even power and speed is regulated by a set of governor that is attached to a friction disc which in turn works against a fibre disc. Whatever position the control lever is set in, the governor does the rest. If it is low, medium or fast, the governor runs very smooth and even speed automatically. The working parts are simple in the governor attachment, there is a floating part that all the working parts are

mounted on. An oil cup and wick are at each end with non-oil grease. The friction disc has an oil hole in the hub with a screw in it and every day or two this screw should be taken out and a few drops of oil put in. This oils the friction disc as well as the shaft. With these parts kept oiled the governor type speed control should always give wonderful service.

### "FAST STEPPERS" NEW COMEDY-DRAMA SERIES

Replacing the popular "Leather Pushers" series on the Universal program will be a series of two-reel comedy-dramas known as "Fast Steppers," built around the features of a horse-racing enthusiast and tipster. They are being adapted from Gerald Beaumont's popular race track stories, "The Information Kid" series, published in the Red Book, and also in book form as "Riders Up."

Each of the "Fast Steppers" series will be a picture complete in itself and will be built around a spirited horse-race, just as each of the "Leather Pushers" was built around a ring battle. Billy Sullivan, the popular actor-fighter who succeeded Reginald Denny in the "Leather Pushers," has been chosen to play the leading role in "Fast Steppers." Edward Laemmle will direct.

Fred C. Quimby, sales chief for Short Subjects at Universal, predicts that "Fast Steppers" will be greater than the "Leather Pushers." The series will form the keystone of Universal's spring short product and are said to be an improvement on the high class one and two-reel Universal is projecting for the coming months.

### CONSTANCE TALMADGE STARTS WORK ON "HEART TROUBLE"

Constance Talmadge, who is now completing "The Goldfish," directed by Jerome Storm, and adapted by C. Gardner Sullivan from the stage play by Paul Arnold and Marcel Gerbidon, will begin work on her next First National story, "Heart Trouble," February 15, with Alfred E. Green at the megaphone. "Heart Trouble" was adapted by C. Gardner Sullivan from the play, "Penelope," by W. Somerset Maugham.

"Heart Trouble" will be the first Constance Talmadge production to be directed by Alfred E. Green. Mr. Green recently won considerable praise for his "Red Piper" Maugham starring Thomas Meighan. He also directed "Maid in a Black Home and Broke" and "Woman Proof."

### STRONG CAST ANNOUNCED FOR "BETWEEN FRIENDS"

An all-star cast has been announced for "Between Friends," a pieturization of Robert W. Chambers' novel, which J. Stuart Blackton is producing for Vitaphone. The story is a strong dramatic exposition of life in the artistic set of New York and Paris.

Lon Tellegen, recently appearing with Pauline Frederick in "Let Not Man Put You Aflutter," has the principal role. Norman Kerry, last seen in "The Humblibird of Notre Dame," is cast in a part of all-most equal dramatic power. Alice Calhoun has been cast for the leading feminine role, with Anna Q. Nilson sharing honors in a character of equal strength. Stuart Holmes also has an important part.

### DECISION RENDERED IN COMMONWEALTH-JACKSON CASE

An interesting decision was rendered in the Supreme Court of New York in the case of the Commonwealth Film Corporation v. Charles W. Jackson, an exhibitor and which has to do with the arbitration clause in the Uniform contracts, granting the motion and ordering the exhibitor to appear before the Joint Arbitration Board, pursuant to the rules of the Motion Picture Producers and Distributors of America, Inc.

Following is a summary of the court's opinion, in part:

"It is now on motion of Louis Phillips, attorney for the plaintiff, and on the decision of the court filed herein,

"Ordered and adjudged that the contract attached to the affidavit and notice of motion herein is valid and subsisting contract between the parties hereto; and in so far as:

"Ordered that Charles W. Jackson join with the Commonwealth Film Corporation, the plaintiff herein, in arbitrating the differences arising between the parties under said contract and to this end that the said Charles W. Jackson appear before the Joint Arbitration Board established or constituted pursuant to the rules and regulations of the Motion Picture Producers and Distributors of America, Inc. if the Board named in the said contract between the parties hereto, before whom such differences should be heard and determined, at its offices, 1520 Broadway, in the Borough of Manhattan, City of New York, Room 4 thereof, on the 23rd day of January, 1924, at one o'clock in the afternoon of that day or as soon thereafter as the parties hereto can be heard and at such other time as a said Arbitration Board might direct."

### LICHTMAN DISPOSES OF INTEREST IN PREFERRED

Al Lichtman, general manager of exchanges for Universal, made arrangements last week to dispose of his interest in Preferred Pictures Corporation, negotiations for which had been going on for some time. At a conference between Mr. Lichtman and P. B. Schulberg, a satisfactory understanding was reached for Lichtman to retire from the company which he and Mr. Schulberg formed between them.

Mr. Lichtman's retirement is a necessary move owing to the absorbing nature of his position with Universal. The retirement, however, was effected with the full consent of both sides. The nature of the settlement was not disclosed.



## FRACTICAL INVENTION OF STEREOSCOPIC MOVIES

The long sought-for motion picture effect, the "third dimension," is on the screen at last. The illusion of depth in addition to height and breadth, the goal to which inventors and experimenters there have been striving for years, has been successfully incorporated in motion pictures in a practical manner and will soon be available to every exhibitor in the United States in the form of an Educational Pictures Special, distributed by Educational Film Exchanges, Inc.

"Plastigrams," the first picture made for national distribution, has been running at the Rialto and Rivoli Theatres, New York, where it was the sensation of the program. So startling are the effects obtained, it is said, that the audiences shrieked with surprise or roared with laughter and the majority of them tried instinctively to dodge objects thrust at them from the screen.

The process used in making the Ives-Leventhal Plastigrams was perfected by Frederick Eugene Ives, inventor of the half-tone photo-engraving process, used in printing, the color-plate process used at the present time, as well as many inventions dealing with color and stereoscopic photography and color printing. Mr. Leventhal, his associate, has been identified with the technical and experimental side of the motion picture industry for many years.

The effect of stereoscopic motion pictures has been obtained before, but perfection of the Ives-Leventhal process, but never in a practical manner, as the viewing of them involved too many difficulties or too much expense. The latest of these to be tried out was at a New York theatre, where \$50,000 was spent in installing special attachments to the seats of the house. Due to the tremendous expenditure in this process was not practical for motion picture houses. In the Ives-Leventhal Plastigrams process, the only accessory to the perfect perception of the picture is a cheap pair of colored glasses which is furnished to each of the spectators.

The principle involved is well known in color photography. It is known that if a red picture printed on white paper is viewed through a red glass, the red picture will seemingly disappear. Similarly, a blue picture will disappear when viewed through a blue glass. The motion picture is printed with both red and blue images, photographed from different angles and when projected on the screen through the common projector, both red and blue images appear on the screen. However, when viewed through the special glasses, which have one red and one blue lens, the two images are combined into one and the effect of perspective and proportion is observed in a startling manner.

## A WEEK SUBURBAN RUN FOR "JUDGMENT OF THE STORM"

"Judgment of the Storm" played an entire week at the Apollo Theatre in Kansas City, which is an unusual occurrence for a suburban theatre. The picture was a first-run production in Kansas City and it met with overwhelming success in the South Side district.

"Judgment of the Storm" was produced by the Palmer Photoplay Co., and was written by one of their student scenario writers—a housewife in Pittsburgh. It is released through F. B. O.

## PATHE SERIAL EXPLOITED BY "ROTARY LIBRARY"

Exhibitor Berry of the Gem Theatre, Layette, Okla., is utilizing the special photoplay edition of Emerson Bonzelli novel, "The Way of a Man," in a rather novel way for the exploitation of Pathe's serial adaptation of the story, which the Gem Theatre will present.

Mr. Berry has purchased ten copies of the Grosset & Dunlap photoplay edition of "The Way of a Man" and plans to select ten residents of Layette to whom it will lend out the book for about three days. As soon as each one of the ten has finished reading the book, and returns it to Mr. Berry, it will be passed on to another patron for his perusal. The Gem's manager expects he will have placed a copy of the book in the hands of practically every citizen in the town before his engagement of the Pathe serial opens.

Mr. Berry's idea of a "Rotary Library" is especially adapted to the small town where the exhibitor enjoys a wide acquaintance in the community.

## SCHNITZER OPTIMISTIC AFTER WEST COAST TRIP

F. I. Schnitzer, vice president of the Film Booking Offices, who went to the West Coast two months ago to spend the F. B. O.'s production business, returned to New York last week, in buoyant optimism for the entire film industry's outlook for 1924.

Mr. Schnitzer states that every inch of available space on the F. B. O. lot was an actual use and that the risk of activity had increased to the last few weeks. "Emory Johnson at this moment is shooting some of the big scenes of 'Swords and Plowshares' under the auspices of the U. S. government at the Presidio in San Francisco," he stated. "Mal St. Clair and his 'Telephone Girl' company are all ready on the fifth episode of the new Vitwer series which are now appearing in the Cosmopolitan Magazine.

"George O'Hara, who will be remembered by his work in 'Fighting Blind,' will soon begin work on the first starring vehicle, which is as yet untitle. Herbert Bennett will soon start a new Jan. Novak production," Schnitzer continues. "Exploitation possibilities will be worked into all of our pictures, every production being made primarily for its box office appeal and adaptability to practical inroads of showmanship."

## VALENTINO TO BE SEEN IN "A SOCIETY SENSATION"

Universal has arranged a surprise for the motion picture public by the announcement of the release March 1st of the only "live" Rodolph Valentino picture on the market. The picture is entitled "A Society Sensation," and although it was made several years ago of five reels, the production has been re-edited and cut down to a snappy two-reeler. Carrie Myers is co-starred with Valentino in this re-release.

All other Valentino pictures are sold and have been released such a long time ago that they are in their fourth or fifth runs. "A Society Sensation" originally went under the title of "A Society Scandal."

## HODKINSON HAS ELABORATE PLANS FOR COMING SEASON

George Hinton, manager of the Kanawha City branch of the Hodgkinson Corporation, returned Monday from a three-day sales conference at the Statler Hotel in St. Louis. Mr. Hinton reports that it was the most enthusiastic meeting he had ever attended.

Paul C. Mooney is the new general manager and vice president of the Hodgkinson Corporation, and Cecil E. Mayberry is the new divisional manager. J. C. Flynn is also a vice president.

Mr. Mooney and Mr. Flynn announced that in May the Hodgkinson Corporation would release thirty first-run pictures, adapted from famous books and plays, and contributed by Thomas Ince, Frank Wood, Elmer Harris, the Christies and William A. Brady. In addition to these the first of the Lala Lee-James Kirkwood productions, "Love's Whirlpool," will be ready for release soon, and "Miami," featuring Betty Compson and directed by Allan Croland, is in the course of production. For the first time in many years Lois Wilson will appear in a picture produced by a company other than Paramount. Her first picture for Hodgkinson will be "Another Scandal," from the story by Cosmo Hamilton.

Hodgkinson has acquired many new stars and directors, and with the new capital the company feels assured that they will place themselves on a par with the largest film companies.

Among the others present at the conference besides Mr. Hinton and C. D. Hill, the St. Louis sales representative, were Ralph Morrow of Dallas and A. H. Sessions of New Orleans.

## REPEAL OF ADMISSION TAX COMING NEARER

More encouragement is given to the Tax Repeal issue before Congress in a letter received by George Manville, manager of the Liberty Hall Theatre, Wichita, Kas., from Representative Daniel R. Anthony, Jr.

The letter is dated February 13 and advises that the proposed Revenue Bill which was received in the House a few days ago, repeals the tax on all tickets in motion picture shows costing not more than fifty cents.

Mr. Manville is another one of the Kansas exhibitors who has made personal effort to secure the repeal of the tax by writing his representative in Congress. If all other exhibitors will take similar action the repeal of the Admission Tax should soon be a reality.



**The SANTA FE TRAIL**  
ARROW'S GREAT  
15 EPISODE CHAPTER PLAY

## ST. LOUIS TRADE EVENTS

By David F. Barrett

JEWEL AMUSEMENT CO.  
HAS TWO CASES IN COURT

Circuit Judge Frey of the St. Louis has taken under advisement the suit for a receiver for the Garrick Theatre operative, the Jewel Amusement Company. The plaintiffs, W. A. Koons and W. W. Strack, alleged that they formed a partnership to operate the theatre on September 11, 1923, with Joseph Oppenheimer, C. C. Collier and Everett Taylor, who were named defendants in the suit. They claimed that the defendants had conspired to exclude them from the management of the company and its profits.

The Garrick Building Company has brought an eviction suit against the Jewel Amusement Company, contending that the burlesque shows being given has damaged the rental value of the property. This case is pending in the Circuit Court.

20 PER CENT OF RECEIPTS  
GO TO HOSPITAL FUND

Spyr S. Skouras, the head of Skoura Brothers Enterprises and the St. Louis Amusement Company, which combine in own eighteen places of amusement in St. Louis, has proven to the public that in houses are not only places of amusement and that the box-office receipts are not totally for the benefit of the houses. St. Louisans are conducting a drive to raise \$500,000 for a new building for the St. Louis Maternity Hospital. The Rockefeller Foundation has promised a large endowment to the institution if the necessary building is erected. St. Louis is out to make good, and always Skouras and his associates heartily uphold the end.

On Monday, February 18, 20 per cent of the gross receipts of sixteen of the Skouras houses was turned over to the hospital fund. The theatres participating were the Grand Central, West End, Lyric Capitol, Down Town Lyric, Inauna, Lafayette, Lambert, Mailli, Manchester, Novelty, Arsenal, Paccant, Shaw, Grand Florissant and Showlandish.

FRANK HARRIS FEATURE  
REPRESENTATIVE FOR PATHE

Frank Harris, formerly branch manager of Pathe in St. Louis, has been appointed special feature representative for the forthcoming feature products which Pathe has under way.

Mr. Harris will engage his attention in Harold Lloyd's new comedy, "Gold Digger," Hal Roach's novelty feature, "The King of Horses," the title role of which is taken by an untamed stallion, and another forthcoming feature release of Hal Roach, "Somewhere in Kansas."

Mr. Harris entered actively upon his new duties on Monday, February 18.

Jack Hoefler of Quincy, Ill., was at the local First National office the past week.

BRIGHT BITS  
and  
NEWSY NOTES

Theatres in the St. Louis territory that have closed recently include Liberty Theatre, Strasburg, Ill.; Princess Theatre, Edwarr, Tenn.; Rex Theatre, Jackson, Tenn.; Elite Theatre, Queen City, Mo.; Roosevelt Theatre, St. Louis (closed for repairs); and the Grand Theatre, St. Louis, Ark.

Mrs. Newman and F. H. Haynes have been added to the sales staff of the St. Louis Universal office. They formerly were with Goldwyn.

Word was received in St. Louis February 19 of the sudden death of C. W. Gray, owner of the Opera House, Toledo, Ill. Gray was also in the hardware business and was an outstanding figure in Toledo business and civic affairs. He had been sick but a few days.

The Scott Theatre, Alamo, Tenn., was destroyed by fire on February 10.

Charlie Goldman, owner of the Rainbow Theatre on Broadway near Pine street, has taken over the Variety Theatre on Broadway between Chestnut and Market streets, and has closed the house for repairs and remodeling. He plans to operate both of these downtown houses.

George F. McKean, local manager for Fox Films, attended a birthday party for his father, John McKean, held at the family home-stead, Bluffton, Ind., on Sunday, February 17.

W. J. Kupper, assistant sales manager for Fox, spent Sunday and Monday, February 17 and 18, in St. Louis. His head quarters are in New York City.

Walter Huming of Dupont, Ill., was seen along Prairie Row. Walter occupies a prominent place in the McAlloy Band Wagon, but is afraid someone threw an oil can through the bass drum.

Sam Werner of Enter Film Service reports a very keen demand for "Temptation" and "Shop Girl," his two notable recent releases. Sam has also had nice business with his new series of Westerns.

Tom Leonard of Progress Picture rates that his business has shown a decided turn for the better in recent months. He has been specializing on high class Westerns, and short subject and has found an active demand for this product. He believes in letting the billow fuddle the line super-specials.

Samuel S. Harris, well known Little Rock, Ark., exhibitor, has leased the New Conway Theatre, Conway, Ark., being erected by S. C. and Theodore Smith, and will open the house probably on March 15.

R. C. Seery, district manager for First National, was a recent St. Louis visitor.

Louis Landau, owner of the Washington Theatre, Granite City, Ill., is confined to his apartments in the Gatesworth Hotel by a fractured leg. He had the misfortune to slip on the ice.

Visitors of the past week included Mrs. I. W. Rodgers of Poplar Bluff and Cairo, C. F. Brady, Cape Girardeau, Mo.; Jim Kelly, Princess Theatre, Alton, Ill.; D. Freeman of Taylorville, Ill., and H. C. Tuttle of De-Jode, Mo.

District manager Le Beau of Paramount was in during the week.

From Macon, Mo., came a rare one (if true). Recent dispatches from that city stated that the patrons of a motion picture there had been given an added thrill when a dog that had accompanied his master to the show made an attack upon a tramp flashed on the screen during the comedy "Moonshine." With lusty barks and growls the animal rushed from a point in the rear of the theatre toward the screen, but was stopped before he crashed through the screen.

Vernie Victor Barnes, field representative in St. Louis for the Palmer Photo Play Corporation, celebrated his forty-fourth birthday on February 14. His many friends throughout the territory remembered the occasion, while the St. Louis Times honored him with a place in its birthday column, using his photo in conjunction with a brief account of his career.

"SILAS MARNER" PRAISED  
BY UNIVERSITY JOURNALS

The picture, adaptation of George Eliot's novel, "Silas Marner," was presented in the auditorium of the Columbia, Mo., High School a few weeks ago. The executives of the picture, in its relation to the book, won praise from the newspapers of the town and from the publications of the University of Missouri which is located in Columbia.

The picture was shown under the auspices of the English department, and was presented for the benefit of the debating squad, which is considerably richer as a result of the presentation.

The film was produced by Associated Exhibitors.

"Redeavor of Montana," one of the latest motion picture dramas, takes of the West from the pen of William McLeod Raine, has been purchased by Universal as the next starring vehicle for Jack Hovey.

Production was begun this week at the F. R. O. studios under the direction of William Senter, "Ten Ten Lester," a musical comedy for several years ago in New York City. George O'Hara, "Fighting Back," Mac Flinnis, Louise Fausch, Vera Novak, Harry Myers and Lee Moran are in the cast.



# NEWS NUGGETS

Work has been completed on "The Riddle Rider," William Desmond's big Universal chapter play in fifteen episodes, co-starring Eileen Sedgwick. It is a story of the modern West, with the oil derrick invading the land of the cattlemen. "The Riddle Rider" will be released in June.

"Foodies" Hanneford, now appearing at the New York Hippodrome, will soon be seen in another Educational-Tuxedo comedy, "The New Sheriff!"

"My Man" and "Let Not Man Put Asunder," two Vitagraph special features, were the first American motion pictures to be registered for copyright under the new Canadian law which went into effect January 1. Heretofore pictures were unprotected in Canada against duplicate printing or the lifting of story material from American releases.

"Secrets," Norma Talmadge's forthcoming First National production, will have its initial presentation at the Astor Theatre, New York, where it will remain for several weeks, beginning March 25. "Secrets" is a romantic drama which tells the story of a life over a period of 55 years and gives Miss Talmadge ample opportunities to display her versatility.

"Oh Captain," a sea-going comedy, will be an early Educational-Cameo release. It is now in production under the direction of Albert Ray.

Tom Wilson, well known character actor, under contract to F. B. O., is playing two blackface roles at once. He appears in the Carlos Production, "In-Fair Company," and the F. B. O. "Telephone Girl" series.

Dorothy Farnum has completed the scenario for "Lover's Lane," from the play by Clyde Fitch. The picture will soon go into production at the Warner Brothers studio under the direction of William Beaudine. An all-star cast is to be assembled.

Henry B. Walthall has been added to the all-star cast of "The Woman on the Jury," in which Sylvia Breamer has the leading role. He will appear as the district attorney.

"Beware the Woman," a forthcoming F. B. O. production, is now being edited by Joe Farnham, film editor. In the cast are Ralph Lewis, Lloyd Hatches, Dereky-Perdue, Emilie Fitzroy, Joe Dawling, Josef Swickard, Max Davidson and others.

"Forty Horse Hawkins" is the working title of a comedy-western which Foot Gibson has just started at Universal City.

Executives say it will be the greatest comedy-western ever made by the star Anne Cornwall which has been chosen for the leading feminine role. It probably will be released early in April.

Marie Prevost is to play the title role in the picture version of the famous play, "Rose of the Ghetto," through arrangements made between Warner Brothers and Roy Neill, who will direct. The cast includes Carl Miller, Anders Randolf, Wm. V. Mong, Claire McDowell and Raymond McKee.

"The King of Wild Horses," the love story of an untamed stallion, will be made available for showing on April 13. This is a Hal Roach feature, produced in the picturesque mountains country of northwestern Colorado. Edna Murphy and Leon Barry are in the cast.

"Among the Missing" is the title of the first of the one-reel pictures dealing with the Great War that Pathé has been preparing. The picture was given a trial run at the Rialto Theatre, New York, and it met with surprising success. The films tell a story that might be placed into five reels, but the stories are condensed into one.

"Flattery" is to be the second Mission Film Corporation production which will be released on the special series which C. B. C. Film Sales Corporation is distributing.

Owing to the illness of Marion Harlan, Buster Keaton has engaged another leading woman, Kathryn McGuire, who makes her debut in "The Misfit," which will succeed "Our Hospitality."

## CURRENT RELEASES

Week of March 2, 1924.  
**ASSOCIATED FIRST NATIONAL**  
Secrets, Norma Talmadge (7).

**CRESCENT**  
Shipwrecked, Joe Rock (3).

**EDUCATIONAL**  
Wide Open, Mermal Comedy (2).  
Oh, Captain, Cameo Comedy (1).  
Kinograms, two each week.

**FAMOUS PLAYERS**  
Singer Jim McKee, Wm. S. Hart (7).

**FOX**  
Not a Drum Was Heard, Chas. Jones (5).  
Ladies in Board, Tom Mix (5).  
The Wolf Man, John Gillet (5).  
Love Letters, Shirley Mason (5).  
Singing Fever, Sunshine Comedy (2).  
Dutch Treat, Educational (1).  
Canadian Alps, Educational (1).  
Fox News.

**F. B. O.**  
Beware the Woman, (7).

**GOLDWYN**  
Remo, Helen Chadwick (7).  
**HODKINSON**  
Love's Whirlpool, Lee Kibwood (6).  
Fun From the Press.

**PATHE**  
The Cake Eater, Will Rogers (2).  
Smile Please, Harry Langdon (2).  
White Man Who Turned Indian, Frontier Series (2).  
Hard Knocks, Charles Chase (1).  
Berman, the Great Alonzo, Fable.  
Pathe Review, No. 9.  
Times of the Day, No. 9.  
Pathe News, Nos. 18-19.

**STANDARD**  
Ace of the Law, Bill Patton (5).

**UNITED ARTISTS**  
Bill Billy, Jack Pickford (7).  
Woman's Secret, May Marsh (7).

**UNIVERSAL**  
Phantom Horseman, Jack Hoxie (5).  
East Express, Chapter 3.  
The Unknown Boy, Century (2).  
International News, two each week.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### WANTED TO BUY

Six used Electric Fans and One Exhaust, 100 volts, 60 cycle, alternating current. Address K. A. Roberts, Severy, Kansas.

### FOR SALE

Picture Show, only one in town of 1,800. Guarantee yearly profit \$1,800. Price \$3,400. Terms on part. Nothing misrepresented—Owner, IIII N. Liberty, Independence, Mo.

### PICTURE SHOW FOR SALE

Country town, within 20 miles of Kansas City. No competition. Showing every night. Address O. R. Reel Journal.

### FOR SALE OR TRADE

Pop Corn Machine, "Butter Kist", when new \$1,000.00. Good condition. Will trade for Automobile. Price must be in good condition or cash offer. Call or write Tom Magruder, Elite Theatre, Iola, Kas. 2-27

### THEATRE LEASE WANTED

I desire a lease on a motion picture theatre. Good proposition wanted. Advise full particulars. Address Box 253, Emporia, Kansas. 2-24

### THEATRE LEASE WANTED

Lease on theatre wanted in town of 2,000 or more. State terms. Address R. I. Reel Journal.

**Smiling Service!**

**HOTEL BRAY**

12th Street and  
Baltimore Ave.  
Kansas City, Mo.



Every employee of the Hotel Bray from porter to manager is "on his toes" at all times to see that you are pleased. It is this "Smiling Service" that makes the Hotel Bray a better place to stay.

**Absolutely Fireproof**

**150 Outside Rooms with Bath \$1.50 and Up**

Archie Josephson, President

**KC Engraving & Colorplate Co.**

8th and Walnut - Kansas City

Perfect Plates for all Printing Purposes "on time" service

**Main 4707**

AM REPUS - ALSTERNBERG - WELCH - GOS

On Any Occasion—

"Say It With Flowers"

**THE OWL FLORISTS**

BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

# WOW!

## What Criticisms!

## What a Picture!

## Warners Have Done It Again!

# "The Marriage Circle"

DIRECTED BY ERNST LUBITSCH

Featuring Adolph Menjou, Florence Vidor, Monte Blue,  
Marie Prevost and Creighton Hale

"THE MARRIAGE CIRCLE"—Warner's

Strand, New York

Tribune—"The Marriage Circle" left us speechless, and only now, after the lapse of several hours, have we become articulate, and our vocabulary is quite inadequate. The first thing we shall do is increase our list of best films. . . . We warn you not to miss this picture of Ernst Lubitsch's."

World—"Now and then there comes an opportunity to 'point with pride' to a motion picture. Special attention of film patrons who care anything about what we say is called to 'The Marriage Circle.' It is a smart and funny comedy—one of the most engaging picture plays we have seen."

Times—"It is unalloyed bliss to watch 'The Marriage Circle.' Beginning with a hole in a sock and culminating with a characteristic twist, this picture is filled with surprises and moves along with a hitherto unknown rapidity of action."

Times Sq. Daily—"The indications are that the Strand is in line for a mighty good week's business with the Warner Bros. film, di-

rected by Ernst Lubitsch, entitled 'The Marriage Circle.' There isn't a single film that has been released that compares with it for the delineation of straight farce played legitimately for laughs and getting them without resorting to hokum."

Evening Telegram—"Ernst Lubitsch again proved himself a creative master in the second motion picture he had made in these United States. Those who are married, those who wish to get married and those who do not will find much to absorb them in this story."

American—"Mr. Lubitsch can feel that he has not only made the grade, but that he has given a most unusual and satisfactory treatment of a theme that might have been very mediocre under a less skilled director. We congratulate him on his courage in letting the world see some human beings instead of the set of animated puppets we so often meet on the motion picture screen."

Telegraph—"A neat comedy, expertly and beautifully executed, and showing the director's infinitesimal capacity for taking pains."

---

115 West 17th Street  
KANSAS CITY, MO.

---

**FILM CLASSICS**  
OF KANSAS CITY, Inc.

---


AL KAHN,  
Pres. and Gen. Mgr.

---



*The*  
**Reel**  
Journal

The Film Trade Paper of the Southwest



*Mr. Exhibitor*  
*Do You Appreciate a*  
*Bargain?*

The Editor of The Reel Journal told us that his paper reached every exhibitor in both St Louis and the Kansas City territories, and while we do not question this statement in the least, we are trying to find out whether or not the exhibitors in these particular territories appreciate a bargain in film.

If you are interested in a proposition whereby you can buy a group of pictures that will practically assure you a profit, sit right down now and write your nearest Pathe Exchange for

**“REEL JOURNAL  
SELLING PLAN NO. 1”**

This plan will appeal to smart showmen only, showmen who are anxious to run their theatres at a profit.

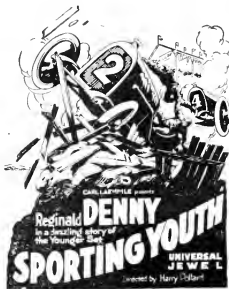
**Pathe Exchange, Inc.**

KANSAS CITY, MO.

ST. LOUIS, MO.

# Universal Has the Pictures

## Here Are Five Specials That Are Real Clean-ups



The great American speed picture — young blood, young love, young ideas running wild without a speedometer, and a roaring, smashing auto race that will give young and old the thrill of their lives.

**A Byron Morgan Story**

**Directed by Harry Pollard**

**A sure-fire audience picture!**

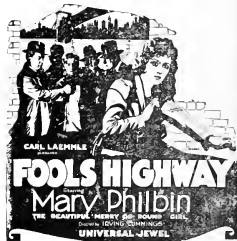


The Idol  
of Millions!  
The Chance  
of a Life-  
time to  
Clean Up!



**A two-reel re-issue of the popular feature success.**

You don't need to be told the power of Valentino's name at your box-office! The public was never so eager to see him as it is today! This picture is a real gold mine for you—a bonanza—a box-office triumph! Seldom do you get a chance like this to make a clean-up. Don't let your competition get this one. New prints, beautifully re-edited and titled; new accessories. Get it quick.



**At Last! The beautiful "Merry Go Round" Girl in her second great box-office triumph!**

Ever since the release of "Merry Go Round" you and your public have waited for another great Mary Philbin picture. Here it is! You Can book it with all the assurance in the world that it is going to sweep your audiences to the very heights of picture entertainment.

**From Owen Kildare's Amazing Life Story**

**"MY MAMIE ROSE"**

**Directed by Irving Cummings**

## "THE LAW FORBIDS"

with a great all star cast including

**Baby Peggy, Robert Ellis, Elinor Faire, Joe Dowling, Hayden Stevenson and others**

When a picture has an appeal that gets every member of every family, it is going to talk money at your box-office. This one has it!

## "The Storm Daughter"

STARRING

**Priscilla Dean**

Just the kind of a picture that has made Dean famous! You can see her now on that little schooner, and you will feel the tang of the salt sea breeze as the scenes of this turbulent, dramatic romance unfold on your screen. It certainly is a picture to put pep in lazy box offices!

# UNIVERSAL FILM EXCHANGE, Inc.

LES WEIR, Manager

1710 WYANDOTTE STREET

KANSAS CITY, MO.

# "The WHITE SIN"

WITH  
*Madge Bellamy*

**F**ILM BOOKING OFFICES of America takes great pleasure in announcing the second big PALMER photoplay, "THE WHITE SIN," with Madge Bellamy and big cast.

Here is a picture that will be "heard 'round the world," for no finer presentation of drama has ever been screened.

Just as another large distributing organization has been using the selling argument "See it, that's all," on one of their pictures, so do we borrow that phrase for "THE WHITE SIN," and to you, Mr. Exhibitor, we say, "SEE 'The White Sin'—that's all." Then after you've seen it pass your own opinion of its box-office power based on title, story and production. Prints are now in the hands of all exchanges.

You don't have to guess or to gamble. You can SEE this great picture with your own eyes.

And positively see the remarkable advertising material and exploitation ideas we have prepared for "THE WHITE SIN."

It's the 24-karat F. B. O. brand of showmanship that guarantees you plenty of hard, cold cash profits. You simply can't miss with this picture. It's a mop-up if handled right. Get in touch with us immediately.

Adaptation by Harold Shumate

Scenario by Del Andrews and Julian La Mothe

Directed by William A. Seiter

## FILM BOOKING OFFICES

OF AMERICA, INC.

Exchanges Everywhere

Snowor Bldg., Kansas City, Mo.  
127 S. Hudson St., Okla. City, Okla.  
3312 Olive St., St. Louis, Mo.  
106 S. Cross St., Little Rock, Ark.



"THE WHITE SIN"

is the second  
PALMER  
Photoplay

"JUDGMENT OF THE  
STORM"

was the first

If you haven't played it—  
do so and follow up with  
"The White Sin."



**The Reel Journal**  
 Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID F. BAILETT**  
 378 Kerames Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

**The First Run Situation**

We have been waiting for one thing to make a production, and yet by that making it was too early. But the "spello" Theatre, operated by Sam and Joseph C. G. most enterprising show in less week, proved that it is not too early one, as most of them, that in the only first station in Kansas City will be only old, so that it HAS been solved.

And the first means much to distribute, as they have been seeking an outlet to their producer, and to the exhibitors, who have had to wait until public opinion came grow fast waiting for a film run at the first houses.

The first run situation in Kansas City has long been in unfavorable one and more so recently than ever. There are more fine pictures on the market today than there have ever been, and there is a ready market, even though it can only be met by the first run pictures. And since fine pictures must have a first run cover over all their business, warrant it.

And the exhibitors will seek runs in the large numbers of the first run picture, with their first available to the first run. And the exhibitors will seek runs in the first run picture, with their first available to the first run. And the exhibitors will seek runs in the first run picture, with their first available to the first run.

And the exhibitors will seek runs in the first run picture, with their first available to the first run. And the exhibitors will seek runs in the first run picture, with their first available to the first run.

**EDUCATIONAL BRANCH HAS NEW MANAGER FROM OMAHA**

C. F. Senning, formerly exchange manager for the Educational Film Exchange of Omaha, Neb., arrived in Kansas City Tuesday to succeed Sam Miller, formerly branch manager here, who is leaving Kansas City to go into business with his father in Milwaukee, Wis.



C. F. SENNING

Mr. Senning has been in the film business for more than fifteen years. He has been manager of the Omaha Educational exchange for the past year and a half and prior to this he was American representative for First National in London, Eng., where he was stationed for two years. He was with the Fox Film Corporation for more than seven years previous to the time he went with First National.

Mr. Senning is new to Kansas City and the territory, but he has a thorough knowledge of the film business and, he says, he understands.

**J. D. WILLIAMS HERE.**

J. D. Williams, founder of First National, and at present interested in the Ritz-Carlton Pictures, Corp., was in Kansas City February 21, and he paid a visit to M. A. Tanner, branch manager for the Selznick Distributing Corporation.

Mr. Williams stated that he was very much interested in Selznick's new production, "Daughters of Today." He also informed Mr. Tanner that he recently completed negotiations with Rodolph Valentino and that he has the star under contract for five new pictures when he completes his contract with Famous Players.

Mr. Williams was on his way to Los Angeles.

Although the entire cast has not yet been picked, Marshall Neilan has been work on Thomas Hardy's famous novel, "Tess of the D'Urbervilles." His wife, Blanche Sweet, will take the part of Tess and Conrad Naegel will play opposite her in the role of Angel Clare. This is the first picture in which Blanche Sweet has appeared under her husband's direction for a number of years.

**"MUSIC TAX" DISCUSSED AT MEETING OF BROADCASTERS**

The first battle of the "Music Tax War" was waged at the La Salle Hotel, Chicago, February 15 when the National Association of Broadcasters met to decide upon ways and means of opposing the American Society of Composers, Authors and Publishers. E. F. McDonald, Jr., president of the N. A. B., called the meeting and presided. The meeting was strictly an invitation affair and only those who represented organizations affected by the "music tax" were allowed to attend.

Paul B. Klugh, executive chairman of the N. A. B., gave preliminary talk and outlined the situation for those who were not fully informed on the subject. President McDonald then called for expressions of opinions. Several prominent exhibitors gave short talks and explained to the assemblage their attitude, and suggested ways to fight the tax. Nat Ascher, head of the A-Scher circuit in Chicago, estimated that the theatres of Chicago could be counted on for \$3,000 to be used in fighting the A. S. C. A. P.

Pat Harmon, head of two dance halls in Chicago, told the meeting that he had been fighting the society for years single-handed, and that an organization could wipe out the tax if the effort was exerted.

The letters from Will Rossiter and Waterson, Berlin and Snyder, the music publishers who have withdrawn from the A. S. C. A. P., were read and from them it could be seen that the society seemed to be weakening.

Just before the meeting was adjourned McDonald summed up all that was said by those who talked. McDonald believes that the "music tax" is merely a preliminary act on the part of the A. S. C. A. P. and that if they can now collect \$2,500 from the broadcasters "what reason have we to believe that it won't be \$25,000 five years from now and perhaps \$50,000 in ten years."

By casing to play the society's songs, hotels, theatres and broadcasters can bring about the abolition of the tax, according to Mr. McDonald.

In regard to donations from exhibitors, hotel men and broadcasters. Mr. McDonald said that every donor would receive a signed statement to the effect that the money would not be used for any purpose other than legitimate expenses of their music release department, and in case of a surplus the money would be used for the furthering of the interests at legitimate headquarters.

**WILLIAM R. FRAZIER TELLS OF LLOYD'S LATEST**

William R. Frazier, Harold Lloyd's manager, passed through Kansas City February 21 and stopped off for a visit at the Pathé exchange.

In speaking of "Gold Shy," Harold Lloyd's latest comedy, Mr. Frazier informed the local Pathé exchange that the new picture is a combination of "Safety Last" and "Grandma's Boy," which indicates clearly that it is going to be the outstanding feature of Lloyd's career.

# Announcing a Policy 52 New Western Features

---

## 1924--One Every Week--1924

### January 1924

- 1—"PARTNERS OF THE SUNSET" ..... Featuring ALLENE RAY
- 2—"THE DEERSLAYER" ..... JAMES FENNIMORE COOPER'S AMERICAN CLASSIC
- 3—"THE LONE WAGON" ..... A THRILLING STORY OF PIONEER DAYS
- 4—"WOLF TRACKS" ..... Featuring JACK HOXIE

### February 1924

- 1—"WHEN LAW CAME TO HADES" ..... Featuring NOAH BEERY
- 2—"THE BATTLING BUCKAROO" ..... Featuring BILL PATTON, the World's Champion Horseman
- 3—"FLAMES OF PASSION" ..... As Great as "THE STORM"
- 4—"UP AND AT 'EM" ..... Featuring JACK PERRIN

### March 1924

- 1—"THE DANGEROUS TRAIL" ..... Featuring NOAH BEERY
- 2—"ACE OF CACTUS RANGE" ..... Featuring ART MIX, the Newest Star in Western Features
- 3—"THE DESERT RIDER" ..... Featuring JACK HOXIE
- 4—"FIGHTING JIM GRANT" ..... Featuring LESTER CUNEO

---

COMING---"THE LAST WHITE MAN"

---

# STANDARD FILMS

111 West 18th Street

Kansas City, Mo.

## JOHN ROCK NEW GENERAL MANAGER OF VITAGRAPH

John B. Rock has been appointed general manager of Vitagraph, Inc., to take the place of John M. Quinn, who died a few weeks ago. Mr. Rock is the son of William T. Rock, one of the three founders of Vitagraph. The elder Mr. Rock died in 1916.

John B. Rock represented Vitagraph in Chicago for ten years, from 1906 to 1916, but he has not been in active service of Vitagraph in recent years. Mr. Rock assumed the duties of the office immediately following his appointment. He is personally known to every branch manager in the organization, almost all of whom have long years of service to their credit in Vitagraph.

At the time of the announcement of Mr. Rock's appointment also came the announcement of the appointment of A. Victor Smith to the office of assistant to Mr. Rock. Mr. Smith is well known to the trade as well as the production field of pictures. He served as general sales representative and as assistant to the president and production manager of the Brooklyn studios.

The policy and stability of the company will not undergo any change under the new head of the concern.

## FLAN ACTION AGAINST ARBITRATION BOARDS

The M. P. T. O. of Indiana has launched a movement against the arbitration boards. The purpose of the movement, according to Nathaniel N. Bernstein, chairman of a special committee appointed by the Indiana M. P. T. O., is "to direct the future existence and feasibility of the present working of the various arbitration boards."

Will H. Hays has been invited to attend the meeting which is to be held in Chicago for the purpose of discussing the problem. The date has not yet been set.

## EXHIBITORS FINED FOR BICYCLING IN MINNESOTA

Frank Allegrezio and J. Edelstein, theatre owners in Chisholm and Hibbing, Minn., were fined \$50 each for bicycling recently by the Minneapolis Film Board of Trade. The trial of the two men is said to be an instance unequalled in the history of the motion picture industry, and it is the first step of the board to exercise its effort to stamp out bicycling.

Because of Allegrezio's failure to comply with a decision handed down by the arbitration board in connection with a controversy over a contract with the Fox Film Corporation, Allegrezio had been called upon by the exchanges to post a \$500 deposit as a guarantee of good faith. Allegrezio failed to post the deposit, and the film companies took him off from further service. When he asked that he could not obtain a film, he told Edelstein that his film shipment had not arrived and asked to borrow a film that Edelstein had on hand. Edelstein, in a care of Allegrezio's situation with the exchanges, let him have the desired picture. For Edelstein's failure to notify F. B. O., the owner of the borrowed film, he was obliged to be tried with Allegrezio.

## C. A. SCHULTZ SUCCEEDS WARE AT VITAGRAPH

C. A. Schultz has succeeded George Ware as manager of the Kansas City branch of Vitagraph, Inc.

Mr. Schultz comes from Omaha, where he has been branch manager for Vitagraph for the past seventeen months. Before going with Vitagraph Mr. Schultz was with Pathé in Des Moines. He has been in the film business for five years.



C. A. SCHULTZ

The announcement of Ware's resignation came as a surprise to the film colony. George had been with Vitagraph for about seven years and was considered a fixture with that organization. George has not announced his future plans.

## "THREE WEEKS" TO GO DIRECT TO EXHIBITORS

Golubvich's production of the Elinor Glyn picture, "Three Weeks," directed by Alan Crosland, will be released directly to the exhibitors without first being roadshowed. There has been much discussion of the plan to give the production a road showing before releasing it to the legitimate houses because of the business of the production. However, it has been decided to give the exhibitors an opportunity to have it as a first-run.

"Three Weeks" is one of the most sensational novels of the century; it has been translated into every language in the world, and, although it has been published for a number of years, the book still has a sale of 50,000 copies a year.

Alicen Pringle will play the leading role of the Balkan Queen. Elinor Glyn herself selected Miss Pringle for the part. Conrad Nagel will also have a leading part, and a notable cast of supporting players will include John Sampson, Stuart Hobson, Robert Cain, Mitchell Lewis, Dale Fuller, Nagel de Brunher and Claire de Lopez.

Two new subjects of the "Chronicles of America" series for Pathé release are under way. "The Declaration of Independence" is well near completion and "Yorktown" is scheduled to start next week.

## FIRST RUN POLICY FOR APOLLO THEATRE

The Apollo Theatre, one of the leading suburban motion picture theatres in Kansas City has surveyed the motion picture situation in Kansas City and has decided that the time is opportune for them to adopt a first run policy, thereby giving their patrons in their section of the city pictures that have never before been seen in town. Mr. Finkelstein entered into negotiations with the local F. B. O. office, and these negotiations resulted in an arrangement, whereby some of the biggest F. B. O. productions of the season will play engagements of one week at the Apollo Theatre, first run, in Kansas City.

The showing of these pictures will be accompanied by a strong advertising campaign, which will call the attention of the people of Kansas City to the fact that they can see the newest pictures at the Apollo Theatre at an early date.

Some of the productions that will be handled by the Apollo under this arrangement are as follows: "After the Ball," "The Lullaby," "The White Sin," "By Divine Right," "Alimony," "Beware the Woman," "The Madman," "Lost," "Damaged Hearts," "A Girl of the Limberlost," and "Swords and Flowshars."

The success of the Apollo's new policy is assured, as it has already been proven by the tremendous success of "Judgment of the Storm," which just finished an engagement of one week, first run in Kansas City, at the Apollo Theatre. This picture greatly satisfied the audiences and played to big business. The Ralph Amusement Company is to be congratulated upon its aggressive attitude in this new arrangement, and the progress of this new policy will be watched with keen interest by the industry.

Among the lists of "The Best Pictures of 1923," compiled by the newspaper authorities, Universal is represented by four in the list of ten. They are "Driven," "Merry Go Round," "Hunting Big Game in Africa" and "The Hunchback of Notre Dame."

## M. P. T. O. OF AMERICA CONVENTION IN BOSTON

The committee of convention of the Motion Picture Theatre Owners of America have selected Boston, Mass., as the city for the 1924 annual convention of the M. P. T. O. of America to be held the latter part of May.

At a meeting of the executive committee of the M. P. T. O. of Massachusetts a resolution was adopted inviting the national organization to Boston.

It is expected that a large number of delegates from all over the United States will attend and that the aggregation will be increased by the attendance of many exhibitors of the Canadian division of the M. P. T. O. of America. Plans are being laid to make this convention the most beneficial in the history of the industry in general and the theatre owners in particular.

The exact date of the convention will be announced at a later date.



# Moving Along Movie Row

## UNIVERSAL TO RELEASE THREE JEWELS BY JUNE

Three big Universal-Jewel production are scheduled for spring release. They will be one released each month beginning March, and the stars in the respective pictures are Mary Philbin, Baby Peggy and Priscilla Dean.

The name of the March release is "Food's Highway," in which Mary Philbin does some remarkable acting, and many critics say that her work is better in this production than in "Merry Go Round," the picture that made her famous. The scene of a great part of the story is set in the old Bowery as it was in by-gone days in New York. The premiere will be in the Atlantic Garden Theatre, a picture house in the Bowery. This theatre is built on the exact spot of the variety-show hall that plays an important part in the Mary Philbin picture. The Bowery has been faithfully reproduced for this production, and it was done so at a great expense by the Universal company. Pat O'Malley, who plays opposite Miss Philbin as a Bowery tough, adds much to the interest and action of the story. The film will be released March 4.

The Universal-Jewel release for April will be "The Law Forbids," which was written expressly for Baby Peggy. The picture is laid in a fashionable setting and tells an intensely human story of a little girl torn between two loves by the divorce courts. Baby Peggy is said to be even better in this new production than she was in "The Darling of New York." Her role is more pathetic, and exerts a stronger heart appeal.

"The Storm Daughter" is the title of Priscilla Dean's latest feature. It is a dramatic story of the sea, with thrills galore and a smashing climax. It is one of the few pictures in which practically the entire action takes place on board a ship. The wreck scene in the picture is very thrilling. The "hard-boiled" skipper is played by Tom Santschi.

Each of these Jewels is getting first-rate exploitation, advertising and publicity campaigns. In each case the campaign starts from one to two months in advance of release and reaches its maximum shortly after release date.



ANOTHER BOX OFFICE WINNER  
From  
ENTERPRISE DISTRIBUTING CORP.

Frank Cassil, two-reel comedy salesman for Pathe, had a little comedy of his own last week. His car insisted on being stuck in the mud, breaking two axles and causing many bad words. This delay set him back a few days as well as a week's pay for repairs.

All W. C. Haynes can talk about is the three new releases which Goldwyn will soon let fly. He raves mostly about "The Great White Way" and from his description it must be a knockout.

C. E. Harrington of the Mulrane Theatre at Mayetta, Mo., was seen along Movie Row Tuesday. He was in the Film Board of Trade office and Duke Wellington says he went away smiling. He also joined the M. P. T. O. of Missouri.

The local office of A. H. Blank Enterprises was admitted to the Film Board of Trade Monday afternoon at a meeting of the board.

Enterprise Distributing Corp. announces the new release of Doris Keaton entitled "Restless Wives." It's a even-reeler.

Ed Dudinsky and Jack Langan, of the Standard Film Company, have come to an agreement which sounds pretty good. The Regent Theatre will play a Standard first-run picture each week for fifty-two consecutive weeks. The Regent Theatre on 12th Street Theatre, Kansas City, are playing two first-run Standard releases this week, namely, "The Bathing Luckaroo" and "When Law Came to Ladies."

Bill Kreizer of Stanberry, Mo., was seen along Movie Row last week. He was out looking around.

?? ?? Johnson has purchased the building in which the Oak Street Theatre is located in Topeka and from now on will operate the theatre.

Ben Levy of the Hippodrome at Joplin, Mo., was a visitor in the Pathe office last week.

M. W. Mills of the Auditorium at Mithville, Mo., was in the Goldwyn office last week and W. P. Cuff of the Grand Theatre at Chillicothe, Mo., also came in on booking business.

Glen Dickinson from Manhattan, Kas., did "howdy" at the F. B. O. offices Monday and arranged for some bookings.

The Isis Theatre, Kansas City, opened its first suburban showing of "The Unchuck of Notre Dame" Sunday, February 24, with an \$1,847.78 house.

Ben Blotcky of the Paramount exchange said he didn't have much news for The Reel Journal this week. However, he stated that Jack Roth, manager of the Isis Theatre, Kansas City, after having hair restorer for six years has

added four hairs to his bald spot. Jack who was in the office at the time said he'd gladly recommend the brand he used upon request.

J. K. Vetter, who will be remembered as one of "The Four Horsemen," is again a Metro representative. This time Jack is handling "Scaramonche."

Max J. Meyer is now covering Southern Kansas and Southern Missouri for Metro. Max was recently with Film Booking Offices.

Cecil Maberry, division manager for the W. W. Hodgkinson Corporation, visited the local office this week.

R. G. Liffert tells a good one about his old Seventeenth Street Theatre which has long been closed. "Dick" once had a chance to sell it, but for some reason didn't wish at the time to dispose of it. However, he was curious enough to inquire of the prospective purchaser as to what he wished to do with the property.

And the fellow replied: "I intend to rebuild and make it suitable for an under-taking establishment." "Well, you've got the right place," said Dick. "The place has been dead for a long time."

E. T. Gomersall, personal home office representative for the Fox Film Corporation, was in the Kansas City Fox office last week.

H. E. Corlvin, Kansas City manager for A. H. Blank Enterprises, is on a week's tour of Missouri.

L. W. Weir, manager of the Kansas City University exchange, was in Wichita last week. Mr. Weir wants all the boys to know him as "Les"—that's his first name—and he says he feels like he knows you better when you call him by his first name. All right, Les!

M. Van Praag has transferred his affections from Universal to F. B. O. and is hitting the Kansas trail.

L. W. Alexander, former Universal manager here, passed through Kansas City on his way to the Pacific coast. A bunch of Alex's former force went down to the station to meet him and though it has not been authoritatively stated it is understood that he has resigned his position as Chicago branch manager for Universal.

L. J. Ledoux and A. Jensen are building an 800-seat house at 59th street and Prospect avenue. The building will cost approximately \$30,000 and is expected to be completed by April 1. The Cole Theatre. The Supply Co. will furnish the equipment.

The second production in the James Kirkwood-Lila Lee series for Hodgkinson release will be "Love and Lies," a drama of high society life with the main action taking place on a gorgeous Long Island estate and the fashionable cafes in the New York suburbs.

Care and Oiling of Motor Generator Sets for the Moving Picture Arc Lamp

Written by GLEN R. BLANCHARD, Head of the Repair Department of the Cole Theatre Supply Co.

The motor generator set coming into use more each year. Formerly the current was furnished to the local power plant or to privately operated engine and dynamo units. The small power plant is either operated by the city or in a building, imbedded direct current, but it is ideal current for the arc lamp. Alternating current through a simple transformer unit will not convert it into direct current. Now that large electric light companies have high voltage throughout the country, the small motor based plants are being supplanted. This has the effect of the motor generator set becoming motor a road.

The motor generator outfit consists of an induction current motor, which drives a direct current generator. The motor has a direct connection electrically, with the generator, although connected by means of a belt and running in a common frame. In some cases the belt is not used. This becomes a real something. However, in either case they have a high speed bearing on an oil ring that supports the belt, carrying the oil upon the bearing. As long as there is no breakdown of the oil bearing the oil will do all the work to be sure to self clean the bearing oil in the frame. The motor is connected to the direct current side of the motor a great attention, particularly the bearings and the belt if belt drive. The bearing is not over long life, perhaps the commutator is not tough. If the commutator is rough the brush will be a source of heat time. Now, in the commutator is rough it should be dressed with a file. Be sure the commutator band is perfectly true. Sand paper the arc lamp brush but not only a number of days will have to be done. The commutator concentration means from the arc lamp brush and a spark will be out.

The brush is attached to the brush holder with a screw. The screw is the same as the commutator screw for the brush. The brush holder is attached to the screw. The brush holder is attached to the screw. The brush holder is attached to the screw.

The brush holder is attached to the screw. The brush holder is attached to the screw. The brush holder is attached to the screw. The brush holder is attached to the screw.

The brush holder is attached to the screw. The brush holder is attached to the screw. The brush holder is attached to the screw. The brush holder is attached to the screw.

F. B. O. TO DISTRIBUTE "GIRL OF THE LIMBERLOST"

The Film Booking Offices announce they will distribute "A Girl of the Limberlost," based on the popular novel of the same name by Mrs. Gene Stratton-Porter.

Mrs. Porter personally supervised the direction of the production, assuring the millions of readers of the novel that they will not be disappointed in the screen version of the book.

The cast includes many well known players among whom are listed Cullen Lamb, Gertrude Olmstead, Gloria Gray, Emily Fitzroy, Arthur Currier, Raymond McKee, Alford Allen, Virginia Boardman, Jack Daugherty, Ruth Stonehouse and others. The picture was directed by James Leo Meehan.

REX BEACH WELL PLEASED WITH "FLOWING GOLD"

Rex Beach, the author of "Flowing Gold," which has just been completed for First National, is well pleased with the finished product, and states that the production should have a vast public appeal.

Mr. Beach says an advance showing of "Flowing Gold," and he states that it should be the best box office bet, from an exhibition standpoint, that has been made from any of his stories. "The picture has everything that the public seems to want: action, thrills, suspense, a throbbing love story and humorous relief. The fire and cloudburst at the finish provide a real thrill. "I am sincere," said Mr. Beach, "in expressing the opinion that I think 'Flowing Gold' will bring the money into the box office and provide the kind of entertainment that motion picture followers want. I look to it as a picture that will bring tremendous profits to the theatres."

NEW PATHE SERIAL MAKES GOOD IN MIDDLE WEST

Dean O. Brooks, serial sales manager for Pathe, has made an extensive tour of the Middle West in the interest of Pathe's new serial, "The Way of a Man." Mr. Brooks is greatly enthused over the reaction accorded to the picture by the patronage of the leading exhibitors of five states.

Mr. Brooks interviewed a large number of representative exhibitors of Pennsylvania, Indiana, Wisconsin and Ohio, and all expressed their approval of the current serial, and agreed that it was a distinct advance in the development of serials.

Forthcoming Pathe serials are "Lea, the Stockings" and "The Fortieth Door."

truly at all times on the shirt, as these items carry the oil up from the oil-humors, lubricating the shirt, which in turn lubricates the bearing.

The commutator should be kept clean and bright. This can be done with a canvas pad. Do not use sand paper or emery cloth, as it will wear a ruined commutator. If you do use sand paper, be sure to use the 00 or very lightly at that.

"CAPTAIN JANUARY" WITH BABY PEGGY FINISHED

Baby Peggy has completed her first big production for the Principal Picture Corporation, the title of which is "Captain January." The story was adapted from the book of the same name by Laura E. Richards, and it is considered as one of the most popular of juvenile volumes.

The cast includes Hobart Bosworth, Irene Rich, Harry Morey, Lincoln Steedman, Barbara Tennant, Emmett King, John Merkl and many others of note. The picture was directed by Edward F. Cline, who is noted for his ability to handle children.

FAVORABLE COMMENT GREET'S "THE MAILMAN" IN CHICAGO

"The Mailman," the recent release of F. B. O., received much favorable comment from the Chicago press, especially from the Chicago Tribune of which Mac Tince is the reviewer.

Miss Tince says it is a homey story—"a human story with everybody in the cast behaving as humans would behave were they in real life to be confronted with the problems that unfold themselves in this photoplay."

Press reports state that the players are well cast, the photography is excellent, and the picture holds the audience interest without let-up.

SPECIAL DEPARTMENT TO PROMOTE "CHRONICLES"

Pathe has organized a special "Chronicles of America" department under the management of Henry L. Knappen to assist in the promotion of this group of historical dramas made by the Yale University Press. It will be a special task of the field staff, now being assembled, to address representative bodies in the various communities where these pictures are to be shown and arouse interest in the screen enterprise being conducted by the Yale University Press.

It is planned in this way to bring the message of the "Chronicles" directly to such organizations as Yale Alumni branches, Parent-Teacher Association, Committees on Better Films, and educational, professional, civic and patriotic groups of citizens.


PIANO SOLO TO EXPLOIT WARNER'S "BEAU BRUMMEL"

"Beau Brummel," a piano solo by Francis Young will be used as a music tie up by Warner Brothers in connection with exploitation of their forthcoming release, "Beau Brummel," starring John Barrymore.


Arrangements were recently drawn up with Carl Fischer, Inc., musical publishers. The number is dedicated to John Barrymore, and it will be used as the musical theme for the screen presentation. It will also be used for window displays in music stores. The front page presents an attractive appearance, combining appeal and charm.

# HELP YOURSELF

## *By Helping Others*



SEND IN  
YOUR BOX  
OFFICE  
REPORTS  
REGULARLY



Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL

15th & Wyandette Kansas City, Mo.

My opinion on pictures recently (please fill in as follows)

Title  \_\_\_\_\_

Star  \_\_\_\_\_ Producer

Remarks

Title  \_\_\_\_\_

Star  \_\_\_\_\_ Producer

Remarks

Is Every Exhibitor Does His  
Part There Will be No Mediocre  
Pictures

THE REEL JOURNAL  
KANSAS CITY, MO.

## ST. LOUIS TRADE EVENTS

By David F. Barrett

ILLUSTRATED SONG IS  
NEWEST FILM CREATION

A distinct and varied step in motion picture theatre music presentation has just been accorded the motion picture fans of St. Louis by Spiros Skouras, head of the Grand Central and other leading theatres of St. Louis.

When Stuart Barrie, internationally known organist, played "I Love Mizouza" at the Grand Central recently the song was illustrated by a motion picture reel especially produced for that purpose. On the bottom of the screen appeared the words of the song as being played by Barrie while the motion picture of the ten visualized the scenes played.

The picture ran for half a reel or more, being sufficient in length to thoroughly cover the song. The departure from the old method of illustrating songs undoubtedly opens a vast field for motion picture producers as it is possible to prepare reels for each song brought in.

"I Love Mizouza" was written by Dave Sherman, head of the orchestra at the Waldorf Astor Hotel. It is being published in Dimeola and the illustrative reel was produced by the General Film Manufacturing Company in its studios at 6800 Delu or Bonleyford, University City, Mo. This company, which is headed by Romano Follini as director-general, produces all of the art titles and special reel for Skouras' houses.

ST. LOUIS POLICE RAID  
CHEAP AMUSEMENT HOUSES

The police of St. Louis are making one of their "apple sauce" drives on crime. To lead the public into believing that some real action is being taken against amusements and raids must be made. The cheaper class houses, boarding houses, pool rooms and places of amusement of the poor people must be raided, and some of the higher class houses are treated. It would not be surprising if one man, for instance, could pay \$10 or \$15 a day to use a hotel room, etc.

Some of these cheap amusements and boarding houses in the cheaper areas of the city, detectives and policemen have been allowed to such houses to search for all the girls or boys. Need has been shown that such tactics have a tendency to drive patrons away from the houses.

COLUMBIA PICTURES CORP.  
IS ROSENTHAL'S EXCHANGE

Raymond Rosenthal, who recently became owner and manager of a new independent exchange, has formed The Columbia Picture Corporation, and has located his office in the Empress Building.

Rosenthal will release soon in the St. Louis territory "The Barefoot Boy," "Innocence" and "Broken Hearts of Broadway." His plans are announced in The Reel Journal a few weeks ago.

BRIGHT BITS  
and  
NEWSY NOTES

Frank Horwich is the new manager of the Palace Theatre, Franklin avenue, St. Louis.

The father of W. A. Boyd, prominent motion picture exhibitor of Louisiana, Mo., is seriously ill at his home following a paralytic stroke. Because of his extreme age his condition is extremely precarious.

Mr. and Mrs. Ben Peters have leased their houses in Buncheon and Tipton, Mo., to O. L. Dovel, who has houses in Versailles and Eldon, Mo.

The Palace Theatre, Mount Carmel, Ill., owned by Ben Long, has been sold to Theodore Coleman, who also owns the American and Gem Theatres in that city.

Leo Keiler of Paducah, Ky., who owns a string of houses in the Blue Grass State, passed through St. Louis last week on his way to California to spend the remainder of the winter.

The Star Theatre, Griggsville, Ill., has been reopened by Joe Wade, well known exhibitor of that city.

Gus Kerasotas, owner of the Strand Theatre, Springfield, Ill., is back from Chicago, where he attended the wedding of his nephew. It was some party, Gus says.

A. Stivaek has purchased the Famous Theatre in St. Louis from Sam Stemberg, who has entered the hotel business. Stemberg purchased a hotel at Sixth and Morgan streets.

Back from a trip to Springfield, Ill., Tom McKean, local manager for F. E. O., brought along contracts with the Strand and Lyric Theatres of that city for the big productions being distributed by F. E. O.

Mrs. Robert C. Cluser, wife of the well known Johnston City and Belleville, Ill., exhibitor, has returned from a visit with her sons, who are attending the Columbia Military Academy in Tennessee.

Claude McKean, manager of the Educational Department of the local Fox exchange, spent several days in Arkansas calling on the trade.

Harry Lopez of Springfield, Ill., has returned from New York City, as has Billy Goldman, owner-manager of the King Theatre, St. Louis.

C. E. Lilly of the Star Theatre at Hannibal, Mo., is seriously ill with pneumonia.

Wallace Altm has resigned from the local Enterprise Distributing Corporation sales organization.

T. W. Gelhardt, special representative for "Chronicles of America" in Pathe's southern division, is in St. Louis in the interest of the historical pictures. The first of the series of thirty-three productions, "Christopher Columbus," has been shown in St. Louis, being given a first run at the Grand Central, Grand and Lucas avenues. On Sunday, February 24, the St. Louis Globe-Democrat ran a special illustrated story of the pictures. Gelhardt is very well known to the exhibitors of the St. Louis territory. Seven years ago he was a valued cog in the Pathe organization when the late lamented Eddie Dustin was Pathe manager here.

John C. Flinn of New York, on a recent visit to St. Louis, closed a deal with William Goldman, owner of the Kings Theatre, whereby that theatre will play first-run on Hodgkinson's spring and summer releases, the first of which will be "The Hoosier Schoolmaster."

Out-of-town exhibitors here during the past week were George Newsome, Mt. Vernon; Tom Reed, Duquoin; Jim Reilly and J. Savage, Alton, Ill.; Mrs. Curley B. Gondal and George Smith, Lawrenceville, Ill.; Mrs. I. W. Rodgers, Poplar Bluff, Mo.; Senator John Rees of Wellsville, Mo.; Jimmy Clayton, West Frankfort, Ill.; Bob Cluser of Johnston City and Belleville; Harry Tattle, Desloge, Mo.; E. C. Franklin, Carlisle, Ill.; Lee Keiler, Paducah, Ky.; Harry Bollinger Elvins, Mo.; and Henry Enming, New ton, Ill.

Cardwell, Mo., is to have a motion picture theatre. J. F. Anderson, mayor of the town, has had plans drawn for a two-story brick and stone theatre structure to cost upwards of \$20,000. A local syndicate will operate the theatre.

J. D. McKean of Morris, Ill., plans to erect a motion picture theatre to cost \$8,000 or more. Plans for the house have been prepared by John Hanifen, Ottawa, Ill., architect. Contracts for the building will be let shortly.

HARRY GRAHAM OFFERS  
A SPECIAL BARGAIN PLAN

Harry Graham, branch manager of the local Pathe Exchange, has a special selling plan that he is offering to exhibitor and which he states will practically assure them a profit. Harry has named the plan a "Real Lateral Selling Plan No. 1." Just what it is he'll only tell those who inquire about it. So every exhibitor who is interested in making money should lose no time in learning what it is.

"The White Sin" is the new name of the Palmer Photoplay production released through F. E. O., temporarily titled "Unguarded Gates." Madge Ebellany and John Bowers head the cast.

# NEWS NUGGETS

Willard Louis, who played important parts in "Beau Brummel" and "Daddies," has been signed to take the part of George Babbit in Sinclair Lewis' famous novel, "Babbitt," which is being prepared for the screen. \* \* \*

Marie Prevost and Monte Blue have signed a new contract with Warner Bros. following the expiring of their former contract with the same company. By their stellar work these two players have come into the circle of prominent stars and they will be seen in some of the most important of the twenty productions which are on the schedule for Warner's 1924 plans. \* \* \*

Under the direction of Mal St. Clair the "Telephone Girl" series is progressing rapidly at the E. B. O. Hollywood studios. Episode five is now under way with Alberta Vaughn and Arthur Rankin in the leading roles. There will be twelve episodes in the first series with a likelihood of twelve others to follow. \* \* \*

"Billy" Rau, veteran unit production manager at Universal City, is back to his work again after a long illness during which time he was confined to a hospital, and later to Arizona, where it was necessary for him to go in order to regain his health. Rau will manage four units for the Universal company from now on. \* \* \*

Irving Cummings will start work in a few days at Universal City on the production of Gerald Beaumont's Tia Juana race track story, "When Johnny Comes Marching Home." Creighton Hale, Ethel Shannon and George Cooper will head an all-star cast of players in the film version of the story. The picture was adapted from the story originally published in the Red Book magazine, and it will be Cummings' fourth straight production for Universal. \* \* \*

J. K. McDonald, producer of "Penrod and Sam" and "Boy of Mine," has been awarded another contract by First National and will make two more pictures for their release. The forthcoming story is tentatively called "The Goat." A director and cast has not yet been named. \* \* \*

"The Marriage Cheat" has been decided by Thomas H. Ince to be the release title of Frank R. Adams' story "Against the Rules" which is now in production for Associated First National. The cast is headed by Leatrice Joy and Perez Marmont, and is being directed by John Griffith Wray. This picture will be one of the "First National 20" and will be released for first runs in April. \* \* \*

Many names have been added to the cast of the first Al Christie feature.

Dorothy Deyore, Walter Hiers and Tully Marshall will play the leading roles. Jimmie Adams and Jimmie Harrison, who have both featured in several Christie comedies, will have prominent parts and Priscilla Bonner and Rosa Gore, the latter being a former favorite of the legitimate stage, will each take a leading feminine role. Other well known Christie players to take parts in this new feature are Patricia Palmer, Jay Belasco, Lincoln Plmmer, George Pearce, Victor Rodman and Early Rodney. \* \* \*

"Captain Blood" has been purchased by Albert E. Smith, president of Vitaphone, and preparations for its production are now under way. David Smith will direct the picture. The leading character for the story has not yet been announced as Vitaphone is allowing the public to submit the names of the men who may be best suited for the part of "Captain Blood." \* \* \*

In a symposium on the "Best Comedies of the Past Six Months" published in Film Daily's Short-Subject Quarterly, comedies distributed by Pathe received 46 per cent of the total selections submitted by the reviewers. The next highest competitor received 16 per cent of the total selections. \* \* \*

Frances X. Bushman left California last week for New York where he will sail for Rome March 8. Mr. Bushman is going to Italy to take an important part in Ben Hur which the Goldwyn company is about to begin work on. It will be Mr. Bushman's 40th picture, and will be the only production in which it is not the star. \* \* \*

Madge Bellamy, John Bowers, Hal Cooley, Francella Billington, James Corrigan, Billy Bevan and six other players compose the cast of the Palmer Photo play production, "Unguarded Gates."

## CURRENT RELEASES

- Week of March 5, 1924  
**ASSOCIATED FIRST NATIONAL**  
 T. Mott, Tourist Special (2)
- CRESCENT**  
 Geo. Washington, Jr., Wesley Barry (6), Sparring Partners, Maxwell (1), Winning Out, Smith (2)
- EDUCATIONAL**  
 Getting Gertie's Goat, Christie (2), Hounded Bulls, Waldgreen, Tates (1), The Ant Lion, Secrets of Life (1), Kinograms, two each week
- FAMOUS PLAYERS**  
 Icebound, Richard Dix, Wilson
- FOX**  
 Hoodlum Blind, Max McDermott (6), Gentle Julia, All Star (9), Shadows of the East, Harris, Mayo, Kerry (2), Son of Swat, Educational (1), Be Yours! He, Al St. John (2), The Weakening, Sunshine (2), Fox News.
- GOLDWYN**  
 Under the Red Robe, Robert Mantell (10)
- HOPKINSON**  
 Tex and Get It, Washburn, Dove (6), Fun From the Press (1)
- METRO**  
 Sherlock, Jr., Buck, Benton
- PATHE**  
 The Buccaneers, Our Gang (2), The National Rash, Spotlight Love, Debut, Charles Chase, An All Star Cast, Fable, Way of a Man, No. 8, Pathe Review, No. 10, Topics of the Day, No. 10, Pathe News, two each week
- STANDARD**  
 Up and At Em, Luck, Pevan (5)
- UNIVERSAL**  
 Stolen Secrets, Berke, Raymond (5), East Express, Chapter 4, Big Boy Blue (3), That Oriental Game, Century International News, two each week

**Smiling Service!**  
**HOTEL BRAY**  
 12th Street and Baltimore Ave. Kansas City, Mo.



Every employee of the Hotel Bray from porter to manager is "on his toes" at all times to see that you are pleased. It is this "Smiling Service" that makes the Hotel Bray a better place to stay.

Absolutely Fireproof  
 150 Outside Rooms with Bath  
 \$1.50 and Up

Archie Josephson, President

## EVERYTHING FOR THE THEATRE BUT THE FILM

- CARBONS
- MINUSA SCREENS
- COMPENSATORS
- RHEOSTATS
- OPERA CHAIRS
- MAZDA LAMP EQUIPMENT
- MOTIOGRAPH PROJECTORS

**CHAS. M. STEBBINS**  
 Picture Supply Co.  
 1028 Main St. Kansas City, Mo

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance. No Ads Accepted for Less Than 50c.

### WANTED TO BUY

Six used Electric Fans and One Exhaust, 110 volts, 60 cycle, alternating current. A. J. dress K. A. Roberts, Severy, Kansas.

### FOR SALE

Picture Show, only one town of 1,000 guaranteed weekly profits \$1000. Price \$25. Terms on part. Nothing misrepresented - Owner, 111 N. Liberty, Independence, Mo.

### PICTURE SHOW FOR SALE

Country town, within 20 miles of Kansas City. No competition. Showing every night. Address O. R. Reed, Journal.

### FOR SALE OR TRADE

Pop Corn Machine, "Butter King," when new \$120000. Good condition. Will trade for 300 tomato. Piano; must be in good condition; in cash offer. Call or write Tom Magruder, Elie Theatre, Ida, Kans.

### THEATRE LEASE WANTED

I desire to lease on a motion picture a good proposition wanted. Advise full particulars. Address Box 293, Emporia, Kansas. 2-24

### THEATRE LEASE WANTED

Lease on theatre wanted in town of 2000 or more. State terms. Address K. T. Reed, Journal.

**On Any Occasion—**  
**"Say It With Flowers"**  
**THE OWL FLORISTS**  
 BILL LEVY  
 14 East 12th St. Kansas City, Mo.  
 Phone Harrison 4791



## “Warner Bros. Have Hit the Bull’s-Eye Again.”

--Says A. M. Eisner

### Broadmour Theatre

3444 Broadway  
KANSAS CITY, MO.

February 22, 1924

Mr. M. A. Kahn,  
Film Classics, Inc.,  
115 West 17th St.,  
Kansas City, Mo.

Dear Mike:

The contract that I signed with you for Warner Bros. Classics is proving by box-office returns to be what you claimed for them, 100 per cent.

From the outlook of coming attractions I feel that Warner Bros. have hit the bull’s-eye again.

Sincerely yours,  
(Signed) A. M. EISNER.

---

115 West 17th Street  
KANSAS CITY, MO.

---

**FILM CLASSICS**  
OF KANSAS CITY, INC.

---

AL KAHN,  
Pres. and Gen. Mgr.

---

*The***Reel  
Journal****The Film Trade Paper of the Southwest***Just a Thought*

Most exhibitors compliment themselves that they are capable of arranging a well balanced program.

To assist you in maintaining this reputation, we are listing below a few releases that will be well worth considering:

**Pathe Review**

**Hal Roach One Reel Comedies (to accompany long features)**

**Also Aesop's Fables**

Topics of the Day

Indian Frontier 2-Reel Series

Grantland Rice's Sportlights

(The same as the sport edition of the newspaper)

William Nigh's Miniatures, single reel subjects.

"Why Elephants Leave Home"

"Is Conan Doyle Right?"

Screen Snap Shots

Last, but not least—

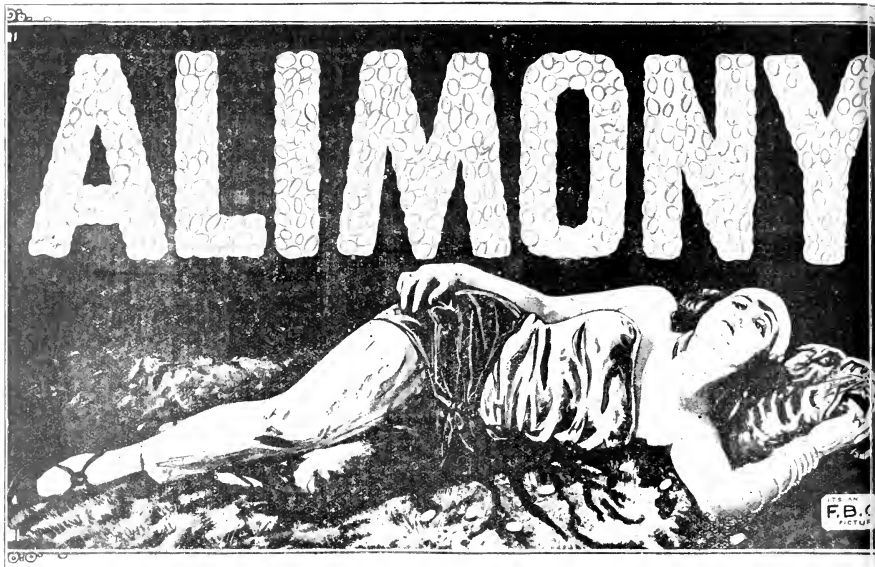
**CHRONICLES OF AMERICA**

Ask about any of them. We will gladly forward full particulars.

**Pathe Exchange, Inc.**

KANSAS CITY, MO.

ST. LOUIS, MO.



# They're flocking by millions to see this red hot F.B.O. attraction

Starring WARNER BAXTER---GRACE DARMOND  
RUBY MILLER and BIG CAST

Reports from all over the country show that the public is just "eating up" "ALIMONY." We told you they would. We told you they couldn't resist this box office title. We told you that every newspaper in every town was your ballyhoo because no newspaper in the land but what daily carries news stories on alimony cases, and every story is a story for the picture.

Here is a real attraction—a gorgeously dressed production dramatically mounted, wonderfully well acted and it has everything. With its big time cast, its big time story, and the big time advertising and exploitation we've put behind it, you simply can't help cleaning up with it. Book it. Feast it. Act now.

**FILM BOOKING OFFICES**  
OF AMERICA, INC.



Snover Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.

127 S. Hudson St., Oklahoma City, Okla.  
106 S. Cross St., Little Rock, Ark.



# Standard Films

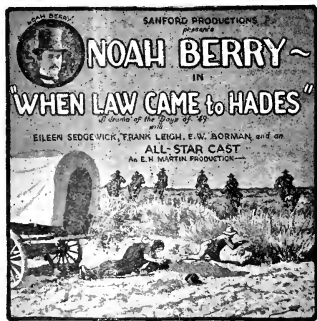
111 West 18th Street

Kansas City, Missouri

Distributing

# NOAH BEERY

in



## “WHEN LAW CAME TO HADES”

A picture of the days of the “Covered Wagons”. Noah Beery as a great character, “John Law”, gold digging in ‘49. Fascinating love story of an early settler.

---

Next Week: “FLAMES OF PASSION”  
With the Biggest Forest Fire in Pictures



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID F. BARRETT**  
 378 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Trailers

Trailers have become a fixed part of the advertising program of many exhibitors. And they have been found to be a very successful medium. From the smallest to the very largest theatres use them and the demand for trailers is ever increasing. But there have been complaints along the line from exhibitors, who state that they are receiving very poor service on these trailers; that they don't get them when they order them; and that the film is often in very poor condition.

Trailers are booked to exhibitors just as is their regular film service. The exchanges that furnish trailers have a certain number of "prints" in stock on each subject, just as they do on their features, and whenever an order is received for a trailer it is booked as "playing" from the date it is to reach its user to the date of the opening of the attraction advertised. If another order comes in, it is booked from that day on, etc.

Many exhibitors do not realize this and therefore do not return the trailer on time. Consequently another exhibitor, who has ordered the trailer, does not receive it when he wants it and many times is "blown up." This is pure carelessness and is absolutely inexcusable. Exhibitors should give the same care to the prompt return of trailers that they give to their regular film service.

And they should not permit their operators to race them madly through the machine. Many times trailers cannot be replaced and their print condition must be watched just as carefully as that of the feature.

Trailer service is an advantage for every exhibitor. Do not abuse it and there will be no cause for complaints.

## M. P. T. O. OF KANSAS ANNOUNCE CONFAB PLANS

The Sixth Annual Convention of the Motion Picture Theatre Owners of Kansas will be held in Emporia at the Broadview Hotel, April 1 and 2, and C. E. "Doc" Cook, business manager of the M. P. T. O., has been hard at work preparing a well rounded out program. Hard work will fill the two days, but a great deal of entertainment has been planned to take up the nights.

Cards have been sent to all members of the organization, and Mr. Cook urges that they be filled out and returned at once so that reservations may be made for those who expect to attend. It is necessary to specify in case an exhibitor intends to bring his wife, for if a sufficient number of wives attend, special entertainment will be arranged for them.

On the night of March 31, the night preceding the opening of the convention, the Executive Board will meet at convention headquarters at the Broadview.

The convention will officially open at 10 o'clock Tuesday morning, April 1. The welcome address will be delivered by a prominent citizen of Emporia. The morning business will include reports of the exhibitors and from appointed committees. Luncheon will be served at 12:30.

In the afternoon there will be a discussion and report of the "music tax" situation. The Radio Broadcasters have taken up the fight against the American Society of Composers, Authors and Publishers, and if they are successful, the exhibitor will be greatly benefited. This discussion and report should be of special interest to every man who has been paying the tax. The proposition of the central shipping bureau will be presented for discussion by the committee on transportation, a subject of deep importance to every exhibitor. The afternoon sche-

dule will also include a discussion of the condition of prints, the rental and road showing of so-called feature production and the voting upon new amendments to the by-laws. One of the outstanding features of the afternoon program will be the election of officers and the appointment of new committees for the ensuing year. This will close the business session for the first day, and a lively program has been arranged for the entertainment of the visitors—it's going to be a "knockout," according to "Doc" Cook.

The schedule for the business of the second day has not definitely been arranged, but the entire program will be published in the next issue of The Reel Journal. This is to be the largest and most enthusiastic meeting in the history of the M. P. T. O. of Kansas, and because of the important issues which will be discussed it will be to the advantage of every Kansas exhibitor to attend.

## PATHE REORGANIZATION PLAN EFFECTED THIS WEEK

A reorganization of the Pathe Exploitation and Publicity Departments was effected this week in accordance with plans recently perfected by Elmer Pearson, Vice-President and General Manager of Pathe Exchange, Inc., looking to improved service and greater efficiency in the operation of these two departments.

Under the plan of reorganization adopted, the exploitation and publicity departments, which have been amalgamated during the past two years, will hereafter be conducted as distinct units, the exploitation department coming under the supervision of P. A. Parson, advertising manager for Pathe, and the Publicity Department functioning as a separate unit. Arthur M. Brillant has been named exploitation manager, and E. F. Supple has been appointed publicity manager.

Mr. Brillant has been affiliated since 1916 with the publicity and exploitation staffs of Famous Players-Lasky, Associated Producers, Cosmopolitan, Marc Sennett Comedies, and Universal. Mr. Brillant has also acted as personal representative of Robert Vignola, the prominent director.

Mr. Supple was engaged for several years in the trade paper field and at the time of his joining Pathe was serving as Assistant Managing Editor of Motion Picture News. More recently he has been attached to the Pathe publicity department, in charge of trade paper publicity.



Coming Soon!

Lois Wilson in

Cosmo Hamilton's

"Another Scandal"

An E. H. Griffith Production

for Hodkinson Release  
 First Run Pictures

**HODKINSON WILL RELEASE  
PRISCILLA DEAN PICTURES**

Negotiations have been completed between Charles R. Rogers, President of Priscilla Dean Productions and Raymond W. Pawley, Treasurer of the W. W. Hodkinson Corporation, for a series of elaborate Priscilla Dean pictures. The pictures will be elaborate society drama-pointed for the finest first run theatres. They will be produced in Los Angeles under the supervision of Hunt Stromberg.

**DAM BREAK BIG THRILL  
IN JOHNSON PICTURE**

One of the biggest dam break scenes ever put in film is reported to be a feature of Emory Johnson's next production for F. B. O. It is tentatively called "Swords and Plowshares," from the original story by the producer's mother, Emilie Johnson.

The dam break scenes were filmed at Chatsworth, Calif., and required two weeks to complete.

Other important sequences of the Johnson opus deal with the Great War. The battle scenes were shot at the Presidio in San Francisco with the full cooperation of the U. S. Army. Stirring incidents of at least two big battles of the World War will be shown in the Johnson picture.

**TWO EDUCATIONAL SERIES  
LISTED AS "EXCEPTIONAL"**

Two series of Educational Pictures, "The Secrets of Life" and the first four releases of the 1924 series of Bruce Wilderness Tales are listed as "Exceptional Photoplays" issued by the National Board of Review.

"These (The Secrets of Life) are truly pictures" says the review of these subjects in the National Board's pamphlet; not only extremely instructive in the visual presentation of their subjects, but also entertaining to a degree which makes them compete with the best entertainment of the screen today."

The listing of the Bruce Wilderness Tales marks the third time these outdoor dramas have won this distinction from the National Board. An entire page of the pamphlet is devoted to comment on these one reel dramas. The reviews cover four of the present series, "Jean of Hecceta Head," "The Home-maker," "Flowers of Hate" and "Haunted Hills."

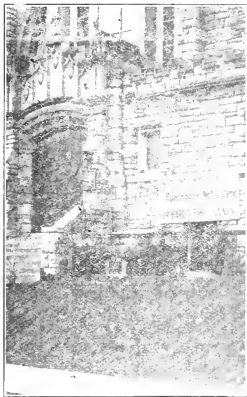
**HODKINSON ADDS TWELVE  
NEW STARS SINCE JAN. 1**

Although the new regime at the Hodkinson Corporation has been in control only eight weeks, twelve new stars have been added to the Hodkinson roster and according to the progressive policy now being strenuously followed, more new stellar lights will be added as the weeks go by.

This list of headliners now enrolled in current and coming releases includes, Betty Compson, Lois Wilson, Billy Dove, Dorothy Mackall, Madge Kennedy, Lila Lee, Dorothy Devore, James Kirkwood, Bryant Washburn, Walter Hiers, Lloyd Hamilton, Harry Carey, Henry Hull, Jane Thomas, Clara Bow and Glen Hunter.

**"THE HUNCHBACK OF NOTRE  
DAME" BASIS FOR SERMON**

So thoroughly impressed was Rev. Andreas Bard of The Saint Mark's Church, Manheim Road and Troost Avenue with "The Hunchback of Notre Dame" that he made it the basis of his sermon, the same day that the picture opened at this theatre. Using a large painted bulletin to announce the lecture, he also got out several thousand throw-aways, and as a result an overflowing audience listened to a most interesting sermon telling the real story of "The Hunchback of Notre Dame." So successful was the event that it was repeated the following Saturday.



Rev. Bard is the author of a scenario called "The Bride of Bagdad" and has submitted it to Carl Laemmle for his opinion. Exhibitors who have no faith in advertising might do well to visit Rev. Bard's church and learn how he puts a big sermon or feature across to most gratifying success.

**"TEN COMMANDMENTS"  
BREAKS ALL RECORDS**

Ben Blotcky, Kansas City manager for Famous Players-Lasky Corp., received communication from the West Coast offices last week regarding the extraordinary success of Cecil B. DeMille's super production "The Ten Commandments."

This production has broken all records at Grauman's Egyptian Theatre in Hollywood. In eleven weeks it has taken in at the box office \$246,298.00, at an average admission price of \$1.08. There is every indication it will run at least a year and gross over a million dollars.

Madge Bellamy, as the heroine in the Palmer Corporation's latest production, "The White Sin," which is to be released through F. B. O. on March 3, does some of the finest emotional acting in her career. Says Madge, "It's a very gripping picture! Aside from the usual application of that term, I'm continually packing in it—packing clothes into a 'grip' and unpacking them."

**"WHEN LAW CAME TO HADES"  
A REAL "FORTY NINER"**

"When Law Came to Hades" played first run at the 12th Street Theatre, Kansas City, last week, and from all indications it struck a popular note among the patrons. It is distributed by Standard Film Co. in Kansas and Western Missouri.

Noah Beery takes the leading role, playing the part of John Law, a criminal in the days of the gold rush in California in 1849 and the scene is laid in the rough mining town of Hades. Vivid scenes of the various types of mining, night life in the dance hall where gambling is in full swing, early California history, and life in general in those stirring times are accurately enacted. "When Law Came to Hades" has been rated as one of the cleanest pictures of its type ever produced. Filene Sedelwick co-stars with Noah Beery.

**STAGE CELEBRATION IN  
"BROADWAY AFTER DARK"**

Producer Harry Eppl, who has just completed the Warner Brothers picture "Broadway After Dark," announces a little piece of news that will be an eye opener even to those who are always expecting the unexpected.

When Mr. Eppl was in New York this winter he attended the Actor's Equity Ball, where he took advantage of the brilliant group gathered there to film several dancing scenes. As a result, the shots have been incorporated into the production of "Broadway After Dark" as typifying a phase of the Broadway night life. Such celebrities as Nora Bayes, Elsie Ferguson, Madge Kennedy, Irene Castle, Vera Gardon, Raynor Hitchcock, Paul Whiteman and other will be shown. In the cast of the picture are Adolphe Menjou, Norma Shearer, Anna Q. Nilsson, and Carmel Myers.

**ADOPT PLAN TO IDENTIFY  
MOTION PICTURE PRINTS**

The recent adoption of a proposed plan for film identification by the Independent Motion Picture Producers and Distributors Association, should result in a very great saving to the distributor, as changes and state right buyers handling independent product. Film piracy will be eliminated, as this new means of identification will make it possible to promptly restore any lost print to its film owner.

A special committee composed of Arthur N. Smadwood, chairman, Leo Gohn and John LaSalle Russell, has been investigating the situation for the past few weeks, having conferred with C. C. A. Blair, manager of the motion picture department of the Eastern Kody Company, and with representatives of some of the laboratories.

The committee finally decided that each company should adopt a secret code for each release, which is to be inserted at different intervals on the margin of the reels. The form in which the secret code is to appear on the film will be gradually unveiled by each company, which will keep a record of the particular code assigned to each release.

## AUTHOR PRAISES SERIAL ADAPTED FROM HIS NOVEL

Courtney Ryley Cooper, well known author of magazine stories, witnessed in New York the advance showing of Universal's new serial, "The Fast Express," the picturization of "Crossed Wires," one of Cooper's recent stories.

Usually the issuance of a picture based on a popular novel is accompanied by loud wails from the author of the particular brain-child used. However, the exception to the rule occurred when Cooper wired William Duncan, the star and director of the picture, and congratulated him upon his treatment of the story. Mr. Cooper had witnessed the first three episodes of the serial and told Mr. Duncan that "it was immense."

"This wire is extremely gratifying to me," said Duncan, "as it shows that a director can really take an author's story and put his spirit in it if he tries. I prize Mr. Cooper's message very much."

## SCREEN MISREPRESENTS LIFE, SAYS WYLAND

"The movies portray a razzle-dazzle picture of the life rich that is, in reality, a hundred million miles away from the kind of life true Americans live," said Ray O. Wyland of New York, head of the church relations department of the national council of the Boy Scouts of America, when he spoke before representatives of Kansas City Boy Scout troops at a dinner at the City Club last week. According to Mr. Wyland, motion pictures are responsible for a growing class cleavage that threatens the stability of society.

## "CONDUCTOR 1492" BRINGS PRAISE FROM ENID FANS

"I honestly believe it will more than please ninety nine percent of the people who see it," wired the manager of the Riothe Theatre, Enid, Okla., in regard to "Conductor 1492" the Warner Brothers Classic of the Screen starring Johnny Hines. After he had packed his house night after night, he wired the Oklahoma Specialty Film Exchange as follows:

"Allow me to congratulate you upon "Conductor 1492" which we are now showing to standing crowds. Consider this one of the best if not the best comedies on the market today. Hear nothing but praise for the picture and I honestly believe it will more than please ninety-nine percent of the people who see it."

This comment recalls the recent action of the Baltimore audiences who went on strike, clamoring so insistently for the re-showing of "Conductor 1492" that it was recalled for an extra week, doing the best business recorded in that city in years. Other cities are repeating with successful showings.

Except for the fact that Governor Davis of Kansas was unable to attend the showing of "The Hunchback of Notre Dame" at the Bresson Theatre, Dodge City, Kas., Manager W. Goldstein's presentation of the Universal Special was a big success. Goldstein is putting picture over in big city style out there in west ern Kansas.

## Moving Along Movie Row

C. W. Allen, assistant manager of the Kansas City Vitagraph exchange is the proud father of a 10-pound girl born Monday, March 3.

Leo Adler, traveling auditor for Pathe Exchange, Inc., spent a few days in Kansas City last week at the local branch.

W. E. Trnog, district manager of the Goldwyn-Cosmopolitan Corporation, is back in Kansas City from a trip to Omaha, Neb., where he attended a sales conference with J. R. Granger, vice-president and general sales manager of the Goldwyn company. Mr. Granger was on his way to the West Coast studios.

J. T. Salmon has sold his Strand Theatre at Arkansas City, Kas., to M. L. Smith, who has taken immediate possession.

C. M. Patter of Lawrence, Kas., paid his regular Tuesday morning visit to the F. B. O. exchange last week, and contracted for some more of their products.

Clarence Rehm of Baxter Springs, Kas., was seen moving along Movie Row Tuesday.

The Royal Theatre, Kansas City, has one of the biggest weeks in its history last week when it played "The Virginian." This picture was also a drawing card at the Pastime Theatre, Ottawa, Kas. Chas. Goodell, manager, reports that he has made more money with "The Virginian" than he has with any other recent picture. That's the stuff we all like to hear.

M. E. Williams, formerly manager of the Kansas City Vitagraph offices, and recently a salesman for the United Artists Corporation, has joined the sales force of the W. W. Hodgkinson Corporation in this territory.

"The Marriage Circle," the latest Warner Brothers feature will open for an indefinite run at the Liberty Theatre, Kansas City, March 16.

Joe Rosenberg, formerly salesman for Educational in the Kansas City Vitagraph has left the concern to go with Universal Film Exchange.

H. R. Barker, salesman for the Hodgkinson Corporation, made a notable record last week. Out of seven towns he visited in Kansas he sold six of them one hundred percent Hodgkinson.

Charles Knickerbocker, of the home office of the Hodgkinson Corporation, is in town and will spend about a week here with the local Hodgkinson branch.

L. W. Weir, manager of the Universal exchange, is all smiles these days—in fact, he's never done anything else but. And there's plenty of reason. Sales and collections have shown a remarkable increase since he took over the management of the local branch. Atta boy, Les!

The Stebbins Picture Supply Co., after having occupied downtown quarters for nearly a quarter of a century, has followed the migration to the "Movie Colony" and is taking quarters on the second floor of the Keystone Press Building at the northwest corner of 19th and Wyandotte streets. Clyde Badger, manager, states that he expects to be in his new quarters, which are now being redecorated, by April 1.

S. C. Bingham, Royal Theatre, Galt, Mo., is going right after business with a policy of big productions. Mr. Bingham last week contracted for the 1924 Warner Bros. Classics of the Screen.

Saw Bill Levy the other day and Bill remarked as to how well he liked the floral business, especially since business was good. Bill says it's somebody's birthday every day and he's glad that so many people like to "say it with flowers."

The Kansas City Film Board of Trade will conduct a meeting of the salesmen of all the film companies in Kansas City on March 22 at which many sales problems will be discussed.

Archie Josephson of the Bray Hotel believes in keeping right in with the film business. In every exchange you'll see a glaring yellow card printed in black and red directing you to the Bray Hotel. Archie is evidently applying showmanship methods to the hotel business.

Coming Soon

# BETTY COMPSON

in "MIAMI"

An Alan Crosland production

FOR HODKINSON RELEASE  
FIRST RUN PICTURES

**PHOTOPLAY Says:**  
A touching and well done piece of work. Lots of good touches and paths well paved.

**MOVING PICTURE WORLD Says:**  
An attraction that will register most deeply in heart interest. Also has good comedy and melodramatic values. It has assured box-office value and emotional power.

**EXHIBITORS TRADE REVIEW Says:**  
The Barefoot Boy will appeal to all classes. It does not drag for a second. Plenty of thrills and quick action.

Best

Cast

of

the

Season



Beauty—Thrills—Love—Hatred—Revenge Softened by a Woman's Love—The Soul of a Boy Torn and Bitter—The Heart of a Man Empty and Disillusioned Until a Girl Shows Him the Way to Happiness—They Are a Few of the Highlights That Make This Production A Photo-dramatic Sensation.

# THE BAREFOOT BOY

JOHN BOWERS  
FRANKIE LEE  
SYLVIA BREAMER  
TULLY MARSHALL  
MARJORIE DAW

THE CAST  
RAYMOND HATTON  
OTIS HARLAN  
GERTIE MESSINGER  
LOTTIE WILLIAMS  
VIRGINIA TRUE BOARDMAN

Action

Thrills

Suspense

Humor

**A 100% BOX-OFFICE ATTRACTION**

PHONE  
GRAND 5151

**A. H. Blank Film Enterprises**

130 WEST 18TH STREET  
KANSAS CITY, MISSOURI

PHONE  
GRAND 5151

## SEEK CO-OPERATION OF INDEPENDENT EXCHANGES

The active support of three hundred managers of independent exchanges throughout the United States and Canada, has been solicited in behalf of the Independent Motion Picture Producers and Distributors Association in a letter sent out by I. E. Chadwick, President of the organization.

President Chadwick declares that the state right operators and exchanges constitute one of the most important factors in the independent branch of the motion picture industry, and also advises that many managers have already volunteered their services in aiding in the establishment of the independent market upon a firm and sound foundation. National headquarters of the organization are maintained in New York City presided over by an Executive Secretary and staff. Arrangements have been completed for legal and accounting representation in the important cities in the United States for the benefit of the independents.

## FIVE FIRST NATIONAL RE- LEASES READY FOR MARCH

Five productions of the Associated First National 1924-25, recently announced, will be released during the month of March. "Galloping Fish," supplies the broad comedy for the month. It is a Thomas H. Ince production featuring Sydney Chaplin, Louise Fazenda, Ford Sterling and Chester Conklin.

"Lilies of the Field," with a general release date of March 16, is the initial independent production of Corinne Griffith, and features Miss Griffith and Conway Tearle. First National expects it to be one of the biggest dramatic sensations of the year. It was directed by John Francis Dillon, director of "Flaming Youth."

The John M. Stahl production "Why Men Leave Home," an adaptation of the Avery Hopwood stage success, has also been assigned for March release. It is a satirical comedy drama of married life and features Lewis Stone, Helene Chadwick, Mary Carr and William V. Mong. "The Enchanted Cottage," which Richard Barthelme declares to be his greatest acting picture, is a screen version of the romantic play by Sir Arthur Wing Pinero. May McAvoy is in the leading feminine role.

Constance Talmadge in "The Goldfish" which was only recently a Broadway stage success, completes the list of First National March releases. The comedy concerns a Coney Island song plugger and a girl, whose powers of fascination and vivacity are responsible for all sorts of complications. Jack Mulhall, Zuzi Pitts, William Conklin and Jean Harsholt are in the cast.

On Any Occasion—

"Say It With Flowers"

THE OWL FLORISTS

BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

# OVERSTOCKED WITH PICTURE ORGANS AND AUTOMATIC PIANOS

FIRST: Every instrument offered here has come through our shop and will carry with it the unquestionable stamp of the Jenkins' factory shop, which is so widely known on account of the splendid service and satisfaction that the used instruments we sell invariably give.

We guarantee the same careful workmanship and care given the following instruments, which is only a partial list.

### No. 1—Coinola Orchestra. Full Drum Unit.

Full size upright piano, nice up-to-date case with art glass front, lights which produce a beautiful effect when in operation. Bass drum, snare drum and symbol located in the bottom part of the piano, also a ukulele attachment located in the top part, works automatically, the same as the drum unit. The piano has excellent tone qualities, the action is fine. Has been through our rebuild shop and carries the stamp of perfect workmanship in renewing, the same as all our rebuild pianos. Cost \$1250—our special price in this sale is only \$575.00.

### Number Two

A very fine Harwood Neckle in the Slot, Oak case, everything square colonial effect. Looks, sounds, plays just like new—in some ways better than new. Mechanically speaking all worn parts are renewed, all valves thoroughly seated. As a rule we find all our rebuilt pianos give better continued service than a brand new one. Why? Because nature has had its effect on the expansion and contraction, then they are put through our shop, with our expert workmen they are sure ready to play and give the service expected of them. This particular Harwood with the Ukulele or Mandolin attachment has a full set of 25 genuine pipe organ flute pipes that play with the piano. Our sale price on this \$1050.00 instrument is only \$675.00.

### Number Three

A Watson Orchestra Organ Piano. In this instrument we have a wonderful picture show orchestra consisting of a piano, first class in every respect, tone and action, plus a first class set of violin pipes, one of the best sets of xylophones, a full drum unit consisting of bass drum, snare drum and symbol, picture show effects, train whistle, train bell, telephone bell, triangle, mandolin, horses hoofs. The xylophone and violin pipes can be played manually with the piano, the bass drum can be played with the left foot, the snare drum can be played with the right foot or with a drum tap all separate from the roll, all contained in two cabinets which are about as large as a piano. The length over all is about 12 feet, the depth about 3 feet and the height about 4 feet, 8 inches. This wonderful instrument, as we would term, and we feel sure the purchaser would agree with us, is far beyond the automatic instruments of today. It was built when the cost of production was not nearly as high as it is today, when more attention was given to technical parts on account of the low cost of labor and the fact that we took this in on a pipe organ and put our work on it at odd times has enabled us to make a very low price. If it were built today it would cost more than twice as much as we are asking for it, which is only \$1250.00.

### Number Four

We also have a one cabinet Wurlitzer with a full set of 61 note bass and flute pipes, just like new, cost \$1250, reduced to \$785.00.

### Number Five

A Style K Wurlitzer, \$600.00 new. Rebuild price \$2400.00.

*Above prices delivered on easy terms.*

## J. W. Jenkins Sons' Music Co.

KANSAS CITY, MO.

Headquarters for the Famous Fotoplayer and Robert Morton Pipe Organs for Church and Theatre.

# Coming Soon— Dorothy Mackail

in a  
Frank E. Woods  
Special Production

for HODKINSON  
RELEASE

First Run Pictures



# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**KC Engraving & Colorplate Co.**  
8<sup>th</sup> and Walnut - Kansas City  
Perfect Plates for all  
Printing Purposes  
"on time" service  
**Main 4707**  
A. W. PATRICK - J. L. STEPHENSON - W. E. BORGES

*Smiling Service!*



Archie Josephson, President

## HOTEL BRAY

12th Street and Baltimore Ave. Kansas City, Mo.

*It's foolish to pay more --and risky to pay less.*

Absolutely Fireproof

150 Outside Rooms with Bath \$1.50, \$2.00, \$2.50

Theatre Insurance a Specialty

## Finton H. Jones

INSURANCE

7th Floor Title Bldg.  
N. E. Cor. Tenth and Walnut Sts.  
KANSAS CITY, MO.

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel Standard Opera Chairs.

THE CHAIR THAT'S ON THE SQUARE  
Lowest Prices Quick Delivery

PRINTING FOR THE TRADE **KEYSTONE PRESS** 19th & Wyandotte Sts., K. C., Mo.

## NEWS NUGGETS

"Potash and Perlmutter in Hollywood" is the title of the new "Potash" picture in which Barney Bernard and Alex Carr will play the leads. No director has been announced as yet. The new production brings the two stars together again in a motion picture venture in which stars, Hollywood life, producers troubles, all contribute laughable climaxes and exceptional situations. It will be released through Associated First National.

Camera work was started last week on the next of the "Chronicles of America" series for Pathe distribution under the title of "The Puritans." The production will be made by Guild-Made Pictures under the direction of Yale University Press Professor Charles M. Andrews of Yale will act as historical expert throughout the making of "The Puritans."

Universal has purchased from Byron Morgan his latest story, "California or Bust." It will be one of the Thirty-six which Universal is planning for next year.

"The Law Forbids" will be Universal-Jewel's release for April, and will be an all star production. Baby Peggy takes an important role, and Robert Ellis has the leading male role. Winifred Bryson also takes an important part. "The Law Forbids" is a modern divorce problem picture with a child as the central figure

The final scenes of Emory Johnson's fifth production for F. B. O. were filmed last week in San Francisco. The young producer is now at work editing and titling the picture which is tentatively called "Swords and Plowshares." Mary Carr and Johnnie Walker are co-stars.

Arthur Rankin and Gertrude Short of the H. C. Witwer "Telephone Girl" series for F. B. O. have been loaned to Cecil B. DeMille for his current production "Triumph."

According to reviewers Lloyd Hamilton's new comedy "My Friend" is the greatest comedy scream of the year. It has been booked over the West Coast Theatres by Sol Lesser, who reports that the comedy is a riot from start to finish. The press has given it much favorable comment. It is released through Educational exchanges.

Harry Carey's next feature for release will be an American western with a Spanish atmosphere, according to Hunt Stromberg who will release it through the Hoelkinson Corporation. The title of the picture is "Desert Rose" an adaptation from Shannon Fife's story of the same name. Virginia Brown Faire will play the leading feminine role which provides a strong acting part.

Monta Bell, who for two years was associated with Charles Chaplin as a writer and assistant on his pictures, has

finally "won his spurs", and will be given another chance to show his ability as a director. He has just finished "Broadway After Dark," for Warner Brothers with a star cast including Anna Q. Nilsson, Adolphe Menjou, Carmel Myers, Norma Shearer, and Edward Burns. Warner Brothers have now signed him for another big production, "How to Educate a Wife," by Elnor Glyn. It is probable that the cast will include Marie Prevost, Monte Blue, and Louise Fazenda.



You won't be throwing away your time at "3 o'clock in the Morning"

ANOTHER BOX OFFICE WINNER  
From  
ENTERPRISE DISTRIBUTING CORP.

## ST. LOUIS TRADE EVENTS

By David F. Barrett

### WORK HAS BEGUN ON GOLDMAN'S NEW THEATRE

Workers began toating down the structures last week on the site where William Goldman's new million dollar theatre will be erected. It is Goldman's plan to open the house on Labor Day if possible, and he has promised the Seldon-Breck Construction Co., the general contractors, a bonus providing the house is completed and ready for use on that day.

The theatre, which will be located at Grand and Morgan streets, will be one of the most beautiful theatres in the city, having a seating capacity of 3,500, and having every modern convenience installed. It will be called the St. Louis theatre.

### ROSENTHAL TO ANNOUNCE NEW EXCHANGE LOCATION

Barney Rosenthal of Columbia Pictures Corporation, Empire Theatre building, went to Chicago March 1 to meet Joe Brandt, owner of C. B. C. Film Sales Corporation. Upon his return to St. Louis Rosenthal will announce the permanent location for his exchange.

Columbia Pictures Corporation will handle the Hallroom Boys and Smirge Comedies and Screen Snap Shots in the St. Louis territory. Among the features obtained by Rosenthal and his associates are "Intolerance," "A Barfoot Boy," "The Marriage Market," "Broken Hearts of Broadway," and "Yesterday's Wife," as previously announced in The Reel Journal.

### HILL VERY ENTHUSED WITH HODKINSON LINE-UP

The smile that you've been seeing on C. D. Hill's face is there for no other reason than because of the announcement just made by the W. W. Hodgkinson Corporation, of which Mr. Hill is the St. Louis branch manager, giving their line-up of product and of stars that will appear in their productions, for the coming year.

Mr. Hill points with particular pride to the acquisition of the Priscilla Dean productions by the Hodgkinson Corporation, and also to the Harry Carey Westerns, that Hodgkinson is releasing.

"And there's lots of other big stuff too," says Mr. Hill. "We've got two Christie features on schedule, and in addition to releasing 'Love's Whirlpool,' which stars James Kirkwood, Lila Lee and Madge Bellamy, we also have 'Another Scandal with Lois Wilson,' which is an F. H. Grille production; 'Betty' Compton in 'Alone,' an Allan Crossland production; and Dorothy Mackall, who scored such a big success in 'Mighty Lak a Rose,' in a Frank F. Woods special production.

"There's a lot of other big news," emphasized Mr. Hill, "but we'll tell you about that later."

### UNITED FILM SERVICE HAS SPECIAL WESTERNS

Sam Werner, manager of the United Film Service, is an old-timer and one of the pioneers of the film business, having served in many different capacities since this infant industry was a pup.



SAM WERNER

Mr. Werner has provided for exhibitors in this territory many outstanding feature attractions, among them "School Days," "Why Girls Leave Home," and also "The Lost City," which was one of the biggest serial clean-ups ever made. Lately, however, Mr. Werner has been supplying the exhibitors with a special line of Western features and from all reports, both the exhibitors and Mr. Werner are satisfied with the business they have been doing.

### JACK O'NEILL CELEBRATES NINTH YEAR WITH PATHE

Jack O'Neill, of the sales force of the St. Louis Pathe exchange is by no means aged as his sales records will disclose, but he is one of the foremost Pathe veterans.

On February 23 Jack marked his ninth anniversary of Pathe service, and was moved to wire the following to General Sales Manager Storey:

"Today marks my ninth year with Pathe. Would that I could finish my days with good old Pathe. How about it?"

Pathe replied to O'Neill through the Pathe Sun, the publication of Pathe, Inc., in the interest of the distributors, which read as follows:

"Well, Jack, we've got this to say—and we believe that it expresses Mr. Storey's sentiments. Here's hoping we all live to help you celebrate your eighteenth year with Pathe, but what do you mean, 'finish my days?' You're good for another quarter-century."

### "THE VIRGINIAN" MEETING WITH GREAT SUCCESS

Harry Hynes, manager of the St. Louis Film Exchange, is greatly enthused with the success that "The Virginian," a preferred picture starring Kenneth Harlan, is making. Mr. Hynes considers this production one of the outstanding box-office successes of the year, and particularly so since it has been meeting with consistent success at every showing it has had in this territory.

Mr. Hynes was so "pepped-up" about this picture and its possibilities that he couldn't stop talking about it. "Everybody knows 'The Virginian,'" says Harry. "It's the world-famed romance of the West. The picture is greater than the book—and the book has been a best seller for twenty years. It has great characters, thrilling scenes, laughter and tears, and I think it is a picture as big as the West. Its cast includes Kenneth Harlan, Florence Vidor, Russell Simpson, Pat O'Malley and Raymond Hatton."

Mr. Hynes is also excited with the success of the Warner Brothers picture in this territory, and is particularly enthused with the masterly direction of Ernst Lubitsch in "The Marriage Circle," which features Monte Blue, Adolph Menjou, Marie Prevost and Florence Vidor.

### PATHE WILL FILL YOUR PROGRAM, SAYS GRAHAM

Exhibitors who are looking for a variety of subjects to fill any program requirement, need look no further than Pathe Exchange, in the contention of Harry Graham, manager of the Pathe St. Louis branch.

Harry says that Pathe has a better line-up of short subject service than they have ever had and calls attention to the following varieties:

Pathe Review, Hal Roach one-reel comedies, Aesop's Fables, Topics of the Day, the new two-reel series of Indian Frontier stories; Grantland Rice's "Sportlights," which is a film reel that should be as interesting in the theatre as the sport page is in the newspaper; "Win Nigh's Miniatures, a series of single-reel dramas; Screen Snapshots, the Chronicles of America Series, and "Why Elephants Leave Home," and "Is Conan Doyle Right?," among other special attractions.

Mr. Graham says they'll fit in with any program and he will supply the exhibitors with full particulars about any of these subjects.

### TWO PROUD DADDIES

David Maclean Greenman put in his appearance on February 21 and Harry Greenman, popular manager of William Fox's Liberty Theatre, St. Louis, is duly proud. E. R. Byrd, chief mechanic to the St. Louis Exhibitors Supply Company, is the daddy of a 9-pound boy that arrived just a few days ago. He will be called Minusa Simplex Byrd.



# ST. LOUIS PERSONALITIES



**JOSEPH DESBERGER**

Joseph Desberger, who needs no introduction to the film trade of St. Louis and vicinity, has forsaken the exchange end of the business and is now manager of the Dehmonte Theatre, St. Louis. Joe has been with various of the film distributors, in fact too many to mention and we believe his many friends convey their best wishes for his success in his new undertaking.

Jake Rosenthal, Dubuque, Iowa, exhibitor spent the past week as the guest of his brother Barney Rosenthal of Columbia Pictures Corporation. Jake Rosenthal's wife died three weeks ago and he came to St. Louis after the funeral to rest up. Mrs. Rosenthal was ill but a short time.

Dan Roche is handling the publicity on "The Hoosier Schoolmaster" which opens its St. Louis first run at William Goldman's Kings Theatre on Saturday, March 8.

Henry Halway plans to open a movie show in the Knights of Columbus Hall, St. Charles, Mo.

Ben Bantle has purchased an interest in the Fourth Street Theatre, Moberly, Mo. He formerly was connected with the Grand Theatre in Sparta, Ill.

Harry Loeper of the Lyric, Springfield, Ill., spent a couple of months in Chicago last week.

Lennie Arnett has taken over the Palace Theatre in Johnston City, Ill. It formerly was operated by Jack de Pony, stier.

The Grand Theatre, Alton, Ill., has been taken over by W. M. Sauvage, owner of the Hippodrome Theatre. Sauvage is also tearing down his Ardonne Theatre preparatory to erecting a new 1,200 seat one-floor theatre.

St. Louis friends of W. C. Finks, owner-manager of Fink's Opera House, California, Ill. were sorry to hear of his illness.

Charley Werner, popular manager of the local Metro exchange was on the rip-track for a few days. Just a slight attack of stomach trouble.

The Hurley B. Gould Theatre, Inc. plans to open their new house in Lawrenceville, Ill. on March 17.

Robert Cummings, auditor of the St. Louis Universal Exchange and Walter Lee, booker have resigned.

Barney Fagan, former local independent exchange owner, is managing Hector M. E. Pasmazogh's Congress Theatre.

"Refused!" That was Circuit Judge Frey's verdict on the application of W. A. Koons and W. W. Strack, minority stockholders, for an injunction and receivership against the Jewel Amusement Company, which is operating the Garrick Theatre as a burlesque house.

Tom McKean and his F. B. O. boys and girls are the real social dogs of Film Row. On Saturday evening, March 1, they were entertained by Mr. and Mrs. A. H. Hall of Dupu, Ill., at a dinner-dance in the Hall Dancing pavilion at Dupu. On March 8 they will attend a sales meeting to be presided over by Bob Cluster, owner of the Washington Theatre, Belleville, Ill.

G. E. McKean, manager for Fox Film Corp., gave a dinner date for his employees at the Melbourne Hotel on Monday evening, March 3.

R. G. Taylor of Columbia Picture Corporation is back from a week-end visit with his parents in Indianapolis, Ind.

Charley Vollmer has opened a toy film exchange in the Empress Theatre Building. There is quiet a demand for such films at present.

Out-of-town exhibitors seen along Picture Row during the week were Green M. Luttrell, Majestic, Jacksonvillle, Ill., Bob Cluster, Johnston City, Ill.; Mrs. J. W. Rodgers, Cairo, Ill.; Bob Stemple, St. Charles, Mo.; Senator John Reese, Wellsville, Mo.

Harry Hynes' St. Louis Film Exchange and Sol J. Hankin of Educational Pictures have moved into their beautiful new quarters at 3334 Olive Street.

George Pleacas of the Criterion Theatre, Franklin avenue, St. Louis, has returned from a trip to Old Mexico.

George Ware, former manager for Vitagraph here, has resigned as Vitagraph manager in Kansas City. He has returned to St. Louis but has not announced his new connections.

# CURRENT RELEASES

- Week of March 16, 1924
- ASSOCIATED FIRST NATIONAL**  
The Enchanted Cottage, Rich. O. Bell (17)
- CRESCENT**  
Love Birds, Joe Rock (14)  
Felix Goes A Hunting (14)
- EDUCATIONAL**  
Cave Inn, Comedy (14)  
The New Sheriff, Texe Co. Comedy  
Klugegrams, Two each week
- FAMOUS PLAYERS**  
Fun Week, Walter Huston (14)
- FILM BOOKING OFFICES**  
Demaged-Hearts, Moss, Cal. (14)
- FOX**  
Vagabond Trail, Bud Jones (14)  
Ermynette, Sunshine Comedy (14)  
On the Job, Imperial Comedy (14)  
Feathered Fishermen, Educational (14)
- GOLDWYN**  
Wild Oranges, Virginia Valli (14) (14)
- HODKINSON**  
His Darker Self, Lloyd Hamilton (14)  
Fun From The Press (14)
- METRO**  
Woman and Her Man, Reginald Barr (14)
- PATHE**  
Mandan's Oath, Indian Frontier Story (14)  
Zex and Paprika, Stan Laurel (14)  
Love's Reward, Darryl Fox (14)  
Why Alice Leave Home, Aesop's Fables  
Way of a Man, Chapter 9  
Topics of Day, No. 11  
Pathe Review, No. 11  
Pathe News, Nos. 27-29
- RICHARDS & FLYNN**  
Crimson Gold, J. B. Warner (14)  
Bad Luck of Santa Ynez, Wm. S. Hart (14)
- STANDARD**  
Fighting Odds, Bill Patton (14)
- UNIVERSAL**  
The Night Message, All Star (14)  
The Young Tenderfoot, Curly Howard  
Nobody to Love, Star (14)  
Fast Express, Chapter 2  
International News, Two each week
- 
- CLASSIFIED ADVERTISING**
- Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.
- 
- WANTED TO BUY**  
Six used Electric Fans and 10 Electric Radios of cycle, about 2000. Write to Mrs. K. A. Roberts, 504 E. Kansas.
- 
- FOR SALE**  
Pathe, Stan and Curly Howard, 1924. Good condition. Will trade for any terms. Call or write, 1000 Broadway, New York, N. Y., or Indianapolis, Ind.
- 
- PICTURE SHOW FOR SALE**  
Country town, within 20 miles of Kansas City, Mo. Selling on terms. Write, 3334 Olive Street, St. Louis, Mo. Address O. R. Reed, Limited.
- 
- FOR SALE OR TRADE**  
Box 104, Madison, Ind. 1924. Keweenaw, 1924. Good condition. Will trade for any tomato plants, must be in good condition, cash later. Call or write, Tom M. Reed, 1000 Broadway, Indianapolis, Ind.
- 
- THEATRE LEASE WANTED**  
1 drive-in theatre, 1000 seats. Good proposition with 1000 seats. Write, Address Box 104, Madison, Ind.
- 
- THEATRE LEASE WANTED**  
Lease on theatre, wanted, about 1000 or more. State terms. Address R. L. Reed, Journal.

**“Any exhibitor who doesn't play  
Warner Classics is depriving  
himself of a profit.”**

**--L. Salzberg**

ELECTRIC THEATRE

INDEPENDENCE, MO.

March 4, 1924.

Mr. M. A. Kahn,  
Film Classics, Inc.  
115 West 17th St.  
Kansas City, Mo.

Dear Mr. Kahn:

I have read the wonderful letters you have been receiving from exhibitors on Warner Brothers Classics, which you have published in The Reel Journal, and while Warner Classics have made more money for me than any other pictures right from the start, I hesitated to write you until I had run several, so that I would be in a position to give you a real box-office opinion.

To date I have shown the first nine Warner Classics and each and every one has made money for me, and pleased 100 per cent, which is more than I can say for any other group of pictures this year. Any exhibitor who doesn't play Warner Classics is depriving himself of profit.

Here's more power to you and I hope you keep them coming.

Cordially yours,  
(Signed) L. SALZBERG.

115 West 17th Street  
KANSAS CITY, MO.

**FILM CLASSICS**  
OF KANSAS CITY, INC.

AL KAHN,  
Pres. and Gen. Mgr.

**The**



# Reel Journal

**The Film Trade Paper of the Southwest**

Smart exhibitors everywhere appreciate the fact that

—THE—

## “Chronicles of America”

will not only make a profit the day that they are shown, but will have a tendency to establish a close bond between the exhibitor and his public.

Here is your opportunity to assist in the great Americanization project started by Yale University to make your theatre the community center of your town.

*Write your nearest Pathe Exchange now  
about the*

### “CHRONICLES of AMERICA”

## Pathe Exchange, Inc.

KANSAS CITY

ST. LOUIS

Clear the track for Universal's great feature serial---



Get aboard "The Fast Express" for the biggest box-office run you ever had! Here is the greatest combination of star, author, story and cast ever incorporated in one chapter play—the dawn of a new era of chapter play production. William Duncan, the greatest chapter play star on the screen today, is the featured player! Courtney Ryley Cooper, known to millions for his stirring adventure stories in The Saturday Evening Post and other magazines, is the author! What a combination for box-office results! Get your patrons steamed up for 15 smashing, breathtaking episodes! This is the picture that is going to railroad the biggest business you've ever had—right to your box-office. Make your reservation—you can book it now!

CONSISTENTLY GOOD TWO-REEL COMEDIES

## CENTURY COMEDIES

—Featuring—

JACK EARLE  
PAL, THE DOG  
BUDDY MESSINGER  
HARRY McCOY and AL ALT  
CENTURY FOLLIES GIRLS

Century Comedies, with its present line-up of stars, directors and funmakers, offers you the strongest array of comedy features on the market! Always leaders, Century today is stronger than ever—as you will agree after you have cashed in with a few of its current releases. See them TODAY!

Now Running Liberty  
Theatre, Kansas City, Mo

## The GUMPS

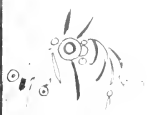
Millions have chuckled every day over the troubles of the Gump Family, as depicted in scores of newspapers all over the country in cartoon form by Sidney Smith! And now Universal has brought Andy, Min and Chester to life on the screen—to say nothing of Uncle Bim! Here is a bet no exhibitor in the country can afford to miss!

# Universal Film Exchanges, Inc.

LES WEIR, Manager

1710 WYANDOTTE STREET

KANSAS CITY, MO.



One Sheet

One Sheet

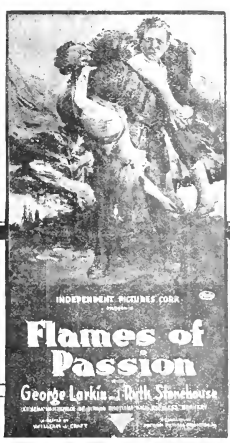


# "Flames of Passion"

WITH THE BIGGEST FOREST FIRE IN PICTURES.

Distributed by  
**STANDARD FILMS**

111 West 18th Street Kansas City, Mo.



NEXT WEEK--JACK HOXIE in "WOLF TRACKS"



**Published Every Saturday by**  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID F. BARRETT**  
 348 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Merchandising

Lent is here—and with it the seasonal slump in business. Most exhibitors just take this period as a matter of course and cut their overhead and running expenses to a minimum and are satisfied to just "get by." But there are a few who are more progressive and who have found a way out of this seasonal slump and are showing a profit. They're merchandising their shows—putting forth some extra effort and bringing in patrons with various "sales" ideas that have found an appeal.

Merchandising may be the proper term—or perhaps showmanship is more fitting. But whatever it may be called these ideas are getting business and here are a few of them.

Amateur contests, bringing out local talent among the people in the community have been put on with great success by many theatres. Prize Nights—a drawing contest for aluminum wear, groceries, or dry goods obtained through a tie-up with local merchants is another plan. Still another is the playing of vaudeville in addition to good picture programs. And there are other stunts—something for every night in the week. Some exhibitors use one of these plans and others use them all, depending on how many weak nights they want to build up.

And they're building them up.

We have always advocated straight picture programs—of making the picture do the drawing of trade—and still believe in it. We have said and say again, "Put on the big picture—get behind it and put it over." Exert extra effort. Advertise more, ballyhoo more, use better fronts, give better shows and you'll do better business.

But in some cases there's a questioning "maybe" attached and local conditions come in for consideration. If good pictures alone, properly exploited, won't draw at the box-office and "extra attractions" such as have been mentioned above will get the business, that's the stuff to use.

Use any method that's meritable—but DON'T be satisfied with "just getting by."

## EXHIBITORS SEND NEW MEN TO ARBITRATION BOARD

The Motion Picture Theatre Owners of Kansas City, Missouri, held their regular meeting on Wednesday, March 12, at which new members were appointed to represent the exhibitors on the Joint Board of Arbitration. The exhibitor committee appointees are: A. M. Eisner, Broadmoor Theatre; Julius Bender, New Centre Theatre; Jay Means, Murray Theatre. It is the plan of the organization to replace one of these men every three months.

The association also voted to cooperate with the Woman's City Club in the \$50,000 campaign fund for the Girls' Hotel. The tickets will be printed and sold by the Woman's City Club for twenty-five cents each, and these tickets accepted for admission by only the theatres that are members of the Kansas City Exhibitors Association. These names and addresses will be listed on the back of these tickets. The exhibitors will receive one-half of their regular admission price for each ticket that they receive, the remainder to be given the Girls' Hotel Campaign Fund. One-half of the money received for tickets sold, but not turned in at the box-offices, will be given to the Exhibitor Association.

The matter of running political slides was brought up, but inasmuch as many seeking political office have in the past been found to be "foes" of the motion picture theatre, it was voted that no candidate be permitted to run a slide until he had at first signed a questionnaire, to be drafted by an appointed committee, in which he would state his attitude toward the screen.

## SURPRISE ENTERTAINMENT FOR KANSAS EXHIBITORS

There is an air of mystery in the announcement of the entertainment which will be provided for the delegates to the Kansas Exhibitors convention at Emporia, April 1 and 2. It is advertised as the "Midnight Frolic" and although "Doc" Cook, business manager for the M. P. T. O. of Kansas promises a surprise, he will not give us an inkling of what it will be all about.

O. K. Mason, manager of the Regent Theatre, Newton, Kas., will officiate as Grand Excited Master of Ceremonies, and Harry McClure and Fred Green, of the Strand Theatre at Emporia will act as his assistants.

## MAINSTREET CHANGES TO BIG PICTURE POLICY

Beginning with March 16 the Mainstreet Theatre, the Kansas City Junior Orpheum Circuit house, will inaugurate a new policy of playing big first run feature pictures and will play First National pictures exclusively. The house will continue to play vaudeville, but the picture will be featured. Prices will remain unchanged. The first picture under the new policy will be "Lilies of the Field," starring Corinne Griffith and Conway Tearle. An extensive advertising campaign is planned on this and the pictures that are to follow.

## KANSAS EXHIBITORS HAVE TWELVE IMPORTANT TOPICS

There will be twelve important subjects for discussion at the two-day convention of the Motion Picture Theatre Owners of Kansas at their sixth annual convention at Emporia, April 1 and 2. The importance of them is significant by their titles, a list of which is given below:

1. Road showing of "Feature Productions."
2. Concrete facts on the Music Tax.
3. Joint Board of Arbitration activities.
4. The carnival and tent show situation.
5. Church, school, and fraternal opposition.
6. Poor condition of prints.
7. Discussion of excessive film rental.
8. Advance plans on legislative work.
9. Discussion of a national organization.
10. Amendment of present by-laws.
11. Election of officers for ensuing year.
12. Appointment of committees for the year.

It is obvious that every exhibitor should get in on these discussions for his own benefit as well as for the benefit of the organization.

## PATHE TO LAUNCH ANNUAL PENNANT RACE FOR SALES

Pathe's annual sales event, the contest for greater sales will be launched at midnight, March 23. This year it will be known as the "Storey Pennant Race, 1924" in honor of J. E. Storey, general sales manager for Pathe, Inc. Last year the Pearson Pennant Race, named in honor of Elmer Pearson, general manager and vice-president of the company, proved to be a tremendous success, and sales increased to such an extent that 1925 was proclaimed to be Pathe's banner year.

The pennant race is to be divided into two parts. The first part, an eight-week period during which the branches will qualify for positions in the five leagues, will begin at midnight, March 23, and end at midnight, May 17. The last half, during which the branches will compete in their various leagues for cash prizes totaling around \$10,000, will begin at midnight, May 18, and end at midnight, July 12.

The Kansas City branch has been victorious twice in their division, and Mr. Vaughn, manager of the local branch predicts a third victory in the coming campaign.

## ISIS HAS NOVEL PROLOGUE BUILT FOR FILM SHOWING

The Isis Theatre, Kansas City, used a novel experiment which proved to be popular prologue to "West of the Water Tower" which was recently shown at that theatre.

A real miniature locomotive was built and was shown rounding a water tower cleverly erected upon the stage. The prologue was a means of getting the audience into the spirit of the picture, and it proved to be a neat and novel bit of staging.

# F. B. O. gives exhibitors another 'big-time' box-office attraction

# BY DIVINE RIGHT

A HARRY ASHER PRODUCTION

STARRING

## ELLIOTT DEXTER

Every exhibitor who played "THE MIRACLE MAN" and who remembers the sensational box office success of that picture, will book, boost and play "BY DIVINE RIGHT," along the same identical lines.

"BY DIVINE RIGHT" is based on dramatic sequences that parallel "The Miracle Man."

"BY DIVINE RIGHT" is big time stuff, played by a big time cast.

You unquestionably have read the Film Trade Paper reviews on this picture.

If you haven't, do so immediately, so that you will know what kind of a production you are booking when the F. B. O. salesman calls on you.

Just one picture a week like "BY DIVINE RIGHT" every week for a year, would bring prosperity to theatres such as they never dreamed of.

"BY DIVINE RIGHT" is an audience picture of the hundred per cent type. It goes over big and sends 'em away talking and boosting.

It is going to break house records. Are you interested in pictures that do that? If so, communicate with us without delay.

## FILM BOOKING OFFICES

OF AMERICA, Inc.

Snowier Bldg., Kansas City, Mo.  
312 Olive St., St. Louis, Mo.

127 So. Hudson St., Oklahoma City, Okla.  
106 S. Cross St., Little Rock, Ark.



## "THE MARRIAGE CIRCLE"

"THE MARRIAGE CIRCLE" is now in its fourth week at Grauman's Rialto Theatre, Los Angeles. The newspapers were unanimous in their praise of the picture. Read the reviews:

**EVENING EXPRESS** This amazing, by modest director, who works so magically with human elements through the medium of the silver sheet, has every reason to be proud and happy over his accomplishment. . . . The impulses were true to elemental universal formulas. . . . The settings of the pictorial narration would disclose numerous delicious touches mostly emitting a slyly satirical humor that caught the audience frequently in its sweep last evening. Likewise, the film is remarkable for its absence of titles, pantomime telling the story almost entirely.

**TIMES** Gay, glittering, frivolous, merry, . . . clever, smart—but simple! Fill you out of adjectives. . . . Intimate, joyous and genial was the mood, and it was all brought by the cleverness, the skill, the charm of what promoters call one of the most successful productions of the fall and winter season. . . . I know of nothing more delicious than the way developments are plotted in the plot. It is all very natural, human and spontaneous. . . . Miss Prevost is veritably a reigning queen of the comedy as a result of this picture. She seems to have found a real highroad to fame at last.

**EXAMINER** Ernst Lubitsch gives entangled matrimony with a laugh in every knot. . . . It eliminates the obvious, whether it be in the film, or in the dialogue. You make merry with it and at the characters of the drama. . . . Suggests of gesture, outside of glance, the cynicism of a smile are touches of genius demonstrated in every foot of film. The picture is a triumph for Lubitsch, both in its story and in the delicacy with which it has been transcribed to the screen.

**HERALD** It is rare comedy and, judged from the artistic side, starts where most contemporaries and rivals begin. Lubitsch's sense of humor and judgment for serving the right proportion of drama and comedy are abundantly evident in "The Marriage Circle." . . . A more scintillating performance could not be wished for than that afforded by the splendidly chosen players. . . . The Warner Bros. have made some good pictures but they have made none so hit that will make this one in public impression. You will go a long way before an other emanating "The Marriage Circle" in sheer delight meets your eye.

**NEWS** "The Marriage Circle" is the highest kind of film. . . . It is the kind that we have all been crying for—the kind that combines to a nicely artistic, the novel, the comedy, the drama, in such a fine, human way, and so understandable. . . . It's great!

**RECORD** "The Marriage Circle" is an artistic revelation. Its genius lies in detail and moment. . . . The story is shaped into a keen, terrifying true exposition of why many marriages go wrong.

Beside applauding the picture, the audience picked individual scenes to praise. This western premiere precedes the Broadway opening at the Mark Strand on February 23. The schedule on the production insures an interesting picture to New York film fan.

Distributed by

Kansas and Western Missouri by

**FILM CLASSICS, Inc.**

115 West 17th St. Kansas City, Mo.

## EXHIBITORS, BEWARE OF "NORCROSS PLAYERS"

S. A. Davidson, owner of the Princess Theatre, Neodesha, Kas., sends out a warning to exhibitors in Kansas to beware of a man calling himself D. F. Norcross who claims to have "The Norcross Players," a dramatic road show.

Norcross called on Mr. Davidson several weeks ago and booked his show at the Princess Theatre for March 10-11-12, and at the same time passed a worthless check for \$20 on the theatre. About a month ago Mr. Davidson received a card from Norcross stating that he had written the check on the wrong bank and that he would be in Neodesha in a few days to straighten the matter out. However, neither Norcross nor his show has appeared, and Mr. Davidson has been the victim of a professional check passer. The failure of Norcross to keep his contract has caused Mr. Davidson considerable loss and trouble.

Exhibitors who know the whereabouts of Norcross or have had a similar experience will do Davidson a favor by getting in touch with him at once in care of the Princess Theatre, Neodesha, Kas.

## "BEAU BRUMMEL" PUT INTO SHAPE FOR WARNER RELEASE

Fifty percent of the film "Beau Brummel," starring John Barrymore, has been cut to give it more directness and pace, states M. A. Kahn of Film Classics, Inc., speaking of their new Warner Brothers release. The length of the picture when completed was eighteen reels, and it was reduced to twelve, which was still excessive and it was forced down to ten; and once more orders went out to bring it down to nine reels, which was finally done with much difficulty.

"It is predicted that 'Beau Brummel' will take rank with the dozen best of the season's releases," says Mr. Kahn. "Norma Talmadge, who viewed the picture in its 12,000 foot length, was moved to laughter first and later to the tribute of tears. Miss Talmadge who is a very exciting critic of her own work and the work of others, gave her warmest praise to 'Beau Brummel'."

## EFFECTIVE LOBBY CARD FOR PLASTIGRAMS MOVIE

A lobby card calculated to arouse curiosity and which can be used as an effective piece of exhibition material is being issued by Educational Film Exchanges, Inc. for use with the Kees-Leventhal Plastigrams, the "Third Dimension Movie," which will be released the latter part of March.

The card is 11x14 inches, and contains an illustration printed in a manner closely approaching the printing process used in making the motion picture. Two images differing only in the optical angle in which they have been photographed, are superimposed in red and blue ink. A pair of red and blue glasses accompany the card, and by viewing the card through the special glasses, a startling stereoptical effect is obtained.

The card is intended for use in a lobby frame, with the glasses suspended near it for use of patrons or visitors to the lobby. It gives an idea of the effect obtained in the motion picture in a realistic manner.



EARLE S. NESBITT

Well known exhibitor and exploitationist, formerly of the Linwood Theatre, Tarkio, Mo., and recently with Capitol Enterprises, who is in charge of publicity and advertising for the Mainstreet Theatre, Kansas City, under their new policy of featuring big pictures.

## "SHADOWS OF PARIS" RECOMMENDED BY NEWMAN

For the first time in over a year and a half Frank L. Newman, of the Newman personally recommends a picture. In the Fall of 1922 Mr. Newman gave a personal recommendation to the public on Cecil B. DeMille's production "Manlaughter." Now comes another recommendation from the well known exhibitor.

In the Kansas City Star of Sunday, March 9, Mr. Newman sent a personal message to the public in the form of a letter giving his opinion of the new Paramount picture "Shadows of Paris," starring Pola Negri.

The letter in part reads: "It is my honest opinion that the feature attraction at the Newman Theatre starting next Sunday—Pola Negri in 'Shadows of Paris'—is by far the greatest picture in which this famous actress has ever appeared and that it will entertain every person who sees it 100 percent."

The reviewer for the Kansas City Star in his comment on the picture adds that when Mr. Newman "affixes his personal recommendation to a film it is well to cut out something at the cafeteria table and sink your savings at the New man."

READ  
and  
USE

REEL JOURNAL

CLASSIFIED ADS



# HAROLD LLOYD

IN

# “GIRL SHY”

Will Be Released

APRIL 20TH



HOLD THE DATE OPEN

*A Pathe Picture*

# "THE MARRIAGE CIRCLE"

Lubitch Special for Warners is Amusing, Brilliantly Directed and Superiorly Acted Domestic Comedy. (Reviewed by C. S. S. O'Connell)

(Moving Picture World February 19, 1924)

In his second American-made picture, "The Marriage Circle," the Warner Brothers' Frank Lubitch, the famous Polish director, has not only again demonstrated his genius, but his versatility as well. He has shown he is as much at home with an intimate show-the-tops as with the spectacular and melodramatic and produced a comedy on an international note that is brilliant and sparkling.

With a technique so simple as to play in "A Woman of Paris" and so subtle as to play in "The Marriage Circle," he has handled the serious and emotional themes with subtlety and directness, concentration of attention and artistic sense being "A Woman's" forte. In "The Marriage Circle," however, the particular quality of the set in which the action occurs, particularly in parts with a minimum of costume, being in characters' poetry, whole structure, in gesture, a look, and even in the cadence of some of the lines. It is an excellent example of the kind of pathos there is a minimum of effects, but few are needed for the structure to be fully handled as to make it of dramatic value.

Lubitch has taken a line in international moving picture circles, a line which is somewhat at a distance from the usual ground of his work, all his former work being over the usual, marked and broad of American ground. With his ability, his knowledge, and his problem play, and his feeling, he has done the comedy, dramatic and serious, and has done it in a way which is a new and original thing in the history of the moving picture. He has done it in a way which is a new and original thing in the history of the moving picture. He has done it in a way which is a new and original thing in the history of the moving picture.

So different is the point of view, so different is the method of treatment, and so different is the result, that it is almost impossible to compare it with any other work which Lubitch has ever done. It is a work which stands on its own feet, and which is a new and original thing in the history of the moving picture. It is a work which stands on its own feet, and which is a new and original thing in the history of the moving picture.

By no means is this the only work of Lubitch which is a new and original thing in the history of the moving picture. He has done many other works which are equally as good, and which are equally as new and original. He has done many other works which are equally as good, and which are equally as new and original.

CAS

Charles Brann  
Dr. Frank Brann  
Muri Stork  
Dr. Gustav Marz  
Prof. Josef Stork  
Detective

... ..  
... ..  
... ..  
... ..  
... ..

Distributed by

Kansas and Western Missouri by  
**FILM CLASSICS, Inc.**

115 West 17th St. Kansas City, Mo.

# Moving Along Movie Row

H. Friend, of the home office of the Universal Pictures Corporation, was in Kansas City last week, and spent some time at the local office.

Morris Joseph, former branch manager of Universal in Kansas City, is now manager of the Pioneer Film Corporation, a large independent distributing concern, in New Haven, Conn.

Jack Moore, St. Joseph exhibitor, was moving along the Row Tuesday. Jack is an optimistic guy. Atta boy, Jack!

"The Stamp," Universal's newest series of comedies are having their first run showing at the Liberty Theatre in Kansas City this week.

F. E. Van Dolson, erstwhile prodigal of the industry, is back again in the harness after having done "various" things for the last two years. Dolson is selling for Fox, and though he's been out of the business for some time, it will probably not be long before he will regain possession of a real man.

H. J. Erwin, manager of Paramount's St. Louis branch, was a visitor at the local Paramount office over the week end. Mr. Erwin reports business as being very good in the St. Louis territory and is particularly optimistic about the outlook for the future.

Walter Ballaw, special representative of the Mutual Pictures Corporation, paid a brief stop at the A. H. Blank Film Enterprises' office. Mr. Ballaw was here to discuss the exchange of several pictures that the local exchange is distributing for Paramount. He left Sunday night for St. Louis en route East.

The J. J. district manager for Associated Exhibitor, Inc. is expected in Kansas City soon. He is coming in the shape of new releases in the Associated line.

H. J. Erwin, exhibitors' headquarters is a busy place, place these present conditions. "You can go by most any hour of the day and find a group of exhibitors 'filling things over' and 'Doc' head is busy with the proverbial one-armed paper hanger, with the itch, setting plans and making a motion action. Looks like it's going to be a real live convention and the boys are all working for a record attendance."

F. E. Van Dolson, the new booker at the Liberty Theatre, has been in the city for many years having put in several years with the Kansas City office of the Universal, and with the A. H. Blank Film Corporation.

Friend, of the A. "Red" Jones, salesmen of the Liberty City district for Liberty, has extended their sympathy to him on the death of his wife, who died on a hot Saturday in Halstead, Kansas. She was buried in Topeka Tuesday, March 19.

F. H. Bowen of the Heywood-Wakefield Company closed a deal to seat the new theatre, as yet un-named, at Russell, Kans. The theatre is now under construction and will be opened sometime this Spring.

Mrs. Charles Bull was seen on Movie Row Tuesday.

B. C. Cook of the Economy Film Exchange tells us that the catalogue the Keystone Press printed for him has been bringing him big business and that Genevieve Berwick, booker, has been swamped with orders and has been busy booking the catalogued products.

C. V. Hess, salesman for Goldwyn-Cosmopolitan Pictures has been temporarily laid off because of illness.

George Hinton, manager of the Hokin-Kushon exchange here is on a business trip to Tulsa and other Oklahoma points.

Richards and Flynn Film Co., have booked "Crimson Gold," a J. B. Warner production, an entire week at the 12th Street Theatre, Kansas City.

Word has been received that R. E. Nicholas intends to open April 1 a new vaudeville and picture house at Osage City, Kas. William Goding, who formerly owned and operated a theatre in Osage City for several years, will be assistant manager of the new house.

H. L. Gees, better known as "Doc" has sold his Myrtle Theatre, Mulhern, Kas., to his competitor of many years, Mr. John Willey. "Doc" will devote all of his time from now on to his exclusive dental business. "Doc" Gees will be missed by the film men, as "Doc" was one of the most popular exhibitors in the Kansas territory, and he always welcomed salesmen whether or not he was in the market for film. Good luck to "Doc" in his new enterprise.

The O. K. Theatre at Hill City, Kas. is no longer in business.

R. H. Klock, well known Kansas exhibitor, is playing two weeks solid of F. B. O. productions. These bookings include "The Mailman," "Lights Out," "Blow Your Own Horn," "Daring Years," and the "Fighting Blood" stories.

Ira Cooley, manager of the Peoples Theatre, Spickard, Mo., has sold his interests to Mr. Silvers of the Grand Theatre, Princeton, Mo., and who has taken immediate charge.

L. A. Wagner of the Princess Theatre at Eureka, Kans., and Tom and William Goodnight of Warrensburg, Mo., were among the out-to-town exhibitors on Movie Row this week. Business is getting better is the general report. That's always good news.

The Exhibitors Poster Exchange has moved from 117 West 17th street to the third floor of the Bauer Building at 111 West 18th street.

## The Cast



FRED THOMSON  
as-  
"TOM TAYLOR"



HAZEL KEENER  
as-  
"MIRIAM RIDGWAY"



JOSEF SWICKARD  
as-  
"MARK RIDGWAY"



TAYLOR GRAVES  
as-  
"REGINALD RIDGWAY"



WILFRED LUGAS  
as-  
"BILL HANNEFORD"



JOE BUTTERWORTH  
as-  
"RED"



CHESTER CONKLIN  
as-  
"SAM"



GEORGE MAGRILL  
as  
"JO DEERFOOT"

# Just look at this cast

Read the names. Compare this cast for a western picture with any cast you know of for the super specials.

If you know the standing of artists in the picture business you'll wonder how they could put such a cast in a "Western."

We'll tell you why.

Monogram Pictures Corporation set out to make a series of the finest Western pictures on the market.

Money was no object. They ho't the stories, engaged the cast and have produced three that are winners. The first "THE MASK OF LOPEZ," surpassing 90% of all feature westerns. No. 2, "NORTH OF NEVADA," and No. 3, "GALLOPING GALLAGHER" (3 more still to come, all winners).

With the world famous champion all round athlete and stunt man—

# FRED THOMSON IN NORTH OF NEVADA

you can give your fans a treat they haven't had in years. Special posters, special cutouts, special lobbies for this entire series of F. B. O. westerns. Book them all. Do so on F. B. O.'s recommendation and on the reputation of MONOGRAM PICTURES. Here are six big time outdoor specials on which you'll make real money. See them. You'll positively book them.

Presented by

# MONOGRAM PICTURES CORP.

Andrew J. Callaghan, Pres.  
Directed by Albert Rogell  
A Harry J. Brown Production

Distributed by

# FILM BOOKING OFFICES

OF AMERICA, INC.

Snower Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.  
127 S. Hudson St., Okla. City, Okla.  
106 S. Cross St., Little Rock, Ark.

## "THE MARRIAGE CIRCLE"

Our good friend Danny (Dannenberg) of the New York Film Daily (the recognized authority of picture-dom), issue of February 7, 1924, wrote the following editorial on "The Marriage Circle" during the New York Strand Theatre engagement:

### COMEDIES

By DANNY

Rare as they are; difficult indeed to produce, and always wanted at the box office, when an exceptional one comes along it is heralded with trumpets. This was again proven when the New York newspaper critics raved and splashed ecomiums of praise over the last Lubitsch production, "The Marriage Circle," showing at the Strand. They dug like gold diggers and spilled adjectives like a paid press agent. Up at Warner's if they still have their heads at normal size it's remarkable. Never has a Warner picture received such praise since the days of "My Four Years in Germany."

All that the critics said is so and some of them said a lot. To make it more certain that the picture is really worth while one of the most witty critics of the lot went so far as to write time and paid his way in. Nothing could more conclusively prove the value of the picture.

That the Warner's were astute and clever in signing up Lubitsch is a matter of record. That Lubitsch, in his first modern picture to be shown here, has demonstrated that he is equally at home in either comedy or tragedy, drama or whatnot, is also proven. For he has made a picture which for deftness, touch, originality and cleverness of handling, is only the equal of anything of its kind ever produced here, and in many ways far outstrips most of the others. It is rich in humor, delightful in treatment.

Famous Lub. Lubitsch under contract and let him do his thing. The world produces no more and the Warner's. All his box office, all his clamor for recognition will go into this work because he has an other motive in addition to his desire to make good work which pictures. A certain amount of credit is the only good one. He will do his best to do it on the word. He will do his best to do it on the word.

Distributed in

Kansas and Western Missouri by

**FILM CLASSICS, Inc.**

115 West 17th St.

Kansas City, Mo.

## "FOOLS HIGHWAY" HEADS UNIVERSAL MARCH RELEASES

One big Jewel production and four five-reel features are included on the March release of Universal. "This schedule is the equal of any month's output made available to exhibitors by Universal in many months," states L. W. Weir, Kansas City manager.

The Jewel production "Fools Highway," the new Mary Phyllis picture, a Bovery story of thirty years ago, adapted from Owen Kildare's novel "My Mamie Rose." It played first run last week at the Liberty Theatre, Kansas City.

"The Phantom Horseman," released March 3, is a western drama in which Jack Hoxie plays the role of a young sheriff. Lillian Rich plays the leading feminine role "Stolen Secrets," released March 10, starring Herbert Rawlinson, is a thrilling crook drama. It has an exceptionally strong supporting cast headed by Kathleen Myers. A picture with big punches and thrills, laid in the southern mountains, is "The Night Messenger," written and directed by Perley Poore Sheehan, author and scenario writer. Charles Cruze and Gladys Hulette have the two leading roles.

The final Universal release for the month will be "The Galloping Ace," another Hoxie picture. It is a story of a returned soldier who has to resort to war-time tactics to save the girl he loves from financial ruin. The high lights of the picture show a dynamic barrage which the hero sets off around a big marble quarry.

## AMBITIOUS OKLAHOMAN WANTS TO BE MOVIE STAR

Cecil Vaughn, branch manager for Pathe Exchange, Inc., in Kansas City, must be a casting director according to talks down in Oklahoma, and who knows but maybe he will be the discoverer of a new Fairbanks or a Chaplin. The other day he received the following letter from Oklahoma:

"Durant, Okla.,  
629 West Miss.  
March 8, 1924

"The Pathe Exchange Co.,  
Kansas City, Mo.,

"Dear Sir: I would like to join you people in your work as I would like to become a movie star.

"Hoping to rec. a favorable reply,  
Yours truly,  
J. E. LEWIS"

## "MIAMI" A HIGH LIFE STORY ANNOUNCES HODKINSON

After some waiting, the W. W. Hodgkinson Corporation has at last disclosed a little more detailed information regarding "Miami," the Alan Crosland-Betty Compton picture which is now being produced in Florida.

The production is a society romance taken from an original story by John Lynch, written around the gay lives of "the gilded set" in Miami. All of the sports entered into by the wealthy during the winter season in Florida are said to have a place in the action of the story. The thrills are furnished by a spectacular smash-up of speed boats, a rescue from drowning, daring automobile driving, a tense and unusual situation between the heroine and the suave heavy on board a palatial yacht, and a spectacular fight at the finale of the story. A thread of sympathetic romance is woven into the story as a means of winning the heroine to the more serious and wholesome things of life.

## ANDY GUMP HAS A REAL DOUBLE IN JOE MURPHEY

Andy Gump, Min, and Chester with all their worries and mix-ups have finally broken into the films, and Joe Murphey, who plays the role of Andy, is a good double for the cartoon comedian he is intended to imitate. Fay Tincher is a good Min, and Bobbie Morgan is typical of little Chester. Universal has ably put these cartoon favorites into life, and there are many laughs in the Gump comedy which played last week at the Liberty Theatre, Kansas City.

The story was taken from the cartoons by Sydney Smith.

## WATCH OUT FOR THIS IMPOSTOR, JAMES SCOTT

An impostor, representing himself to be James Scott and the brother of Harry Scott, Feature Sales Manager for Pathe, has been reported in various exchange centers as "borrowing" money from exchange friends of Mr. Scott. Mr. Scott has no brother, and any action leading to the arrest of the impostor until Mr. Scott has been communicated with at the Pathe headquarters will be greatly appreciated. He was last reported from Detroit, having gone there from Buffalo.

Coming Soon




**Dorothy Devore**  
and  
**Walter Hiers**  
in  
**AL CHRISTIE**  
Special Features  
for Hodgkinson Release  
First Run Pictures

**MOUNTAIN GROVE, MO.  
TO OPEN NEW THEATRE**

The Collier-Robertson building at Mountain Grove, Mo., will soon be remodeled and decorated in order to make possible a new ground floor motion picture theatre. The theatre will be modern in every respect, and will be beautifully lighted, ventilated and decorated.

Dr. F. H. Riley of Mansfield, Mo., has owned and managed the Nugget Theatre in Mansfield for many years, will be the owner of the new house in Mountain Grove.

The name of the theatre will be decided by the public, and the grand opening will be announced later as the work progresses. The new theatre will play only new pictures, and it will have a stage of sufficient size to accommodate vaudeville acts and theatrical troupe.

It is the plan of the owners and builders to give to the people of Mountain Grove one of the finest picture houses in the Ozarks.

**UNUSUALLY LARGE PATHE  
PROGRAM FOR MARCH 23**

March 23rd will mark the release of a notable Pathe program, containing twelve subjects with a total of eighteen reels, and headed by the new Patheserial, "Leatherstocking." In addition to the opening episode of "Leatherstocking" and the closing chapter of "The Way of a Man," the Pathe schedule of releases for March 23rd will present a "Spot Family" offering, "Hunters Bold"; a Mack Sennett comedy, "Scarem Much"; the seventh of the "Chronicles of America" series, titled "Wolfe and Montcalm"; a Grandland Rice "Sportlight," "Fields of Glory"; a single-reel Charles Chase comedy vehicle, "Don't Forget"; and Aesop Film Fable, titled "From Rags to Riches and Back Again"; issues Nos. 12 of Pathe Review and Topics of the Day; and Pathe News editions, 24 and 25.

Pathe Review No. 12 includes the following: "Out Where The West Begins," showing some things Easterners never see; "The Friction Fighters," a pictorial study of ball-bearings—what they are and how they are made; "Meet Mr. Pelican," views filmed on the cliffs of California; and "The Spanish Mountaineers," a Pathecolor presentation.

**CHRISTIE PLANS STRONGEST  
RELEASES FOR SUMMER**

The Christie organization is planning its feature and two-reel comedy production schedule so that its best foot forward will be during the Spring and Summer months, and there will be no hold-out of what are termed the strongest attractions until the so-called strong season of the Fall commences, states Al Christie, production head.

The first of the feature productions now being made for distribution through Hodkinson will be ready for release late in May or early June. Dorothy Devore, Walter Hiers, Tully Marshall and other head the cast. The year's production of two-reelers for Educational release will lead to a strong wind-up with the pictures released in May and June, which means general bookings for the summer months.

**INDIANA INDORSERS ACCORD  
PATHE COMEDIES TRIBUTE**

The Motion Picture Bulletin published in February by the Indiana Indorsers of Photoplays accords Pathe comedies a notable tribute. Of the six subjects mentioned under "Class A" Comedies, five are Pathe releases. These five follow: "Koudest Africa," starring Stan Laurel; "No Noise," featuring the "Our Gang" players; "Uncensored Movies," presenting Will Rogers in burlesque characterizations of Williams S. Hart, Tom Mix and Rudolph Valentino; "Five Orphans of the Storm," and "The Dark Horse," from the Aesop Film Fable series.

**"CAKE EATER" HEADS  
CURRENT PATHE PROGRAM**

Will Rogers in "The Cake Eater" and Harry Langdon in "Smile Please" head Pathe's schedule of releases for March 22. "The White Man Who Turned Indian," the third of the "Indian Frontier Series," is also made available on the March 22 program. The single-reel contributions to the list include "Hard Knocks," starring Charles Chase, and the Aesop Film Fable titled "Herman, the Great Mouse." Pathe Review No. 9 presents "Photographic Gems," a collection of views of Bermuda; "Head and Heels," a slow-motion novelty showing a trapeze performer in action; "A Lost Art Revived," a pictorial study of the methods of petal painting; and a Pathecolor presentation of the Grand Canyon under the title of "The Canyon Country."

**"HIS FORGOTTEN WIFE" NEW  
TITLE OF F. B. O. RELEASE**

Announcement is made for the Film Booking Offices studios in Hollywood that the title of the third Palmer Photoplay Corporation production "Lost," has been changed to "His Forgotten Wife." A big advertising campaign is now being laid out by F. B. O. for the benefit of exhibitors.

The picturization is from an original story for the screen dealing with a man who loses his memory and marries, then regains his memory and forgets his wife. Featured in the cast are Madge Bellamy, Warner Baxter, Maudie Wayne, Hael Keener, Tom Guise, Willis Marks, and Eric Mayne. William Seiter directed.

**FIVE UNIVERSAL PICTURES  
COMING TO LIBERTY, K. C.**

The Liberty Theatre, Kansas City, will play five Universal features in the next month. "Fools Highway," starring Marj Phillip, was shown the week of March 9. "The Law Forbids" with Baby Peggy in the lead will appear the week of March 23, and on the same program the re-issuance of "A Society Sensation" with Rudolph Valentino will be seen. Laura La Plante in "Excitement" comes the week of March 30, and "The Storm Daughter" featuring Priscilla Dean, April 6.

"Excitement" is a good name for the above named production, according to L. W. Weir, Kansas City manager for Universal Exchanges, who says it is just one thrill after another. Mr. Weir states that "The Storm Daughter" is the best work that Priscilla Dean has ever done.

**WITWER APPROVES FIRST SIX  
"TELEPHONE GIRL" SERIES**

Watching the production of his stories in film closer than any other author in the motion picture industry, H. C. Witwer, noted writer of slang fiction, has pronounced the first six of the new F. B. O. "Telephone Girl" series an unqualified success. These were directed by Mal St. Clair, who produced the first series of "Fighting Blood" for F. B. O.

Witwer has cooperated to the fullest with St. Clair on the first six and will remain in closest contact with the director on the remainder of the first series. He commented: "St. Clair has caught perfectly the note of youthful romance I strove to write into the telephone girl stories. Moreover, his characterizations are absolutely flawless. I am frank to state that never before have I seen better all round work done in two reel subjects."

Jack Conway, director of "Flaming Passion," has been signed by William Fox to wield the megaphone for Tom Mix's new picture "The Trouble Shooter." Mr. Conway is now in northern California decided on exteriors for the picture. Mr. Mix has completed his newest production "Ladies to Board." Supporting him in the feature are Gertrude Olmstead, Philo McCullough, Fee Wee-Holmes, and Fay Holderness.

Coming Soon-



**Dorothy Mackaill**  
in a  
**Frank E. Woods**  
Special Production  
for **HODKINSON**  
**RELEASE**  
First Run Pictures

## NEWS NUGGETS



Lila Lee and James Kirkwood, who will be seen in the leading roles of "Love's Whirlpool," a new Hodkinson production.

### PATHE NOVELTY SHOWS ANNUAL BIRD MIGRATION

"Bird of Passage" is the title of a three-reel novelty film to be released by Pathe on April 6, dealing with the annual migration of birds from northern climes to the banks of the Nile, which was filmed by the famous Swedish ornithologist, Dr. Bengt Berg, for distribution by Pathe.

Besides being a film of striking beauty, the production is described by Pathe to be replete with action, every phase of the birds' flight from the rigors of the cold North to the warmth of the tropics being dramatically depicted. The actual camera work on the subject was necessarily extended over a period of years as Dr. Berg pursued the various routes followed by the bird swarms from Northern Europe to upper Egypt. Practically every type of European migratory bird comes within the scope of Dr. Berg's camera. The entire picture is said to be as spectacular a display as has ever been presented on the screen.

"Plastigrams," the stereoscopic motion picture recently acquired by Educational Film Exchanges, Inc., will be released March 23, according to announcement from the distributors. Orders have been placed for over one million pair of the special red and blue glasses necessary for the viewing of this picture.

With the approach of Spring comedy production for distribution through Educational Film Exchanges, Inc., is well under way at the Fine Arts Studio where D. W. Griffith's early masterpieces were made. Work has begun on Mermaid, Hamilton, Cameo, and Juvenile comedies.

Colleen Moore has begun work on her next First National picture, "The Perfect Flapper."

Engene O'Brien has just completed an engagement as Norma Talmadge's leading man in "Secrets" for First National, and will be seen again playing opposite the popular star in the screen version of Maudie Radford Warren's popular novel, "The House of Youth." Production will begin soon.

J. Stuart Blackton is nearing completion of Robert W. Chambers' novel "Between Friends" which is being filmed at the Vitagraph studio in Hollywood. An all-star cast comprised of Lou Tellegen, Anna Q. Nilsson, Norman Kerry, Alice Calhoun, and Stuart Holmes will be seen in this super-feature.

Vitagraph announces the purchase of newspaper serial rights to "Captain Blood" by Rafael Sabatini which will be furnished without charge to newspapers throughout the United States and Canada. The novel will be cut to newspaper serial length before its release which will probably be in the early part of the summer.

When Viola Dana completes her present Metro starring picture, "Don't Doubt Your Husband" she will find a new story awaiting her—also a director and a cast. "Don't Doubt Your Husband" will be her last picture of the season, but her first picture of the new season will be "Along Came Ruth" which is being adapted from the famous stage success. The cast under the direction of Eddie Gine will include Walter Hiers, Raymond McKee, Tully Marshall, Victor Postel, Nelson McDowell, DeWitt Jennings, Adele Farrington and Brenda Lane.

Ma Murray has completed her third Metro picture for this season, "Made in the Middle of the Night." The picture is prefaced by a highly dramatic prologue which has the quality of a pantomimic novelty. Monte Blue plays opposite Miss

Murray in this production while others in the supporting cast are Robert McKim, Robert Edeson, Nick de Ruiz, Nigel de Bruiler, Johnny Arthur, Otis Harlan, Evelyn Selbie and Mmie. Nellie Conant.

Harry Carey has returned to the F. B. O. lot as a Hunt Stromberg star. Carey recently completed a series of six westerns de luxe for F. B. O.

Matt Moore and Patsy Ruth Miller will star opposite each other in F. B. O.'s new production "Fools in the Dark," and work was begun on it two weeks ago in Hollywood. Al Stantell will direct. It is a comedy-drama with Moore in the role of a scenario writer.

"Rideway of Montana" the first product of the new Jack Hoxie-Clifford Smith star-directorial combination at Universal City has been completed. Studio executives have previewed the bulk of the film in rough-cut form and are highly pleased. Besides giving the star an excellent vehicle, it gave the first real opportunity to a new "discovery," Olive Hasbrouck, who left the "extra" ranks to play the leading feminine role opposite Hoxie.

After a long process of elimination Charles Chaplin has selected a leading lady for his next big comedy feature. Her name is Litha Grey, and she was selected from a dozen candidates. She is described as a native daughter of California, descended from an old pioneer family of pure Spanish blood, and as "a gorgeously beautiful brunette with melting brown eyes, ivory skin, and red lips characteristic of her ancestry."

Sol Lesser, president of Principal Pictures Corporation, is contemplating the filming of an educational super-production, to be made on the same elaborate scale as any of the big photoplays, and to be road-showed like "The Covered Wagon," "The Birth of a Nation," and others.

Warner Brothers have purchased the motion picture rights to "A Lost Lady," Litha Grey's popular book. Although the cast has not been selected, it will be one deserving of the novel.

Two new numbers of Grantland Rice's series of "Sportlights" for Pathe have been completed. The first of these is "The Swift and the Strong" showing coming Olympic contestants in action. The other "Sportlight" is "Sun and Snow" which contrasts summer and winter sports as engaged in at such resorts as Miami, Fla., and Lake Placid, N. Y.

Donald Crisp, who is a pioneer director of the film world, has been engaged to direct Buster Keaton in the comedian's next production, "Sherlock, Jr." Mr. Crisp has been in the business of making pictures for fifteen years, having begun his career with D. W. Griffith in the old Biograph company. He recently returned from Europe where he has been making pictures for an English company. "Sherlock, Jr." is nearing completion, and will be released through Metro Pictures Corporation.



Coming  
Soon  
**Lois Wilson**  
in  
**Cosmo Hamilton's**  
**"Another Scandal"**  
An E. W. Griffith Production  
for Hodkinson Release  
First Run Pictures

# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

THEATRE ARCHITECTS

568 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

EVERYTHING FOR THE  
THEATRE BUT THE FILM

CARBONS  
MINUSA SCREENS  
COMPENSATORS  
RHEOSTATS  
OPERA CHAIRS  
MAZDA LAMP EQUIPMENT  
MOTIOGRAPH PROJECTORS

**CHAS. M. STEBBINS**

Picture Supply Co.

1028 Main St. Kansas City, Mo

*Smiling Service!*



Archie Josephson, President

## HOTEL BRAY

12th Street and  
Balt more Ave.  
Kansas City, Mo.

*It's foolish  
to pay more  
--and  
risky to  
pay less.*

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

Theatre Insurance a Specialty

## Finton H. Jones

INSURANCE

7th Floor Title Bldg.  
N. E. Cor. Tenth and Walnut Sts.  
KANSAS CITY, MO.

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel  
Standard Opera Chairs.

THE CHAIR THAT'S ON THE  
SQUARE

Lowest Prices Quick Delivery

On Any Occasion—

*"Say It With Flowers"*

THE OWL FLORISTS

BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

KEEP YOUR  
LOBBIES  
BRIGHTER

### "SHURE--BRITE"

The newest brass polish works quicker, shines brighter, costs less. Used by Frank Newman's Royal Theatre, Westgate Hotel, Bray Hotel, Unity Inn and others.

\$1.00 Per Gallon, Prepaid

**SHURE CHEMICAL PRODUCTS CO.**

304 West 9th Street

Kansas City, Mo.

## FRINTING FOR THE TRADE KEYSTONE PRESS 19th & Wyandotte Sts., K. C., Mo.

### CASTING VITAL FACTOR IN F. B. O. "TELEPHONE GIRL"

### SOMEBODY'S LYIN'

Seldom has the matter of casting been given such close attention in two-reel subjects as in F. B. O.'s "Telephone Girl" series, based on the H. C. Witwer stories current in Cosmopolitan Magazine.

Each role is filled with the utmost caution. Players are chosen only after the most minute analysis. No matter how small the part, the applicant is subjected to the closest scrutiny.

Moreover, players of prominence in feature productions are also being chosen to fill outstanding parts. One of the most recent to be chosen was Mario Carillo, who has played "heavy" parts with some of the most noted stars of the screen.

Tom Wilson, prominent character actor; Eddie Hearn, leading man; George Hara; Douglas Gerard and others of prominence, appear in the various episodes, of which there will be twelve in the series.

Bob Carnie has a new post, having left Associated Exhibitors for a sales job with Paramount.

Al Christie has been searching for a colored boy to play a comedy role in a new Christie two-reeler in which one of Charlie Gay's big lions plays a prominent part. Yesterday he found a likely type and in telling him to prepare for several days' work Mr. Christie said, "...and you'd better wear some padded gloves because you have to push the lion into the first scene."

"Ah gotta push what, where?" gasped the colored boy.

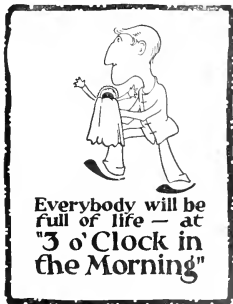
"You have to push the lion into the first scene," reiterated Mr. Christie.

"Well, now listen, Mr. Christie," wheezed the colored boy. "As a pusher of lions Al'm everything else in the world but so Ah'll have to say goodbye—'cause Ah'm goin' back to the bahbah shop!"

At this moment an extra girl approached and in seeing the big old lion she yelled.

"Whose lion?"

"Nobody's lyn', lil girl," retorted the colored boy. "Ah nevah befoh spoke so much truth in all nah life—GOODBYE!"



ANOTHER BOX OFFICE WINNER  
From  
ENTERPRISE DISTRIBUTING CORP.

# ST. LOUIS TRADE EVENTS

By David F. Barrett

## PRIVILEGE TO SELL STOCK DENIED GENERAL FILM CO.

"The Spirit of St. Louis"—not the fanciful romance that the City Fathers sent to Chicago to have produced for them—but the modern Moloch that is knowing the vitals of what was once the fourth city of the country, has chosen another victim to follow in the footsteps of Henry Ford, the Burroughs Adding Machine Company, E. G. Lewis, the National Stamping & Enameling Company and scores of less prominent personages and institutions that were driven from St. Louis by the Big Cich.

The latest nominee for the official chopping block of the Bourbonic Band that holds sway over the Momd City and its environs has been the General Film Manufacturing Company of which Harry F. Tacke, prominent St. Louis contractor and capitalist is president and Romane Fielding, director-general Tacke succeeded Fielding as president a few weeks ago.

On Friday, March 7, Deputy Finance Commissioner B. T. Hurwitz in charge of the Blue Sky Department at Jefferson City, Mo., summarily revoked the permit granting the General Film Manufacturing Company the right to sell its stock in the state. The first inkling that officials of the company had of Hurwitz's action was an account of same carried in the St. Louis Post-Dispatch and a call from a reporter of that publication to check up on Hurwitz's statement concerning the company after they had been published in the newspaper.

The General Film Manufacturing Company which was organized in 1923 has its studios in the Egyptian Building, 6800 DeMar boulevard, University City, Mo., and is just entering upon production in a fairly large scale according to President Tacke and Fielding.

Hurwitz who did not give the company a hearing before revoking its permit claimed that he took such action because he was dissatisfied with the financial statement for 1923 and that while the original application showed that the company had started with proper intentions that his department had been forced to conclude that it has degenerated into a mere stock-selling proposition. He didn't say who forced him to so conclude.

Hurwitz made several other statements concerning the company's progress, the pay of its officials and the sale of its stock which were published in the Post-Dispatch. Fielding, in commenting on same, stated they were true in one respect—that he was the son-in-law of his wife's father.

Hurwitz charged that the stock which had been sold was promotion stock. This was denied absolutely by officials of the company who stated that every cent of the stock sold to the general public amounting to \$85,545 had gone into the treasury and is being expended for conducting its business affairs.

"The narrow-minded people of St. Louis drove Henry Ford out of St. Louis," said Tacke in discussing the assault on



MISS BEVERLY SCHOFIELD

That credit is due someone other than the officers and members of the Film Board of Trade for its successful functioning is evidenced by the fact that Miss Beverly Schofield has been secretary since its inception, nearly six years.

In most exchange centers a man holds the position that Miss Schofield is handling with marked ability. And that speaks volumes for this little lady, who, among her daily duties, listens to griefs and complaints of exhibitors and exchange-men, as well as boy orators, keeps track of motions, writes the minutes, re-reads the motions, tries to keep track to the seconds of the motions, arranges for luncheons, acts as referee, outside of which she has nothing else to do.

It's a mean job, but she's handled it like a general and deserves to be commended for the successful performance of her office.

the integrity of his company. They drove the Burroughs-Adding Machine Company out too.

Both Tacke and Fielding denied that Fielding had been forced out of the presidency of the company as the Post-Dispatch charged, saying that Fielding quit the presidency because his duties as director-general required his entire time. Tacke pointed out the company had just finished "The Love Power" a feature picture, "A Child's Problem" a 3-reel drama and is now finishing up on "A Dog's Tale," the first of a series of ten 2-reel comedies of the Sidney Drew type featuring James Douglas and his wife, and has started work on "The Toll." In addition the company has made and is producing industrial films for leading manufacturing concerns of St. Louis and elsewhere and is doing special short subjects, titles, art work, trailers, etc., for a few prominent St. Louis theatres with a few exceptions. Leading exhibitors have pronounced the company's work in

this respect equal to any made in America.

When officials of the company protested against his refusing to re-open a hearing, Hurwitz agreed to re-open the case and on Wednesday, March 12, Tacke, Fielding and Walter Huen, chief counsel for the company will confer with Hurwitz in Jefferson City.

## NOVELTIES IN GREAT DEMAND SAYS HANKIN

"Novelties are in great demand by leading exhibitors throughout the country," says S. J. Hankin, general manager of the Educational Film Exchange, "and we have made an effort to give the exhibitors distinctive novelty subjects that are original and which have certain box-office value."

Mr. Hankin pointed out that the moving picture program is greatly enhanced by the proper selection of short subjects and that too much attention cannot be given to what has been poorly termed the "filler," but which in reality has "saved" many a feature picture from being a "flop."

Educational's latest novelty, about which Mr. Hankin is very enthusiastic, is the Plastigrams picture entitled "The Third Dimension." This brings out the long sought-for motion picture effect that many inventors and investigators have tried for years to perfect. Plastigrams is meeting with great success wherever it is showing in the East and Mr. Hankin expresses the opinion that it will be equally successful in the St. Louis territory.

"Give more thought to your short subjects—make them attractions and not fillers," concludes Mr. Hankin, "and your box-office will take care of itself."

## HOSPITAL INMATES CAUSE RIOT AT FILM SHOWING

The best point of contact with a wild black woman's heart is through a hickory club on her cranium. So Dr. W. A. Rohlfing, chief dispensary physician at the St. Louis City Hospital has decided.

Dr. Rohlfing and members of the local motion picture operators union sought to soothe the hearts of the inmates of Ward No. 7, the social disease section, by putting on movie shows for them. But the wild women preferred a riot, and after the riot squad from the Souldan Police station whipped the women into peace the doctor decided the movies were for more refined temperaments, so the shows are off.

On Saturday, March 8, the sales and office organization of F. B. O. here surprised their boss with a birthday dinner which was staged in the company's office on Olive street. Tom McKean, the manager, who was thirty-two years of age on that date, was forced to leave the office for a short time to discuss a business deal with a local exhibitor and upon his return found the surprise dinner waiting for him.



## ST. LOUIS PERSONALITIES

W. A. Halley, architect of Warren, Ark., is preparing plans for the Pastime Theatre, Warren. It will cost approximately \$20,000.

Word received from North Topeka, Kas., is that the Princess Theatre, 834 North Kansas avenue, is to be remodeled by its owners, Elmer Myers and H. Gatski. An entirely new floor will be laid, new lighting fixtures installed and improvements made to the stage.

Harry Rathner, representative of Sol Lasser was a recent visitor, calling at the St. Louis office of First National.

The Majestic Theatre, Orama, Mo., has been purchased by S. H. Robinson from A. J. Matthews & Company. Holly A. Robinson will manage the theatre.

W. C. Sears of Booneville, Mo., has purchased the theatres of Mrs. Brent Peters in Tipton and Bunceon, Mo.

A. E. Atkins of Elksville, Ill., plans to erect a \$35,000 theatre in that city, plans for which have been prepared by R. Z. Gill, architect, of Murphysboro, Ill. Construction will get under way shortly.

The dinner-dance that G. E. McKeane, local Fox manager gave for his office organization at Hotel Melbourne on Monday evening, March 3 was attended by forty-two persons. As they say in the society columns "a good time was had by all."

Floyd Lewis, district manager for Associated Exhibitors is spending a few days in St. Louis.

The Astor Theatre on Broadway near Market street held its grand opening on Saturday, March 8. The local film colony was well represented at the festivities. The Astor was formerly known as the Variety and was recently taken over by Messrs. Goldman and Leventhal, owners of the Rainbow Theatre. They decided to remodel and decorate the house and change its name.

H. M. Fort of Moberly, Mo., opened his new Rialto Theatre on Wednesday evening, March 12 with "Judgment of the Storm" as the feature attraction. The house seats 850 persons.

Theodore Davis, owner of the Fourth Street Theatre, Moberly, Mo., is remodeling and decorating his house.

C. F. Penrod, district manager for F. B. O., departed for Cleveland last week. He spent several days in St. Louis as the guest of Tom McKeane, local manager.

W. P. Garyn, a home office official for Goldwyn Pictures, came to St. Louis on Wednesday, March 5 to attend the funeral of his uncle.

Jack Weil, local manager for Goldwyn, has put on two new salesmen. They are Charles Huette, who formerly sold for a local wholesale shoe concern, and

Charles Porter, former Canadian film salesman. Huette has been assigned Southern Illinois and Porter, Arkansas, Kentucky and Tennessee.

Skouras Brothers have purchased the "Leather Stocking" series from Pathe to be shown in their St. Louis Amusement Company string of houses and also in Harry Koplar's Montgomery and Webster theatres.

Max Cohen of Reputable Pictures Corporation was here the past week and arranged with Sam Werner of United Film Service to handle Reputable series of society dramas in Southern Illinois and Eastern Missouri. United Film Service has also obtained six Art Mix stunt Westerns for the St. Louis territory.

The Lyric Theatre of East St. Louis has obtained Hodgkinson big products for first run showing in the Southern Illinois metropolises.

Charley Werner, local manager for Metro is back at his desk after being confined to his home for five days by an attack of ptomaine poisoning.

Sam Werner of United Film Service departed this week for New York and upon his return from the East expects to announce the purchase of several big independent productions.

C. E. Lilly of Hannibal, Mo., is convalescent from his recent illness.

Visitors of the week included: John Beyler, Dixie Theatre, New Madrid, Mo.; Mr. and Mrs. I. W. Rodgers of Poplar Bluff and Cairo; Mrs. Clarence Howard, Lebanon, Ill.; Charley Goodnight, Desoto, Mo.; George Hamilton, Marissa, Ill.; W. C. Keuse, New Athens, Ill.; W. S. Harris, Carrier Mills, Ill.; Bob Cluster, Belleville, Ill.; Oscar Wesley, Gillespie, Ill.

George H. Ware, formerly manager for Vitaphone, Inc., in Kansas City has joined the Paramount forces, and will travel Central Illinois.

Burton Holmes opened his 1924 series of movies at the St. Louis Odeon on February 25, his subject being "Motoring Through Italy." On March 3 he presented "The New Hungary."

The Frisina & Friscaro houses in Pana, Ill. and the Palace at Nokomis, Ill., have been sold to Harry Tanner, well known Southern Illinois exhibitor.

Albion, Ill., is to have a beautiful new movie theatre if the plans of Raymond McKibben are consummated.

C. E. Penrod, district manager for F. B. O., and Cecil Mayberry, district boss for W. W. Hodgkinson Corporation, were in town the past week.

Bill Laris, formerly West End Lyric manager has leased the Highpoint Theatre, St. Louis.

## CURRENT RELEASES

Week of March 23, 1924.  
**ASSOCIATED FIRST NATIONAL**  
 Lutes of the Field, Corinne Griffith (Cont. Teale) (7).

**CRESCENT**  
 Hot Sands, Monty Banks (2).  
 The Fortune Teller, Ina (7) (1).

**EDUCATIONAL**  
 Reno or Bust, Christie Comedy (2).  
 Under Orders, Clyde Gault (2).  
 Jumping Jacks, Hedge Podge (1).  
 Long Ago, Sing Them Again (1).  
 Kinograms, Two, each week.

**ENTERTAIN**  
 Buckaroo of the West, Douglas Fairbanks (5).  
 The Hunt, Macb Sennett (2).

**FAMOUS PLAYERS**  
 A Society Scoundrel, Gloria Swanson.

**FOX**  
 Man's Mate, John Galt (6).  
 News.

**GOLDWYN**  
 The Great White Way, Anita Stewart (6).  
 Fan From the Press (1).

**METRO**  
 Boy of Flanders, Irving Pichel (1).

**PATHE**  
 Way of a Man, Chap. 10 (2).  
 Leatherstocking, Chap. 1 (2).  
 Hunters Bold, Susa Family (2).  
 Scaramuch, Mack Sennett (2).  
 Wolfe and Montclair, Chronicles of America.  
 Feeds of Glory, Richard Dix (1).  
 Don't Forget, Charles Chase (1).  
 From Rags to Riches and Back Again, Pathé.  
 Pathe Review, No. 12.  
 Toppes of the Day, No. 12.  
 Pathe News, No. 24, 25.

**RICHARDS AND FLYNN**  
 The Wolf Man, John W. Warner (15).

**STANDARD**  
 Fighting Jim Grant, Lester Cunes (5).

**UNIVERSAL**  
 Unknown Boy, Comedy (2).  
 Ship Ahoj, Star Century (1).  
 Fast Eppes, No. 12.  
 International News, two each week.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
 No Ads Accepted for Less Than 50c.

**BARGAIN IN PLAYER PIANO**  
 Bargain-Automatic Player Piano. No use to it and must move shortly. If you need a player-piano grab this bargain quick. C. S. Jones, Polo, Mo. 3-22

**FOR SALE OR TRADE**  
 Three large Direct Current Fans, almost new. Will trade for A. C. Current fans or sell reasonably. Address: R. E. Nicholas, New Gray Theatre, Osage City, Kas. 3-22

**PICTURE THEATRE FOR SALE**  
 Picture theatre in Kansas City, also, sold to guarantee to clear \$50 net weekly profits. \$400 cash. F. E. Ely, 716 Lee Bldg., Kansas City, Mo. 3-22

**POSITION WANTED**  
 Wanted a position running a movie machine, 3 years experience, can give A. J. reference. Would consider managing theatre. J. J. Poynter, Dighton, Kas. 3-22

**WANTED**  
 400 Opera Chairs. Chas. Travis, Liberal, Mo.

**WANTED TO BUY**  
 Six used Electric Fans and One Exhaust, 100 volts, 60 cycle, alternating current. Address K. A. Roberts, Nevers, Kansas.

**FOR SALE**  
 Picture Show, only one in town of 1,800 guarantee yearly profits \$1,200. Price \$3,400. Terms on part. Nothing misrepresented—Owner, 1111 N. Liberty, Independence, Mo.

**PICTURE SHOW FOR SALE**  
 Country town, within 20 miles of Kansas City. No competition. Showing every night. Address O. K. Reel, Journal.

**FOR SALE OR TRADE**  
 Pat. Corn Machine—"Butter Kist", when new \$1,800.00. Good condition. Will trade for Automatic Piano; must be in good condition; or cash offer. Call or write Tom Magruder, Elite Theatre, Iola, Kas. 3-22

# 12 CAPACITY WEEKS AS SURE AS YOU'RE ALIVE



With  
Bewitching  
ALBERTA  
VAUGHN  
KIT GUARD  
AL  
"OOKE  
and  
Others

Chapter 2  
"When Knighthood  
Was in Tower"

## "THE TELEPHONE GIRL" STORIES



The Famous H. C. WITWER  
COSMOPOLITAN MAGAZINE Stories

They're an ABSOLUTE RIOT. Roars and shrieks of laughter come fast and furious. They surpass F. B. O.'s tremendously successful "FIGHTING BLOOD" series and this new series of "THE TELEPHONE GIRL" has practically the entire cast of the original "FIGHTING BLOOD" stories with the addition of the latest "find" of the movies—bewitching Alberta Vaughn.

A tremendous ready made audience of millions is thirsting for every chapter of this series. Nothing like it ever screened. Makes the average comedy look sick.

12 CAPACITY WEEKS FOR YOU AS SURE AS YOU'RE ALIVE. If you miss them—that's your fault.

FILM BOOKING OFFICES  
OF AMERICA, Inc.

Snowier Bldg., K. C., Mo. 127 So. Hudson, Okla-  
3312 Olive, St. Louis, Mo. homa City, Okla.  
106 S. Cross St., Little Rock, Ark.

Directed by

MAL ST. CLAIR

*The*

# Reel Journal

The Film Trade Paper of the Southwest

## Leatherstocking

From the world-famous novels  
By James Fenimore Cooper



Pathéserial

RELEASED MARCH 23

We are ready for your contract.  
Are you?

**PATHE EXCHANGE, Inc.**

C. C. VAUGHAN, Branch Manager

111 WEST 17TH STREET

KANSAS CITY, MO.

**What a title !!!**  
**What exploitation !!!**  
**What a picture !!!**

*The*

**F**OLLOWING the sweeping success of "JUDGMENT OF THE STORM" comes this second picture—"THE WHITE SIN" from the PALMER Photoplay Corp. If you have already played "JUDGMENT OF THE STORM" we need not tell you anything about the tremendous success of that picture in EVERY theatre where it has been shown. And when we tell you that this second PALMER PICTURE is a corker from the box-office standpoint, take our word for it. The title is a huge box-office smash! Our exploitation is the kind smart showmen want. And the production is brilliantly done. That's why we urge you to book and boost—

**WHITE**



**SIN**

**A PALMER Photoplay**

with an All-Star Cast  
 Adapted by HAROLD SHUMATE  
 Scenario by  
 Del Andrews and Julian La Mothe

ITS A  
**F.B.O.**  
 PICTURE

with  
*Madge Bellamy*

JOHN BOWERS and  
 All-Star Cast

As for a copy of F. B. O.'s big-time press book. See what we've put behind this picture to help you get the money. Every thing set for you for big-time profits. SEE this picture, if possible, immediately, and get your play dates set. Distributed by—

**FILM BOOKING OFFICES**  
 of AMERICA, Inc.      Snower Bldg., Kansas City, Mo.  
 3312 Olive St., St. Louis, Mo.      127 S. Hudson, Oklahoma City  
 106 S. Cross St., Little Rock, Ark.

# Something NEW

**"Damaged Hearts"**

A ROMANTIC  
FANTASY  
OF THE  
FLORIDA  
EVERGLADES

WITH  
**MARY CARR  
TYRONE POWER  
EDMUND BREESE  
SARA MULLEN**  
AND  
BIG  
CAST

**A.T. HAYS  
HUNTER**  
PRODUCTION

PRESENTED BY  
**LGRIM  
PICTURES**

STORY BY  
**BASIL  
KING**

**"Damaged  
Hearts"**

DISTRIBUTED BY  
**FILM BOOKING  
OFFICES  
OF AMERICA  
INC.**

Shower Bldg.  
Kansas City,  
EXCHANGES  
EVERYWHERE

HERE'S SOMETHING REALLY NEW—a romantic fantasy of the Everglades of Florida—directed by T. Hayes Hunter who knows how to put the dramatic wallop into box office successes. Here's a corking melodrama that has everything—with absolutely brand new angles that your patrons have never before seen in any picture,—and best of all it is played by a remarkable cast with—

**MARY CARR, TYRONE POWER, EDMUND BREESE, EGGIE SHANNON, SARA MULLEN AND BIG CAST IN**

# "DAMAGED HEARTS"

By **Basil King**  
Author of "EARTHBOUND"  
and Other Big Successes

You can't appreciate this picture till you see it. Our press book tells you how to put it over—how to make the most of the novel features. The title is a box office magnet. You can't miss on this one because it is absolutely sure fire from beginning to end.

See "DAMAGED HEARTS" now. Look at the high powered showman's material prepared for this picture.

Get busy. Book and boost. Here's real profit for you.

**FILM BOOKING  
OFFICES  
OF  
AMERICA,  
INC.**

SALES OFFICE  
UNITED KINGDOM  
R-C PICTURES CORP  
26-27 BARKLEY ST.  
WARDOUR ST.  
LONDON W1 ENGLAND

IT'S AN  
**F.B.O.**  
PICTURE

## LAEMMLE ANNOUNCES PROGRAM FOR NEXT SEASON

Information received from Carl Laemmle, president of the Universal Pictures Corporation, who now is at Universal City, states that Universal has definitely lined up its product for next season, and not only has practically completed most of next fall's pictures, but is all set on its entire release schedule from August to January.

The Universal Jewel output will be increased from twelve to thirty-six a year, next year's product in this line being known as the Perfect Thirty-Six. For the last three months Mr. Laemmle has been constantly present at the log studio plant and for the past month he has had Al Lichtman, general manager of exchanges for Universal, with him for conferences on the new season's output. Concerning Universal's pretensions program, Mr. Laemmle asserts:

"I am determined that Universal shall produce the most consistent output of quality pictures in the entire industry. With this end in view Universal City now is humming with activity. We are doing more work than most of the other studios combined. At present I have eighteen companies working at top speed. Several more companies will be added within a few days. We mean to make sure that every exhibitor can absolutely depend upon Universal for his entire season's pictures."

Among the coming productions are the prize-winner of the Laemmle Scenario Scholarship Contest "The Throwback"; Reginald Denny in "The Reckless Age"; Wadsworth Camp's railroad story "The Signal Tower"; the third Baby Peggy feature "Editha"; "Burglar"; several Hoxie and Hoot Gibson westerns; Booth Tarkington's "The Turnall"; Kathryn Norris' "Butterfly"; Reginald Denny in "The Missionary"; and Virginia Valli in Mary Roberts Rinchard's well known story "K", directed by Harry Pollard.

## SEEK EXHIBITORS AID IN NAMING NEW PICTURE

The Film Booking Offices have mailed to over 500 exhibitors copies of the script of Emory Johnson's new production, tentatively titled "Swordsmen and Plovers", in hopes of securing a title that will equal the box office possibilities of this young producer's new feature. Nearly 4,000 titles have been submitted by the F. B. O. personnel, over 200 considered, but none accepted. Therefore, they have submitted the problem to exhibitors, hoping to secure a title for a picture which they believe will set a record of unprecedented achievement. F. B. O. is willing to pay as high as \$1,000 for an appropriate title.

The story deals with the rural home life and the Great War, with Johnnie Walker as a Salvation Army worker in the front line trenches and Mary Carr as his mother. It marks the first time the two have been together since their memorable performance in "Over the Hill". The picture will be released in May and will be supported by a vigorous campaign of advertising and exploitation

## Moving Along Movie Row

R. C. Cropper, special representative for Pathe, was in town last week in the interest of some of Pathe's new releases. All of the Pathe salesmen were called in for a special conference Tuesday afternoon. Mr. Cropper and Mr. Vaughn will leave for Omaha shortly, and they will also visit the principal key towns of the territory. Mr. Cropper is well known in this territory, having been district manager here for Universal about seven years ago.

Mike Curry is planning to open up a new theatre in Salina, Kas., this week, and he's been arranging with Jack Langan, of the Standard Film Co., for bookings.

The Orpheum Theatre, St. Joseph, Mo., held "The Hunchback of Notre Dame" over three days after its week's engagement. And the crowds still come.

H. E. Corlyn has been out over the territory for the A. H. Blank Enterprises and reports business good. On the second day of the presentation of "The Santa Fe Trail," one of A. H. Blank's latest serial releases, the crowds were so great at the Crystal Theatre, Topcka, that the fire marshal forced the stop of the sale of tickets. We didn't have time to verify this before going to press, but Corlyn generally tells the truth.

It is the intention of the M. P. T. O. of Kansas to make the big banquet of their annual convention in Emporia, April 1 and 2 absolutely free. Welcome news to hungry exhibitors.

Jack Johnson has sold his theatre at Augusta, Kas.

E. H. Griete, of the Opera House, Windsor, Mo., was seen moving along Movie Row Tuesday.

John Howard, exploitation man for Mary Pickford, was in Kansas City for a few days this week. He spent most of his time at the United Artists office where he has been arranging exploitation for "Dorothy Vernon of Haddon Hall," Mary Pickford's latest picture.

Asher Levy, general manager of the Junior Orpheum Circuit was in Kansas City last week to witness the opening of the new photoplay policy at the Main Street Theatre. The opening day, according to Mr. Levy, broke the home record. He left for Des Moines Tuesday.

E. A. Westcott is the new salesman for Midwest Educational Film Exchange. He was recently transferred here from the Educational branch at Omaha.

Ray Houston is the new poster clerk at the Fox Film Corporation.

R. A. White, general sales manager for the Fox Film Corporation, and W. J. Kupper, assistant to Mr. White, spent last Monday at the local Fox office.

Jacques Kopfstein, general manager of Bray Productions, Inc., and vice-president of Jimmy Aubrey Productions, a visitor on Movie Row Tuesday.

Lewis J. Selznick, representing Zanick Distributing Corporation, was in town this week and visited the local exhibitors. Mr. Selznick is making a tour of the branches in the key cities in the United States. It's been a long time since Mr. Selznick paid a visit to Kansas City. "The Old Gent" or "Loogie," as his friends call him, has spry as ever. Had no statements to make—just glad to be here.

Heard a funny story about B. A. Bell of the Belt Theatre at Bennington, Kas. Mr. Bell, besides operating a theatre, is holding about every big job there in the hold in Bennington, is Justice of the Peace. One of the citizens was brought before him for speeding. Judge Bell fined him three dollars. The fine was paid with a check. But it seemed at Ralph Scherzer of the Exhibitors Inn Delivery and Service Company was in hand and was waiting for a deposit of three dollars. The Judge merely endorsed the check over to Ralph. And exit was dismissed.

P. S.—However, Judge Belt re-imbursed the court's treasury from his own pocket. That's an honest judge!

Cecil Maherry, district manager of Hodkinson, was in town the first of the week to install the new branch manager, Charles Knickerbocker. Mr. Mabry was very enthusiastic about Hodkins' forthcoming product, stating that as the world soon announced more than fifty big productions for early release.

L. Sobler, special publicity representative for First National, was here a week to help the Main Street Theatre reorganize its new policy of exclusive at run First National pictures.

H. J. Bailey stopped off at the Picnic office between trains from New Orleans to Minneapolis, where he is being transferred to take charge of the Pathe office as the successor of Charlie Stomba. Mr. Bailey is an old timer in the business, having been middle west district manager for Vitagraph before accepting his post with Pathe.

Sam Morris, general sales manager of Warner Bros., was here Tuesday for a sales conference with M and M. A. King of Film Classics Inc., Kansas City, tributaries of the Warner Bros. profit. Mr. Morris is making a tour of the exchange centers of the country in the interest of Warner's next year's product.

The Empress Theatre, formerly Electric at Conway, Mo., has reopened. Other theatres in this territory that opened recently were: Star, Clinton, E. Kosy, Dresden, Tenn.; Empire, Laddo, Mo.; Playhouse, Shelbyville, Ill.

# POSTERS

Put this paper outside your house and have your S.R.O. Sign handy.

Everyone of these posters have been designed for the convenience of theatres using cut-outs.



ANTHONY J. XYDIAS PRESENTS  
**JACK HOXIE**  
**'WOLF TRACKS'**  
 STORY BY WILLIAM LESTER  
 DIRECTED BY  
 ROBERT NORTH BRADBURY  
 AN ANIMATED PRODUCTION

SIX SHEET



THREE SHEET



ONE SHEET

A picture like this every week  
 52 Western Features in 1924

**STANDARD FILMS**

111 West 18th St.

Kansas City, Mo.

Next Week--ART MIX in "The Ace of Cactus Range"



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID E. BARRETT**  
 378 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

### Poor Prints

The recent reduction made by manufacturers of raw film stock should be of direct benefit to the exhibitors in the small towns. Small town exhibitors have for a long time complained of the condition of prints that are sent them and this condition should be remedied with a larger number of prints with which to take care of bookings.

The reduction in cost of raw stock will mean a big saving to the distributors and several of them have already stated that through their intention to use this saving for the purchase of more prints so that they may give better service to the exhibitor, and with a greater number of prints in circulation it will be possible for the small town exhibitor to secure earlier showings of pictures, and to play them closer to the general release dates.

The condition of film prints has caused considerable complaint from the exhibitors. The evidence has been blamed for neglecting the care of these prints. However, as was sometime ago stated in this publication, the majority of the exhibitors in the Kansas City territory are doing a superior distribution service and also are using the latest processing machines to keep the film in the best condition as possible. The cost of a good roll will wear a film for many bookings and will be cared for, kept clean and will be replaced, as possible, on the same day with new ones.

The exhibitors should not be entirely satisfied with the number of bad prints that they may receive, if good film and a conscientious distributor has the duty to see that the prints are in the best condition when they are sent to the exhibitor. Good distributors will guarantee the proper distribution of the prints and the exhibitor will have the duty to see that the prints are in the best condition when they are sent to the exhibitor.

is sufficiently good and that a print be not permitted to get too old from usage before it is shelved and replaced. And it is the exhibitor's duty to see that his machines are kept in good condition so that they will not tear up and destroy the films that are run through them. There is nothing that will hurt the condition of a film more than a poorly kept projection machine. The condition of prints is reflected upon the screen just as is the entertainment that is contained in pictures. Bad prints convey the moving picture in an inferior manner to the patron and greatly injure the value of any picture, no matter how good its story or how popular its star.

The exhibitor pays for good prints and should receive them. The exchange endeavors to render good service and it is entitled to just consideration on the part of the exhibitor for the proper care of the films that they distribute. With an increase in the number of prints on the various subjects released by the different exchanges, and with the proper care given on the part of the exhibitor when these films are run through his machines, there should be no cause for further complaint of poor prints. And there should be no excuse for their existence.

### CHARLES KNICKERBOCKER NEW HODKINSON MANAGER

Charles Knickerbocker is the new branch manager for the local units of the W. W. Hodkinson Corporation, succeeding George W. Hinton.

Although new to Kansas City, Mr. Knickerbocker is an "old hand" in the film business having been for five years associated with Goldwyn at various points including St. Louis, Chicago and Salt Lake City. The rest of his past, he said, was too far behind him to be remembered.

### LEGAL AUTHORITIES TO FIGHT FILM PIRATES

Legal action will begin at once against operatives in various sections of the country who, under the guise of being exchange-men and exporters, are engaged in pirating of films. Many complaints have been filed by members of the International Motion Picture Producers and Distributors Association with the Hoy Reporting Service regarding stolen prints, as well as the unlawful showing of pictures in outside territories. A concerted and persistent effort will be made to expose those engaged in this illegitimate business.

The administration of the association plans to wage increasing warfare against the pirates, and with the aid of federal authorities which have been solicited, it is hoped that the evil will soon be done away with.

E. E. Chadwick, president of the I. M. P. P. D. A., has outlined the initial steps to be taken to rid the industry of the pirates. The demand for this reform is equally wide spread among the reputable

exhibitors, general distributors, and state film exchanges.

### COHEN AND TRUE OF T. O. D. C. IN A SPLIT

Discussion in the camp of the Theatre Owners Distributing Corp. became apparent last Thursday when William A. True, one of the organizers of the company, announced that he had organized a distributing organization of his own. Mr. True has named his company the Theatre Owners Distributing Corporation and incorporated it under the laws of New York, whereas the other company of the same name was organized under the laws of Delaware. Sydney Cohen and True who were associated in the former enterprise have at last come to the parting of the ways.

True will be president of the new company, and Cohen will continue to head the old T. O. D. C.

All the members of the advisory board of True's company are presidents or committee men of exhibitor bodies. The corporation is starting with a capital of \$10,000.

### NATIONAL THEATRES CORP. TO BUILD HOUSE IN TOPEKA

The National Theatres Corporation of Topeka, Kas., will start work immediately on a new modern fireproof theatre on Jackson street on the site now occupied by the old Grand Theatre. The lower floor will seat seven hundred, and the balcony will accommodate the same number. Loges and boxes will be installed to give the theatre a total capacity of fifteen hundred.

Maurice Jencks and Garfield Hooper announce that they have acquired a ninety-year lease on a 75-foot front on 8th Street in Topeka where a new picture house will be erected when business conditions warrant.

The new Jackson Street theatre will probably be named the National after the name of the National Theatres Corporation. Carl Boller and Bros. are the architects.

### ILLINOIS EXHIBITORS TO AID BROADCASTERS

The music tax situation is nearing a climax according to authorities on the subject. The latest development of the situation is the decision of the M. P. T. O. of Illinois to associate with the National Association of Broadcasters in its fight against the American Society of Composers, Authors and Publishers. The Chicago organization has voted to subscribe \$10 a house toward the fund necessary for making payment of the license.

Henry Staub, executive secretary of the M. P. T. O. of Wisconsin is winning notoriety by his recent statement "You'll celebrate the 4th of July, 1924, tax free."

Indications point to the fact that the composers' society is falling, and that it will not be long before it passes from existence.

Further developments are expected to take place soon, and if necessary, the cases which have been brought against exhibitors by the Society will be taken to the United States supreme court.



# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**KC Engraving & Colorplate Co.**  
8<sup>th</sup> and Walnut - Kansas City  
Perfect Plates for all  
Printing Purposes  
"on time" service  
**Main 4707**  
A. M. PETROS - J. E. STEPHENSON - W. H. RODGERS

*Smiling Service!*



Arcle Josephson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish  
to pay more  
--and  
risky to  
pay less.*

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

PRINTING FOR THE TRADE

## Keystone Press

19th & Wyandotte Sts., K. C., Mo.

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel  
Standard Opera Chairs.

THE CHAIR THAT'S ON THE  
SQUARE

Lowest Prices Quick Delivery

KEEP YOUR  
LOBBIES  
BRIGHTER

### "SHURE--BRITE"

The newest brass polish works quicker, shines brighter, costs less. Used by Frank Newman's Royal Theatre, Westgate Hotel, Bray Hotel, Unity Inn and others.

\$1.00 Per Gallon, Prepaid

SHURE CHEMICAL PRODUCTS CO.

304 West 9th Street

Kansas City, Mo.

On Any Occasion—

"Say It With Flowers"

THE OWL FLORISTS

BILL LEVY

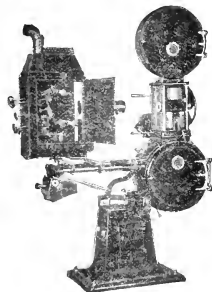
14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

# Announcing

## OUR NEW LOCATION

1818-22 Wyandotte Street

TELEPHONE--GRAND 0134



CHAS. M.  
**S T E B B I N S**  
PICTURE SUPPLY CO.

Distributors of MOTIOGRAPH DE LUXE Projectors

## -:- ST. LOUIS TRADE EVENTS -:-

By David F. Barrett

### LIBERTY THEATRE SOLD BY FOX TO OSCAR DANE

William Fox has sold his lease on the William Fox Liberty Theatre, Delmar Boulevard just west of Grand Boulevard, to Oscar Dane, well known burlesque show exhibitor, and beginning on about April 1 the Liberty will enter upon a new policy of a combination girl show with motion pictures.

The price paid for the Fox lease has not been revealed but it is said to have been very attractive to the Fox interests. While the Liberty under the Fox regime has been used almost exclusively for the presentation of Fox features, short subjects and comedies under the new arrangement it is said that the Fox film will have sufficient outlet in St. Louis, especially on the bigger pictures and that the eventual result over a period of years will be highly more satisfactory than the old plan.

The lease on the Liberty expires the close of 1925, but Dane has an arrangement whereby he can secure an extension of from two to five years beyond that limit. It is believed that the widening of Morgan street to a 100-foot thoroughfare eastward from Grand Boulevard will greatly strengthen the attractiveness of the Liberty as an amusement place.

### F. FRANK CARTER AND DAVID SOMMERS HEAD CORP.

Organization of the William Goldman Theatres Company was completed on Saturday, March 8, which resulted in the selection of David Sommers and W. Frank Carter to head the corporation. A deed conveying the property on the southeast corner of Grand boulevard and Morgan street to William Goldman has been executed and work of clearing the site for the new \$1,000,000 St. Louis theatre is now under way. Goldman has set Labor Day as the date for his grand opening and the general contractors, the Selden-Breck Construction Company are to be paid a bonus for having the show house ready on that date. Goldman, former managing director of the Famous Players Missouri Corporation, owner of the Missouri Theatre, and at present owner of the Kings and Queens theatres, will be managing director of the new theatre.

It was originally intended to make the new house of 3,000 seats, but the city plans for the widening of Morgan street to a 100-foot thoroughfare has resulted in a change of the plans by Preston J. Bradshaw, architect, and it will contain 4,000 seats on the first floor and balcony. The new theatre will become the St. Louis first run house for the Gateway Cosmopolitan productions.

Work on Dr. F. M. Riva's new picture house at Mountain Grove, Mo., is being pushed so that it can open about April 1. The house will be equipped with a stage large enough to accommodate road shows and vaudeville.

The Lenten Season had little effect on box office receipts at the leading St. Louis movie houses the week of March 10. At the grand Central thousands who desired to see George Boban in "The Greatest Love of All" were turned away. The exact number will never be known. The Missourian on the opposite corner with "Singer Jim McKee" as the attraction also did splendid business.

Maurice Stahl is the new manager of the Paganet Theatre, operated by the St. Louis Amusement Company while Cullen Espy is now in charge of the West End Lyric controlled by Skouras Brothers. Stahl had charge of the Forshing Theatre during its season of super-spectacles. He understands the clientele of the Paganet and should get splendid results with that house.

G. F. Howe, traveling auditor for Universal was here for a few days.

Morris Aaron is now operating a restaurant on Picture Row. Until recently he sold film for the First National. He has named his various dishes after leading stars and starlets, the menu cards reading like a roll call at Hollywood.

Morris Horowitz has been added to Barney Rosenzweig's Columbia Picture Corporation sales staff. He is traveling his old territory in Eastern Missouri.

Oscar Lehr, owner of the Broadway, Peppless and Family Theatres has opened law offices in the Arcade Building. Prior to the World War Lehr was a practicing attorney but in France he ran into a bunch of German poison gas and was forced to give up his legal duties at the close of the big scrap. However, he is feeling fit once more. Lehr is a graduate of the Washington University Law School. His law practice will not affect his interest in the theatres.

Dr. J. L. Price, popular owner of the Liberty and Star Theatres, East St. Louis and the White Way, St. Louis, has recovered from his recent attack of pro-mane poisoning. Dr. Price is also a member of the arbitration board of the St. Louis Film Board of Trade, representing the exhibitors on that tribunal.

"The Hoosier Schoolmaster" set new house records at William Goldman's Kings Theatre while Dave Russell of the Columbia Theatre reports that "Forgive and Forget" released through the Columbia Pictures Corporation proved the most profitable attraction of the 1923-24 season. The Delmonico also did splendid business throughout the week.

The William Fox Liberty Theatre has entered upon a split week program, changing the feature picture on Wednesday and Saturday.

St. Louis exhibitors have complained in recent months of their inability to obtain good rooms and short films. They say that good, original short films are

very, very scarce and highly desirable. Looks like some producers and distributors are overlooking a golden bet.

Work on the Tiroll Theatre on Delmar Boulevard near the dividing line between St. Louis and University City is being rushed to completion. It will be operated by the St. Louis Amusement Company, headed by Spyros Skouras. At present University City, a city of approximately 25,000 inhabitants is without a first class picture show.

Barney Rosenthal of the local Columbia Pictures Corporation Exchange set a new mark for independent exchanges by obtaining two first run showings for his products in the same week. William Goldman of the Kings booked "Broken Hearts of Broadway" for the week of March 10, while Dave Russell of the Columbia set in "The Barefoot Boy."

Harry Brown of Portageville, Mo., en route to Canada to visit with relatives stopped off in St. Louis long enough to book the first six features to be released by Barney Rosenthal of Columbia Pictures Corporation, namely: "Forgive and Forget," "The Barefoot Boy," "Innocent," "Broken Hearts of Broadway," "Discontented Husbands," and "The Marriage Market."

Lon Stahl, well known film peddler is said to be figuring seriously on entering the exhibition end of the business. He has his eyes on a West End house.

The St. Louis Grand Opera Company and several of its stars were named defendants in an attachment suit filed by the St. Louis Poster Advertising Company in the St. Louis Circuit Court on March 13 to collect \$292 alleged to be due for posters advertising the season of grand opera at the Odeon Theatre. The opera season proved a financial bloomer.

H. E. Bucklin, manager of the St. Louis Exhibitors Supply Company returned from Chicago on Tuesday, March 18. He went to the Windy City to confer with the home office officials.

Exhibitors and film men of the St. Louis territory are extending their heartfelt sympathy to Mrs. William H. Young, owner of the Easton-Taylor and Euclid theatres in the recent death of her husband. Young was very well known throughout St. Louis territory.

Ira D. Cooley has tendered his resignation as manager of the Peoples Theatre, Spickard, Mo. He has not announced his new connections.

Ray Atkins of Elkville, Ill., is a candidate for the state legislature from his district. Atkins is a staunch advocate of good roads and was instrumental in obtaining several concrete roads in the vicinity of Elkville and Dowell, Ill.

**EASTER SUNDAY RELEASE  
DATE ON "GIRL SHY"**

The new Harold Lloyd comedy production, titled "Girl Shy," is unanimously proclaimed by Pathe officials as indisputably the supreme achievement of the master comedian's career. In response to the veritable avalanche of inquiries addressed to the Pathe Home Office during the past few weeks with reference to the release date of the new Lloyd special, announcement has just been made that "Girl Shy" will be released on Easter Sunday, April 20th.

"Girl Shy" marks Harold Lloyd's debut, as an independent producer, and it is safe to say that nothing that the comedian has done heretofore has aroused such universal interest as his present effort. The unusually heavy volume of advance bookings mounting steadily as release date approaches is one factor that attests glowingly to the tremendous interest that the production has excited. In view of the rapidity with which first-run engagements are being closed by prominent exhibitors all over the country, Pathe officials are confident that "Girl Shy" will open simultaneously in every important key center of the nation on Easter Sunday.

Pathe executives interviewed this week are of one accord in declaring that "Girl Shy" will justify in every respect the widespread interest directed towards it during the past few months. Following a screening of the subject before the Pathe Film Committee at the Home Office last week, the members voted unanimously that "Girl Shy" represents without the slightest doubt the greatest comedy effort of the Pathe star to date.

"Girl Shy" is described as a comedy drama embodying an unique character study. Harold Lloyd appears as a "girl shy" youth in an exceedingly humorous fabrication of appealing romance, side-splitting situations, and exciting action. Jobyna Ralston is seen again opposite Mr. Lloyd, and Richard Daniels and Carlton Griffin are prominently cast in the support. "Girl Shy" was directed by Fred Newmeyer and Sam Taylor, from a story by Mr. Taylor, assisted by Ted Wilde, Tim Whelan and Tommy Gray.

**WARNERS SECURE BEST  
SELLERS FOR 1924-25 PROD.**

M. A. Kahn of the local Film Classics branch, announces that he has received word from Warner Brothers that they are concentrating their energies in an intensive round-up of meritorious story material and are keeping their fingers on the pulse of public approval. Options have been secured on those books and plays that have proven their appeal to the reading public, so that the schedule of production for the season 1924-25 promises to fulfill to the utmost, the higher and better pictures planned for the coming year.

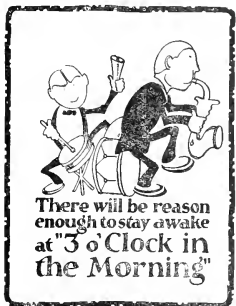
To date, Warner Bros. have announced the purchase of "The Dark Swan" by Ernest Pascal and "A Lost Lady" by Willa Cather. "Having demonstrated their ability to choose books that prove 'winners' when picturized, the exhibitor may well depend on Warner Bros. for some high-calibered productions for 1924-25," says Mr. Kahn.

**"THE COVERED WAGON"  
CELEBRATES YEAR'S RUN**

"The Covered Wagon" ended its first year on Broadway Monday night, March 10, with a special observance arranged by the Criterion management. Inasmuch as it was the first time any picture had ever had a year's run theatrical producers and a number of motion picture stars were among the guests.

The motion picture players present included Ernest Torrence, who played the role of the scout, Bill Jackson, in "The Covered Wagon" and won fame thereby. He delivered a short speech. Others in the audience were Gloria Swanson, Thomas Meighan, Bebe Daniels, Mr. and Mrs. Rudolph Valentino, Richard Dix and Helene Chadwick, Adolph Zukor and Jesse Lasky, president and vice-president of the Famous Players-Lasky Corporation, and a number of executives of the company were present also.

The interior of the theatre was decorated with flags, and a special musical program which included "Covered Wagon Days" was conducted by Josiah Zuro to mark the event. Small white banners lettered in gold were present in the lobby. One of these banners has been received by the Kansas City offices of Famous Players-Lasky. It is five and one quarter inches wide and eight inches long, and it bears the name of the theatre and the event—opening night of the second year of "The Covered Wagon." The cast appears beneath the title, and then follows in smaller letters: "The Covered Wagon" is the greatest achievement in motion picture history. Nothing was spared in the making of it, for Paramount had, from the beginning, full confidence it would be the greatest popular attraction ever offered to the American people.



**ANOTHER BOX OFFICE WINNER**  
From  
**ENTERPRISE DISTRIBUTING CORP.**

The first motion picture show ever given at Lindenwood College, St. Charles, Mo., was staged under the auspices of the Classical Club in Roemer Auditorium on March 14. "Quo Vadis" was the feature on the bill. The proceeds of the show were turned over to the Mary Easton Sibley scholarship fund.



Scenes from Harold Lloyd's "Girl Shy," his latest feature length comedy, distributed through Pathe Exchanges, Inc.

## LUBITSCHEW LEADING SUCCESS

"The Marriage Circle" Offers Rare Comedy Values and Fine Box Office Possibilities. THE MARRIAGE CIRCLE. Warner Brothers Photoplay. Adapted from Lottman Schmidt's Stage Play. Directed by Erich von Stroheim. Length 2,900 Feet.

### CAST AND SYNOPSIS

Charlotte Brann . . . . . Marie Prevost  
Mozzo Stock . . . . . Monte Brinn  
Dr. Franz Brann . . . . . Adolpho Menon  
Professor Stock . . . . . Adolpho Menon  
Dr. Gustave Miller . . . . . Harry McCoy  
The Detective . . . . . Harry McCoy  
Professor Stock wants to divorce his wife, Mozze. Evidence is introduced from his friend Jules Dr. Franz Brann, husband of her friend Charlotte, to her apartment. Dr. leaves quickly but Stock's detective spots him. Stock forces Dr. Gustave Charlotte is surprised and kissed by Franz's partner, Dr. Miller, but repulses him. The ensuing complications are finally straightened out and Mozze consoles herself with Dr. Miller.

### By George T. Parry

A most enjoyable comedy. The success of "Kostia" revealed Ernst Lubitsch as a master of stagecraft, worthy the reputation won in European film circles. It was his first American production, a colorful and of great emotional interest. In "The Marriage Circle" the noted Continental director not only scores another triumph but displays the versatility of his talents.

Where thrills and tragedy dominated the first named picture, girls of Langlois sweep through the second and check the spectators into regions of mirth. There is no passing up the box office value of this Warner Brothers attraction. It is in no small degree, but rare, amusement combination in artistic jewel and sure money maker.

The feature's smooth, swift action, its perfect continuity and unobtrusive artistry all bear witness to the cunning of its supervisor's hand. His grasp of detail is marvelous, when direction of less important scenes is entrusted chiefly with a multiplicity of poignant situations. Lubitsch, adhering to the Shakespearean maxim of the play's theme, divides himself to his story's development, never missing a chance to accentuate its dramatic and humorous possibilities.

The sets are adequate though simple, the necessary backgrounds are provided, but not exploited at the expense of the narrative's interest. Few scenes are so completely well defined a plot as "The Marriage Circle".

As one might expect in the case of a translated Continental stage play, the humor at times borders on the risqué. But here Ernst Lubitsch evades censorship traps, for in his hands the sex situations with artificial delicacy. You may get the impression of excessive suggestion here and there, such as is implied in the garden scene between the comical Mozze and Franz, but there isn't a trace of coarseness or vulgarity. Moreover, the spirit of the comedy which pervades the entire proceedings prevents the realism of the love episodes from being taken too seriously.

The members of the small but effective cast are all players well known in thirteenth, each of whom possesses recognized talent. But we are safe to assert that none has been more effectively to his great advantage as when working under Lubitsch's skilled guidance. In starring roles "He has got out of this!"

Florence Vidor, as Charlotte, Marie Prevost, as Mozze, give brilliant performances. Monte Brinn is excellent as the husband, while in the opposing half of Charlotte's love triangle Adolpho Menon seems as Professor Stock, and Adolpho Hale and Harry Myers are first in their respective roles.

The action is supposed to take place in Vienna, and it is simple to see how the director's brilliant studio sets reproduce the atmosphere of the gay Austrian capital. Interiors and exteriors are so intelligently photographed, and the opening shot of a steeply wooded landscape being a serving especial pass for its alluring artistry.

You can expect "The Marriage Circle" a delightful comedy. It brings the picture to another triumph for Ernst Lubitsch. Play the latter's name prominently and to note the extent and quality of the stars, terms of which possess a drawing power.

Distributed in

Kansas and Western Missouri by

FILM CLASSICS, Inc.

115 West 17th St. Kansas City, Mo.

## SPRING RELEASE SCHEDULE FOR F. B. O. ANNOUNCED

The Spring release schedule for Film Booking Office has been announced, and includes a number of outstanding productions. "Damaged Hearts" a T. Hayes Hunter production, written by Basil King, ushered in the month of March, and was followed by "Gallop 'n' Glory," the third chapter of "The Telephone Girl" series, and the Charles Seeling production "Vankee Madness," with Billie Dove, Walter Long, George Larkin and others.

The first of the April schedule is "His Forgotten Wife," a Palmer Photoplay Corporation starring Madge Bellamy. The fourth episode of "The Telephone Girl" series will be released on the same date, April 14. "The Silent Stranger" a Fred Thomson western, will be released April 21, followed by the fifth episode of "The Telephone Girl," titled "William Tells," to be released April 27.

"A Girl of the Limberlost" produced under the supervision of the famous actress Gene Stratton Porter, is set for release on April 28. Gloria Grey, one of the Wampus stars of 1924, and Gertrude Olmsted, just selected for the part of Miriam in "Ben Hur," have the two leading girl roles. Raymond McKee playing opposite.

May will release what F. B. O. promises to be one of the biggest pictures of the year, the famous Johnson production tentatively titled "Swords and Plowshares," starring Mary Carr and Johnnie Walker. It was written by Johnson's mother, Emilie Johnson, who wrote the scripts for all the Johnson successes including "The Third Alarm" and "The Mailman."

## EVENTS IN HOXIE'S LIFE SHOWN IN "WOLF TRACKS"

"Wolf Tracks," the Standard Film Company's latest Jack Hoxie release, is a true romance which depicts in story form some actual incidents in Hoxie's life. One of the main incidents in the plot is that in which a notorious bandit boldly braved his home and belongings to the hero while he tries out to play the part under the respectability of the name he has assumed. This incident, as shown in the story of "Wolf Tracks," is a true one in Hoxie's adventurous life.

"Wolf Tracks" is a fast moving romance with many surprising thrills. An ace Tourneur, who plays opposite Jack Hoxie, does some exceptional acting, and Marni Sax, Hoxie's wife in real life, plays an important role. The role, in fact, which gives the story the element of a beautiful western love story.

Carl Laemmle has authorized the purchase of a number of big stories to Universal's coming production schedule of thirty six weeks a year. Three purchases communitated are for "The Hus bands of Paddy," a George Barr McCutcheon story, "Butterfly," by Kath-  
leen Norris, and "The Best in Me," by Muriel Hill.

## FAIRBANKS DENIES LEAVING UNITED ARTISTS CORP.

Following reports which have been circulated in the film world that Douglas Fairbanks and Mary Pickford had deserted the United Artists Corporation in order to get Famous Players-Lasky distribution, Fairbanks has publicly denied the rumor. Fairbanks states that it is propaganda, and that they are tied down to United Artists as tightly as ever. According to Fairbanks the Pickford-Fairbanks distribution volume is as large as ever.

The famous couple believe that the rumor originated when Miss Pickford recently held a conference with Adolph Zukor, president of Famous Players, in connection with the marketing of some old Pickford pictures.

## A UNIQUE STUNT

At the preview of "Wolf Tracks" at a Hollywood theatre, Jack Hoxie created a sensation by riding Scout, his white horse, down the aisle through the audience, with Ajax, his wolf dog, trotting behind. Garbed in his western clothes he related some of his experiences during the taking of the picture, with con firmative barks from the wolf dog and wise nods from the horse. When Jack rode off the stage and back through the audience the trio received a tremendous haul.

## TRUART SELECTS F. B. O. TO DISTRIBUTE PRODUCT

The Truart Film Corporation and the Film Booking Offices have consummated a deal whereby the latter firm has acquired for distribution the bulk of the Truart productions in nearly all parts of the country. The Kansas City, St. Louis and Oklahoma City territories are included.

The first productions to be distributed under the new deal are: "Broadway Gold," an Edward Dillon feature starring Elaine Hammerstein, including in the cast Edith Hester and Kathryn Williams; "The Empty Cradle," adapted from Leota Morgan's novel "Cheating Wives," and directed by Burton King, with Mary Alden and Harry T. Morey in the leading roles; "The Unknown Purple," an A. Carlos production with a distinguished cast including Henry Halthall, Alice Lake, Stuart Holmes, Helen Ferguson and others; "Women Men Marry," with E. K. Lincoln, Florence Dixon, Hedda Hopper, Iulia Swayne Gordon and other players of merit; "Let's Go" a Richard Talmadge production directed by W. K. Howard with Edith Perry, Tully Marshall and George Nichols in the cast; "On Time," another Richard Talmadge picture with an all-star cast, and Elaine Hammerstein's "Drums of Jeopardy," with Wallace Beery and Jack Muhlall in the cast.

J. S. Woody, general manager of Associated Exhibitors, announced that March 9 has been selected as the release date for "Souvenir," the second of the Halperin productions to be distributed by Associated. Agnes Ayres and Percy Marmont will lead the cast.

**NEWS NUGGETS**

**CURRENT RELEASES**

Hoot Gibson has just started work in a new comedy feature for Universal at Universal City under the direction of Edward Sedgwick. The story is tentatively called "Broadway or Bust," and was written by Sedgwick and Raymond L. Schroek. The supporting cast has not been selected, but it is known that Ruth Dwyer will take the lead opposite Gibson.

Adolphe Menjou is to have a subtle characterization in First National's picture of "For Sale," Corinne Griffith's next starring vehicle—George Archainbaud, who will direct the production, declares that the actor will have a greater opportunity in this picture than he had in either "A Woman of Paris" or "The Marriage Circle."

Production of "Cytheria" is now well under way at the United Studios for First National, and some of the most artistic sets in the studio are being used for this picture. The cast includes Alma Rubens, Lewis Stone, Irene Rich and Constance Bennett.

Matt Moore will appear in his first F. B. O. picture soon, work on which began last Monday. The title of the attraction will be "Fools in the Dark," and it will be a comedy-drama in which Moore plays the part of a scenario writer.

Camera work on the Patheserial adaptation of Mary Hasting Bradley's "The Fortieth Door" is progressing rapidly on the West Coast.

The cast for Elinor Glynn's story "How to Educate a Wife" has been announced by Warner Brothers. The principal players are Marie Prevost, Monte Blue, Louise Fazenda and Claude Gillingwater.

Margaret Livingston, who made a decided hit in "The Leather Pushers" and "Divorce," has been signed by Regal Pictures Corporation to appear opposite James Kirkwood and Lila Lee in "Wandering Daughters" which will be released through the Hodkinson Corporation.

"Desert Rose," Harry Carey's new picture now in production will be distinguished from the usual "western" by a decided mystery element, according to Hunt Stromberg who is producing it for Hodkinson release. The cast includes Virginia Browne Faire, Thomas Lingam, Francis Ross and Leon Barry.

Larry Semon's latest Vitagraph comedy has been named "Trouble Brewing." This is the fourth production Semon, as made for Vitagraph this season. The other three are "Lightning Love," "The Town Shop," and "Horsehoes."

Andree Lafayette, declared to be the most beautiful woman of France, is the star in "Why Get Married?" which Associated Exhibitors will release March 9. This photoplay answers the question of can a girl be a success as a wife and a business woman at the same time?

Heine Conklin, well known comedian, has been engaged to play a humorous role in Tom Buckingham's production of Lincoln J. Carter's melodrama "The Arizona Express," now being made at the Hollywood Fox studios.

Corinne Griffith will begin work soon on "For Sale," an original story by Earl Hudson, production supervisor for Associated First National. George Archainbaud, who directed Miss Urrith in her successful photoplay "The Common Law" has been engaged to direct her in the forthcoming production. A leading man has not yet been announced, but it is known that Adolphe Menjou will play the second male lead.

Arthur S. Friend has retired as active executive of Distinctive Pictures Corporation. Mr. Friend will retain his stock holdings and continue as a member of the board of directors.

**CHRISTIES AGAIN RELEASED THROUGH EDUCATIONAL**

Charles H. Christie, general manager of the Christie organization, has just returned from the East where he signed contracts with Educational Film Exchanges for the exclusive distribution of all Christie two-reel product for the fifth consecutive year.

A recent announcement that the Christie organization was to make a certain number of Al Christie Special Features for Hodkinson release, had led many to believe that the short-subject production would be curtailed, stated Mr. Christie. However, he wished to impress the fact that the short comedy program would be augmented rather than lessened.

The Educational Exchanges will have the exclusive distribution in the United States and Canada of the entire Christie production of short subjects, while the pictures which Hodkinson will issue will be feature-length pictures of the comedy type, of not over six reels. Gradual additions have been made to the staff of the organization to take care of this increased production.

**BOX-OFFICE REPORTS**

written by the exhibitors are your best guides to good pictures.

**—SEND US YOUR REPORTS**

Week of March 30, 1924  
**ASSOCIATED FIRST NATIONAL**  
The Gold Fish, Constance Talmadge

**CRESCENT**  
Clup Suey Lums, Joe Rock (2).  
Felix Out of Luck (1).  
Shadows, Inkaell (1)

**EDUCATIONAL**  
Family Life, Mermaid (2).  
Barnum, Jr., Juvenile (1).  
Bargain Day, Cameo (1).  
Kinograms, two each week.  
Plastigrams, Special.

**FAMOUS PLAYERS**  
Fighting Coward, Torrence, Astor, Landis (7).  
Yankee Madness, Billie Dove (6).  
Money to Burns, Telephone Girl Series, No. 3.

**FOX**  
A New England Farm, Educational (1).  
**GOLDWYN**  
Through the Dark, Colleen Moore (8).  
Fun From the Press, No. 83 (1).

**METRO**  
Ma'n'selle Midnight, Murray.

**PATHE**  
Leatherstocking Tales, No. 2 (2).  
Big Moments from Little Pictures, Will Rogers (2).  
Indian Frontier Series, Dirty Little Half-Breed (2).

Shanghaied Lover, Sennett Langdon.  
The Frisky Cat, Hal Roach (1).  
The Champion, Aesop's Fable.  
Pathe Review, No. 43.  
Topics of the Day, No. 13.  
Pathe News, Nos. 38, 26.

**RICHARDS & FLYNN**  
Pinto Ben, Wm. S. Hart (2).  
**STANDARD**  
Ace of Cactus Range, Art Mix (5).

**UNIVERSAL**  
Galloping Ace, Lila Lee (5).  
Hit Em Hard, Jack Earle, Century (2).  
Married When Young, Comedy (1).  
Fast Express, No. 4.  
International News.

**CLASSIFIED ADVERTISING**

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

**POSITION WANTED**  
Position wanted as manager of theatre; salesman or representative of some good film exchange. Would consider renting or leasing a good paying theatre. Age 25. Married. 5 years theatre and film experience. Reasonable salary or commission. References. Address A. W. Reel Journal, 3-29

**FOR SALE**  
At a bargain, an unusually good small town theatre. No competition. Equipped for pictures and legitimate. Everything first class. Address I. W. Reel Journal, 3-29

**LEASE OR RENT**  
Wanted to lease or rent picture theatre in the Kansas City exchange district. Give full particulars, first letter. Address L. J. Reel Journal, 3-29

**BARGAIN IN PLAYER PIANO**  
Bargain—Automatic Player Piano. No use for it and must move it. If you need a player piano grab this bargain quick. C. S. Jones, Polo, Mo. 3-29

**FOR SALE OR TRADE**  
Three large Direct Current Fans, almost new. Will trade for A. C. Current fans or sell reasonably. Address R. E. Scholas, New Cozy Theatre, Osage City, Kans. 3-29

**PICTURE THEATRE FOR SALE**  
Picture theatre in Kansas City, Mo., sold on guarantee to clear \$140 net weekly profits. \$4000 cash. F. E. Eby, 716 Lee Bldg., Kansas City, Mo. 3-29

**POSITION WANTED**  
Wanted a position running a movie machine; 3 years experience; can give A.1 reference. Would consider managing theatre. J. J. Pivonka, Dighton, Kans. 3-29-29

**WANTED TO BUY**  
Six used Electric Fans and One Exhaust, 110 volts, 60 cycle, alternating current. Address K. A. Roberts, Severy, Kansas.

**DECIDEDLY DIFFERENT!**

WARNER BROS.  
Present  
**The "MARRIAGE CIRCLE"**  
an ERNST LUBITSCH  
Production

With

FLORENCE VIDOR  
MONTE. BLUE  
HARRY MYERS

MARIE PREVOST  
ADOLPHE MENJOU  
CREIGHTON HALE

Personally Directed by  
**ERNST LUBITSCH**

A startling story of "good-fellow" wives and a husband or two—a fearless expose of the inner shrine of the marriage circle, with its charm of true love, its romance of fidelity, its mad affairs of faithlessness, and its tragic touch of sin.

What  
Fools  
We  
Mortals  
Be!

Playing at the Liberty Theatre  
at Kansas City this week.

115 West 17th Street  
KANSAS CITY, MO.

**Film Classics**

of Kansas City, Mo.

AL KAHN,  
Pres. and Gen. Mgr.

*The***Reel  
Journal****The Film Trade Paper of the Southwest**

Hal Roach's Second Feature Production

You know how successful his first one,

"CALL OF THE WILD" was—

This one features a horse and without a doubt the most novel production ever released. Something different.

Premiere showing RIALTO, New York, starting April 6th.

*Released Here April 13th*

WE ARE READY. ARE YOU?

**Pathe Exchange, Inc.**

C. C. VAUGHAN, Branch Manager

111 West 17th Street

Kansas City, Mo.

**HURRY!**  
**Get Aboard**  
**"The FAST EXPRESS"**

and enjoy the greatest pleasure ride through 15 weeks of steady and big profits.



The big feature in Chapter Play form from a story by the famous Saturday Evening Post writer,

**COURTNEY  
 RILEY  
 COOPER**

**A UNIVERSAL  
 PICTURE**

STARRING

**WILLIAM DUNCAN**

"This is undoubtedly the fastest and best serial Universal has released to date. It's got more action than anything I have ever seen; and I'll give it my personal endorsement. You can't make a mistake by booking it." (Signed) LES WEIR.

**Universal Film Exchanges, Inc.**

LES WEIR, Manager

1710 WYANDOTTE STREET

KANSAS CITY, MO



Announcing

# 6-ART MIX-6

WESTERN PRODUCTIONS

Releasing This Week

## “THE ACE OF CACTUS RANGE”

A modern western drama for the box-office. It is so rapid, fast moving, thrilling that it holds the onlooker spellbound.

### STANDARD FILMS

111 W. 18th St.

Kansas City, Mo.

---

Next Week--Big Announcement, Watch for it

**The Reel Journal**  
*The Film Trade Paper of the Southwest*  
 Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID F. BARRETT**  
 3748 Metairie Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

### N. B.--Kansas Exhibitors

Among the important things that will be discussed at the Kansas Exhibitors convention at Emporia we have failed to mention a great many important and which emanated through attention. I probably will be taken up, but it should not hurt to make mention of it.

And that is "Bicycling of Film."

Some may think this is not an exhibitor's topic. But it is. Just as an exhibitor organization functions to receive fair play, so should it champion its member to give fair play.

Each year the Kansas Exhibitor organization has grown in strength because it has stood for some very fine business principles, and because the men at it believe in business men. The M. P. T. O. of Kansas is respected by the film people not only of this district, but of the entire United States. It has made a name for itself and very deservedly.

And too with each year there has been a steady lessening of friction between the exhibitor and the exchange. Why? Because harmony has been sought and action has been taken to make it. And now, let's try to keep it.

"Bicycling" is an extremely wrong practice and wholly unethical. We went into this subject in detail some time ago. Too much stress cannot be laid on how unprincipled it is. And it can and should be—not touched, but—eliminated.

Fair play is something that should be given on both sides. Few wrongs don't make a right. If you are playing fairly and the other fellow isn't, put the matter up to your exhibitor organization and they'll see that you receive just treatment.

Harmony is something that must exist beneath the surface to be perfect. It must be more than skin deep. And we haven't found a much better way to obtain it than by following the Golden Rule.

Each day this industry is becoming a better one. There is room for a lot of "cleaning" on both sides the exhibitor and the exchange.

Many evils have been wiped out. Let's see if we can't wipe out this one.

And, Kansas Exhibitors, be the first to wipe out "Bicycling."

## LIGGETT TO RETIRE AS EXHIBITOR HEAD

After two years' service as president of the Motion Picture Theatre Owners of Kansas, R. G. Liggett will retire from the office at the Sixth Annual convention of the Kansas exhibitors in Emporia, April 1 and 2. Mr. Liggett has been a "live wire" head, and has been very active in the functions and activities of the

central New York State, are said to be preserved with thrilling realism in the screen translation.

The role of "Leatherstocking" is enacted by Harold Miller, who played the featured part in "The Way of a Man." Edna Murphy appears as Judith Hutter, and Lillian Hall as Judith's feeble-minded sister, Hetty.

### K. C. FILM SALESMEN PLAN ORGANIZATION

The film salesmen of the Kansas City territory are organizing a salesmen's association for the purpose of "cleaning their own skirts," as they say, and to weed out the "irregulars," who have been floating bad checks in the territory and performing acts unbecoming to a real salesman. The idea of making a salesmen's organization followed a meeting of film salesmen and managers of the Kansas City territory in the office of the Metro Pictures Corp., on the afternoon of March 22.

The meeting was held under the auspices of the Film Board of Trade, and was presided over by M. A. Kahn of Film Classics, Inc. The object of the meeting was primarily for the betterment of the sales end of the industry in general, and for the purpose of accounting the salesmen more fully with the general workings of the Film Board of Trade and the Joint Board of Arbitration.

Talks on the following subjects were made by those indicated below:

Travis B. Wildman, President of the Film Board of Trade, subject "Film Board of Trade."

E. C. Rhoden, Chairman of the Board of Arbitration, subject "Joint Board of Arbitration."

Cecil Vanahan, Manager Pathe, subject "Males."

W. E. Truesd, District Manager Goldwyn, subject "District Manager's Problems."

M. A. Kahn, Manager Film Classics, Inc., subject "Irregularities."

Tom Byerle, Assistant Manager First National, subject "Irregularity of Contracts."

The salesmen were also given an opportunity to express their views on various topics, and addresses by Messrs. J. Irwin Dodson of Fox and Syd Rosenthal of preferred Pictures on "Problems of Salesmen" met with warm receptions from both fellow salesmen and managers.

A visitor, who is a sales organizer, made a remark after the meeting to the effect that it had been some time since he had seen such a large group of clean-cut, peppy, and intelligent salesmen in one group, and indicated that the exchanges were certainly lucky to have such a class of men affiliated with the industry.

### BOBBY VERNON SERIES IN EDUCATIONAL LINE-UP

Announcement is made this week of the closing of contracts whereby Educational Film Exchanges will release a series of Bobby Vernon comedies beginning in the fall of this year, and adding another production unit to the large program which E. W. Hammond, president of Educational, is arranging for the season of 1924-25.



**R. G. LIGGETT,**  
 Retiring President of the M. P. T. O.  
 of Kansas.

organization. There is some speculation as to who his successor will be, and it is probable that the new president will be an exhibitor of Kansas City or the immediate vicinity, as it is necessary that the head of the organization be close to the distributing centers.

The program for the convention has been finally arranged. It will open at the Broadway Hotel at 10 o'clock Tuesday morning, April 1. A welcome address will be delivered by the president of the Chamber of Commerce which will be followed by a closed business session lasting until 11:45. Following the luncheon the business session will continue at 1:30 and will last until 5 o'clock. The convention banquet will be at 6:30. Then come the live Exhibitors' Midnight Frolic at 11:00 p. m.

The business session of the second day will begin at 10 o'clock and will last until 12. The delegates will convene at 1:30, and the final adjournment will take place at 5:00 p. m.

Exhibitors look to this convocation as the biggest in the history of the organization.

### PATHE "LEATHERSTOCKING" SERIAL STARTS RELEASE

The week of March 23 marked the release of the new Pathe-serial "Leatherstocking," adapted from James Fenimore Cooper's famous "Leatherstocking Tales." The colorful atmosphere and spirit of high adventure which Cooper imbued into his famous stories of the early days of Con-

# Your Theatre Is Judged by Its Pictures!

The Intelligent Appraisal of the Pictures you run Means Success

Every theatre-goer in your community wants to see

## Paramount Pictures

--and they will meet with their intelligent appraisal

**E**ACH PARAMOUNT production brings out the best combination of *story, star, director*. Everything that will make these pictures a success at the box-office is put into them. And that's just what they are--box-office successes.

Paramount Pictures offer the exhibitor rich and certain box-office returns. Every theatre-goer knows of the merits of Paramount Pictures—they are his "measure of quality." They add prestige and profits to the theatres that play them.

*If it's a Paramount Picture—  
It's the best show in town!*

FAMOUS PLAYERS - LASKY CORPORATION  
ADOLPH ZUKOR, President

KANSAS CITY  
110 West 18th St.

ST. LOUIS  
3721 Washington Blvd.

TRADE MARK  
Paramount  
Pictures

Gloria Swanson  
Leatrice Joy  
Elsie Ferguson  
Lila Lee  
Nina Auld  
Dorothy Dalton  
Theda Bara  
Louis Wilson  
May McAvoy  
Richard Dix  
Walter Pidgeon  
Jack Holt  
Antonio Moreno  
Cecil De Mille  
Thomas Meighan  
Josephine Lovvick

# Paramount Pictures

## PLAY BALL!

That's about one of the boys are entering the field, and they're "rarin'" to go.

There is considerable interest among the exchanges and city exhibitors alike in the early formation of a film men's association to be composed of members of the various exchanges. And of course exhibitors, who wish to play, will be included in the line-ups. A challenge has already been issued!

Pathe-Crescent have already formed their team and issue a challenge to any one composed of people in the film business. Here's the Pathe-Crescent line-up: Jimmy Schorck, Lester Coleman, Ezra Lamson, Lomie Gerbasi, V. D. Shea, C. C. Vaughan, George Lawson, R. L. King, Chas. Hendricks, J. J. MacFadden, S. T. Black, C. E. Bessencher, J. Reiser, M. Kahn, M. A. Kip. All of these players are invited to meet at the Crescent exchange at 1 o'clock Saturday, March 25.

That's a starter — let's go fellows! If you're interested and have got the urge to play baseball, just call Kube Melcher of Selznick Distributing Corp., telephone Harrison 9180 or THE REEL JOURNAL, telephone D-4676 and you'll be registered for the Film League.

Excuse us! PLAY BALL!!!

## "THE FAST EXPRESS" A RAILROAD THRILLER

"Lee" Wen, Kansas City manager of Universal, tells us that as a rule he doesn't care particularly for serials, but that "The Fast Express," Universal's latest episode drama is the greatest thing he has ever seen.

"The Fast Express" is a fast-moving chapter play bringing in some new screen thrills. It is a railroad story with both Western and metropolitan atmosphere woven into it.

William Urban heads the cast which includes: Fifth Johnson, Edward Cecil, Jess Wolfe, Albert J. Smith, Harry Wood, and Joe Dominguez. The story was written by Conmy Riley Cooper, manager Saturday Evening Post writer.

## "BELOVED VAGABOND" SOON READY FOR RELEASE

The "Beloved Vagabond," an adaptation of the famous stage play and widely read novel by W. J. Locke, is being met and approved by John C. Brownell at the Film Booking Offices. Carlyle Blackwell plays the lead of Paragot, Albert Chase plays Ariot, Madge Stuart as Phosphor, and Phyllis Timmins plays Mrs. E. B. Worth. "The Beloved Vagabond" is an excellent entertainment should it be made into a picture. The picture lead is a fine production and sympathetic toward all forms of B. F. O. will be ready for release on Wednesday, April 21.

The "Beloved Vagabond" gathered together a large group of actors, artists and technicians, and they have been busy with him for the past few months and he has been preparing to see the filming of Thomas P. Murnau, one of the "D. H. C. boys" for his production. There are twelve scenes in the picture and it is being put in the hands of the exhibitors.

## Moving Along Movie Row

The local Vitagraph office has added four members to its force. Catherine Scott, assistant cashier, Jeanette Conant, stenographer, W. M. Miller, salesman, and Clara Ragland, inspector, are the new "Vitagraphers."

Visitors at the office of the Standard Film Co during the past week were Mrs. Helen B. Wertenberg, Empress Theatre, St. Joseph, Mo., Mr. and Mrs. F. A. Johnson, Jewel Theatre, LaHarpe, Kas.; and J. L. Perry, Odion Theatre, Coffeyville, Kas.

"Scaramouch" is playing its second week at the Royal Theatre, Kansas City. "The White Sister," another big Metro picture, will open at the Royal Easter Sunday, as well as at the Orpheum Theatre, Wichita, Kas., and the Orpheum Theatre, Springfield, Mo.

The Linwood Theatre, Tarkio, Mo., has added a stage and dressing rooms to the house in order to make room for road shows and vaudeville. The house has a capacity of four hundred and sixty four.

J. C. McGowan, of the home office of Associated First National, is in Kansas City this week assisting in the installing of a new sales system.

Charlie Sears was on Movie Row last week, and contracted for some Universal pictures for his houses in Marshall, Brookfield and Nevada, Mo.

M. L. Shear has resigned his position as salesman for A. H. Blank Film Enterprises. His successor has not been announced.

Judging from the countenances of various exhibitors we have met this week, business is improving with the weather. Ah-h-h! this Spring ozone is great!

The film boys are interested in baseball again. There's a story on this page at the top of the first column telling all about it. If you like to play ball, rustle out your paraphernalia and come out to the grounds every Saturday. It'll take some of the kinks outa ye and do you lots of good.

Wm. Turner of the Panama Theatre, Burlington, Kas., was among the out of town exhibitor visitors here this week.

Barney Shultz reports that finishing touches are being put on his new Marlborough Theatre and that he expects to open it about April 8. The theatre has a 1000-seating capacity and is nicely equipped.

E. M. Boydston of Hiawatha, Kas., was seen on Movie Row during the past week.

Russell Borg and E. A. Westcott will represent the Educational Film Exchange at the exhibitors convention in Emporia, Kas., April 1 and 2.

"The Yankee Consul," Douglas MacLean's latest comedy feature will open at the Newman Theatre May 26.

E. C. Rhoden, manager of First National, is still making regular trips to the key towns in Kansas. Returning from his last trip Saturday, Rhoden remarked that business was showing quite an improvement.

The local First National office has received some large pictures of a few of their stars, and they now hang on the wall of the office in handsome frames.

A. H. McLaughlin and S. L. Haldeman will be Metro's representative at the Kansas exhibitors convention.

H. E. Corbyn, manager of A. H. Blank Film Enterprises is out in the territory again this week in the interest of "The Santa Fe Trail" and other productions.

## INTRODUCE CENSORSHIP BILL IN OKLAHOMA SENATE

A bill has been introduced in the Oklahoma State Senate providing for the censorship of moving pictures.

The board would be composed of three members appointed by the governor. Members would serve for three years with terms overlapping. The board would have the power to censor immoral and cruel pictures. It would be composed of a chairman, a secretary and an other member.

Coming Soon



# Dorothy Devore

and

# Walter Hiers

in

## AL CHRISTIE

Special Features  
for Hutchinson Release



First Run Pictures

The Record Breaking

# SANTA FE TRAIL

*Is Making it's Mark Everywhere*

Here is a Partial List of Exhibitors Who Have Contracted for it:

Tackett Theatre,  
Coffeyville, Ks.  
Royal Theatre,  
Macon, Mo.  
Linwood Theatre,  
Tarkio, Mo.  
Beas Theatre,  
Parsons, Ks.  
Pastime Theatre,  
Lincoln Center, Ks.  
Blake Theatre,  
Webb City, Mo.  
Cozy Theatre,  
Junction City, Ks.  
Columbia Theatre,  
Kansas City, Mo.  
Rex Theatre,  
Joplin, Mo.  
Pershing Theatre,  
Joplin, Mo.  
Star Theatre,  
Ottawa, Ks.  
Lytic Theatre,  
Abilene, Kas.  
Liberty Theatre,  
Marysville, Ks.  
Victoria Theatre,  
Kansas City, Ks.  
Royal Theatre,  
Republic City, Ks.  
Royal Theatre,  
Salina, Ks.  
Opera House  
Vermore, Ks.  
Rialto Theatre  
Monett, Mo.  
Royal Theatre,  
Seneca, Ks.  
New Grand,  
Pittsburg, Ks.  
Star Theatre,  
Nevada, Mo.  
Eagle Theatre,  
Herington, Ks.  
Osage Theatre,  
Kansas City, Ks.  
Electric Theatre,  
Independence, Mo.  
Lisc Theatre,  
Kansas City, Mo.  
Roanoke Theatre,  
Kansas City, Mo.



ARROW presents

**NEVA GERBER**

in

**"The Santa Fé Trail"**

**with - Jack Perrin**

*The Greatest Chapter Play of All Time*

Written and Directed by Robert Dillon



Lyceum Theatre,  
Leavenworth, Kas.  
Hubbell Theatre,  
Trenton, Mo.  
Wichita Theatre,  
Wichita, Kas.  
American Theatre,  
Kansas City, Mo.  
St. John Theatre,  
Kansas City, Mo.  
Queens Theatre,  
Kansas City, Mo.  
Bancroft Theatre,  
Kansas City, Mo.  
Strand Theatre,  
Hays, Ks.  
Crystal Theatre,  
Topeka, Ks.  
Royal Theatre,  
St. Joseph, Mo.  
Marshall Theatre,  
Manhattan, Ks.  
Majestic Theatre,  
Mulberry, Ks.  
Grand Theatre,  
Springfield, Mo.  
Kelley Theatre,  
Iola, Ks.  
Rex Theatre,  
Arkansas City, Ks.  
Baxter Theatre,  
Springer, Mo.  
Strand Theatre,  
Osage City, Ks.  
Princess Theatre,  
No. Topeka, Ks.  
Eblon Theatre,  
Kansas City, Mo.  
Liberty Theatre,  
Hutchinson, Ks.  
Empire Theatre,  
Sterling, Ks.  
DeGraw Theatre,  
Brookfield, Mo.  
Rex Theatre,  
Marsville, Mo.  
Peoples Theatre,  
Garnett, Ks.  
Empress Theatre,  
Fl. Scott, Ks.

**A. H. BLANK FILM ENTERPRISES**

PHONE GRAND 5151

130 W. 18th St.

Kansas City, Mo.

## TRUE TAKES ISSUE ON PRINCIPLES INVOLVED

Commenting on the recent action of W. A. True and Carl Anderson in organizing a Theatre Owners Distributing Corporation under the laws of the State of New York, stockholders of the Theatre Owners Distributing Corporation (of Delaware) have issued a statement in part as follows:

"The action is the more surprising when we learn that Mr. True and Mr. Anderson formed this new company unbeknownst to the remaining stockholders and directors and officers of the Theatre Owners Distributing Corporation and while Mr. True and Mr. Anderson were both officers and directors of the company. It is our purpose to use every means to protect the interests of the stockholders of the Theatre Owners Distributing Corporation (of Delaware) and to see that the moneys due this company from the Anderson Pictures Corp. on account of distribution of the Theatre Owners Distributing Corp. picture 'After the Bill' will be paid to the Theatre Owners Distributing Corp. (of Delaware) which has a contract with the Anderson Pictures Corp. regarding same. \* \* \* We feel it manifestly unfair and an injustice to the present stockholders of the Theatre Owners Distributing Corp. (of Delaware) to permit the use of the name of this company by Mr. True and Mr. Anderson."

In an interview, Sydney S. Cohen stated that he personally wished Mr. True success with any business enterprise, but that he felt that the industry would be better served if Mr. True and Mr. Anderson were to use some other name for their corporate business purposes than Theatre Owners Distributing Corporation. "As a matter of fact the name of this corporation does not mean so much by itself. It is the individualities associated with the company and the effort exerted by them that counts; but in this case fifteen months of time and considerable moneys belonging to stockholders in different parts of the country have been used in advertising and exploiting the Theatre Owners Distributing Corporation, and I am firmly of the opinion that this name belongs to those people who have advanced the moneys to defray the expenses incident to the maintenance of the company."

"That William A. True has thrown his hat in the ring to fight to a finish for a realization of his broad cooperative plans which he and other leaders exploited over a year ago may be gleaned from extracts of a letter which he wrote to Sydney S. Cohen under date of March 15, 1924. 'I have at no time sought to dodge any of the responsibilities which I assumed, but quite to the contrary I have contributed liberally of my money and my time to protect and safeguard the interests of the company and the investments of its minority stockholders who had no vote and no voice in the operation of the business. While I was the president of the corporation I repeatedly attempted to clear the way toward distributing pictures to distributors. That was the purpose for which I organized, but inevitably I was blocked by my fellow members on the Board and at no time did any one of them offer me a substitute plan that could in any way create the purpose of the corporation.' \* \* \* As I have told you before, and as I told

them, I intend to take care of the exhibitor stockholders of the Delaware corporation by being not on the Board and I have to fear that my conduct in this matter will be misunderstood by any fair-minded man."

## FIRST NATIONAL ACTS ON PRINT SITUATION

Following the reduction of the price of raw stock to 10 cents announced by Eastman, Associated Independent Pictures announced a new policy by which they will take full advantage of the lower price on raw stock by the additional prints on First National pictures.

"The print 'idiot,' stated E. A. Eschmann, general manager, "is to the motion picture industry what the bull level is to the cotton grower. He is a dull exhibitor has been the major and despite the most meticulous care the print which reaches him after extended first runs was not always in proper condition. With the reduction of the price of raw stock, an opportunity is afforded First National is the first distributor to take advantage of it."

As a result of this new policy, First National will have more prints in circulation and consequently the subsequent run exhibitor will be assured of prints in better condition. The exchanges will be able to obtain plate dates closer to release dates so that the exhibitor may obtain the greatest benefit from advance publicity and general advertising. In the instance of the big productions, with more prints available, the smaller exhibitor can announce his own attractions closer to key city representation.

## "A SOCIETY SCANDAL" HAS BIG SELLING POINTS

"A Society Scandal," a Paramount current release, has nearly everything that is necessary for a box office attraction. The title, the title, and the production are all on par to draw the patron to the movie fan.

John S. Brown, who stars, wears gorgeous gowns and other striking outlinings of good style. This alone in past productions. The good direction of Allan Dwan, who made "Robin Hood," "Zaza," and "Big Boy," the strong cast which includes Rod C. Pyle, Ricardo Cortez, and other big names, and the splendid original plot make it a very interesting picture.

The New York Theatre, Kansas City, placed it on the list with great success.

## MOUNTAIN GROVE THEATRE HAS 15 PIECE ORCHESTRA

Few small town theatres in the United States can boast of a fifteen-piece orchestra. The Missouri Theatre at Mountain Grove, Mo., has the distinction of being one of the few. Film salesmen state that W. Paul Bowlin, manager of the Missouri, is having unusual success and that the orchestra has become a popular feature of his house.

The instruments present in the Missouri orchestra include a piano, two cornets, three saxophones, two clarinets, two trombones, a bass horn, two alto horns, a marimbaphone, three violins, a cello, drums, and bells, some of the player "doubling" on instruments.

Mr. Bowlin has added much to the attraction of the house since he became manager fourteen months ago. He has given the patrons the best pictures, and prior to his introduction of the fifteen piece orchestra, he furnished entertainment with an orchestra of eight pieces.

## FAMOUS AUTHORS LISTED IN UNIVERSAL'S 3

Although the first half of Universal "36," as announced a few weeks ago, contained several photoplays written originally for the screen and by authors not nationally known, the greater percentage of Universal's "36" will be books and plays or published stories written by world famous authors.

Among the writers of world-wide fame are I. A. R. Wylie, who wrote Mary Philip's picture "The Inheritors," is an author equally well known in England and in America. "Gauriel Calanary" Saturday Evening Post story which has been made into a comedy drama for Ho Gibson, was written by William Dudd Pelley. Earl Derr Biggers, who wrote "Love Insurance," the novel from which Raymond Denney's "The Reckless Ag" was adapted, is equally well-known as novelist and playwright.

Wadsworth Camp, who wrote "The Signal Tower," which is a starring vehicle for Virginia Valli, is a magazine writer whose works have been found exceptionally well adapted to moving pictures. M. Frances Hodgson Burnett, Perley Poe Sheehan, Booth Tarkington, who contribute "The Turnoff," Byron Morgan, Kathryn Norris, whose novel "Batteril" will be adapted, Mary Roberts Rinehart and George Barr McCutcheon are other who have stories represented on the Universal schedule.



## BETTY COMPSON

### in "MIAMI"

An Alan Gesland Production  
Produced by Tilkord Cinema Corp.

for HODKINSON RELEASE

Season 1924-1925 Thirty-First Run Pictures



For a Season of Prosperity

First National Pictures

A Few Achievements  
of the past season

- "Penrod and Sam"
- "Circus Days"
- "Ashes of Vengeance"
- "Potash and Perhutter"
- "Flaming Youth"
- "Ponjola"
- "Black Oxen"
- "Eternal City"

Quality products always  
command the market!  
First National IS First

Pledges for the  
coming season

- "Why Men Leave Home"
- "Song of Love"
- "When a Man's a Man"
- "Boy of Mine"
- "Love Master"
- "Enchanted Cottage"
- "Lilies of the Field"
- "Flooding Gold"

# Harold Bell Wright's

powerful & novel

## "When a Man's a Man"

(1,400,000 copies—\$34)

"It is as I wrote it."  
Harold Bell Wright



A First National Attraction

See it when attending the CONVENTION

STRAND THEATRE, EMPORIA, KANSAS—MARCH 31—APRIL 4

ASSOCIATED FIRST NATIONAL PICTURES, Inc.

## NATIONAL CONVENTION DATES SET FOR LATE MAY

Announcement is made that the Motion Picture Theatre Owners of America have removed their offices from 132 West 43rd Street, New York City, to 25 West 43rd Street, the National Association Building.

At a meeting of the Convention Committee, held at the new offices on Wednesday, March 19th, the dates of the convention were set as Tuesday, Wednesday and Thursday, May 27, 28, and 29. The National officers, board of directors and executive committee will meet on Monday, May 26, for the submission of reports and final convention plans.

Full arrangements for the National Convention at Boston are being made. Committees on Transportation, Convention hotels, program, entertainment, etc., are now being designated and detailed announcement of same will be made next week.

## ACTION MARKS F. B. O. PRODUCTION ACTIVITIES

In striking contradiction of all reports of a Hollywood slump, is the rush of production activity at the big F. B. O. studios.

Not only are the F. B. O. units in action, with Al Santell directing Matt Moore and Patsy Ruth Miller in "Fools in the Dark" and Mal St. Clair directing Alberta Vaughn in "The Telephone Girl" series, but there are a number of independent units in operation.

Ruth Roland, directed by Tod Browning, is making "Dollar Down" for Co-Artists Productions; Doug MacLean is producing another comedy along the lines of "Going Up" and "The Luckiest Conf." called "Never Say Die"; Emory Johnson is completing his fifth attraction for F. B. O. tentatively titled "Swords and Plowshares" from his mother's story, featuring Mary Carr and Johnnie Walker; Chester Bennett is preparing to film a new production starring Jane Novak; Charles Seeling has just completed "Vauclue Madness," starring Billie Dove, Walter Long, George Larkin and others; Richard Talmadge has just finished his second comedy-drama for Triart, which was directed by Jimmy Hume; Harry Carey is at work in the second of his series of Hunt Stromberg Productions and other stars of note will begin soon.

## A NATIONWIDE INTEREST IN LLOYD'S "GIRL SHY"

Following the announcement last week of the release of Harold Lloyd's latest comedy "Girl Shy" on Easter Sunday, the Pathe Home Office reports that they have received a veritable deluge of communications from exhibitors in connection with the new comedy. They state that a great many of these communications hailed the title "Girl Shy" as being admirably suited to exploitation and expressed

their determination to spare no effort in the proper presentation of the subject in their respective localities.

According to many of the communications, fans who have followed Lloyd's past successes ask the question as to whether he can maintain the pace in new production. Pathe officials express the conviction that Lloyd in "Girl Shy" will not only satisfy his great army of admirers all over the world that he can also maintain, but will set a new mark in the field of comedy entertainment.

## Bargains Not Always Economy

—But in a Foto-player it is.

We have a Style 20—just like new and guaranteed exactly as we guarantee new ones.

On this instrument there is a positive

**Saving of \$1125**

We have also a Style 35 Foto-player Pit Organ, with all traps that would be required to play any kind of a picture. On this Organ there is a

**Saving of Almost One-Third**

—and it carries the same guarantee as a new organ.

Payments as low as

**\$10 a Week**

Small payment down. We pay the freight and make delivery.

In addition we have some amazing bargains in Picture Show and Cafe Automatics. Full particulars gladly furnished on request.

## J. W. Jenkins' Sons' Music Co.

1015 Walnut Street

Kansas City, Mo.



ANOTHER BOX OFFICE WINNER  
From  
ENTERPRISE DISTRIBUTING CORP.

Coming Soon—

# Dorothy Mackaill

in a  
**Frank E. Woods**  
Special Production  
for **HODKINSON**  
**RELEASE**  
First Run Pictures



**3 F.B.O. Exchanges**  
working with might and main  
to supply play dates to a mighty  
host of Exhibitors, who have  
written — called — phoned and  
wired for Harry Ascher's big  
Special Production —

**"BY  
DIVINE  
RIGHT"**

ing ELLIOTT DEXTER, Mildred Harris and great cast.

ven't secured your play dates on "BY DIVINE RIGHT" better do so without delay. Here's a big time  
e production along the theme of "The Miracle Man" that is bound to pack 'em in, please them and send  
out boosting for the picture and for your house. Your nearest F. B. O. Exchange will give your request  
e attention.

**BOOKING OFFICES** OF AMERICA, Inc.  
Snowden Bldg., Kansas City, Mo.  
312 Olive St., St. Louis, Mo.  
127 So. Hudson St., Oklahoma City.  
106 S. Cross St., Little Rock, Ark.



# :: Kansas City Trade Directory ::

Here is a List of Leading Film Exchanges and Dealers of This Territory.  
Deal With These Recognized and Established Firms.

## EXCHANGES

### NATIONAL DISTRIBUTORS

### STATE RIGHTS

### EQUIPMENT.

#### ASSOCIATED EXHIBITORS, Inc.

111 West 17th St.  
Dan Martin, Manager  
V. D. Shea, Booker  
Telephone—Harrison 8645

#### METRO PICTURES CORP.

1706-08 Wyandotte St.  
A. H. McLaughlin, Mgr.  
Telephone—Harrison 7930

#### CRESCENT FILM CORP.

115 West 17th St.  
M. A. Kahn, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

#### COLE THEATRE SUPPLY CO.

Powers Machines  
109 West 18th St.  
T. F. Cole, Manager  
Telephone—Harrison 2231

#### ASSOCIATED FIRST NATIONAL PICTURES, Inc.

1712-14 Wyandotte St.  
E. C. Rhoden, Manager  
T. O. Byerle, Asst. Mgr.  
Ralph J. Heit, Booker  
Telephone—Harrison 8623

#### PATHE EXCHANGE, Inc.

111 West 17th St.  
C. C. Vaughan, Manager  
V. D. Shea, Booker  
Telephone—Harrison 8645

#### ECONOMY FILM SERVICE

The Mail Order Exchange  
No Contracts  
117 West 17th St.  
Bernard C. Cook, Manager  
Telephone—Harrison 4661

#### CHAS. M. STEBBINS PICTURE SUPPLY CO.

Motigraph DeLuxe Machines  
1818-22 Wyandotte St.  
C. M. Badger, Manager  
Telephone—Grand 0134

#### V. H. BLANK FILM ENTERPRISES

130 West 18th St.  
H. E. Corbin, Manager  
J. T. O'Neil, Booker  
Telephone—Grand 5151

#### SELZNICK DISTRIBUTING CORPORATION

1820 Wyandotte St.  
M. A. Tanner, Manager  
L. B. Lewis, Booker  
Telephone—Harrison 9180

#### FILM CLASSICS, Inc.

115 West 17th St.  
Al Kahn, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

#### YALE THEATRE SUPPLY CO.

Simplex Machines  
108 West 18th St.  
C. D. Struble, Manager  
Telephone—Grand 2923

#### FILM BOOKING OFFICES OF AMERICA, Inc.

Snover Bldg., 18th & Balt  
Roy E. Churchill, Mgr.  
Charles Oliver, Booker  
Telephone—Harrison 3257

#### UNITED ARTISTS CORPORATION

7th Floor Davidson Bldg.  
F. B. McCracken, Mgr.  
E. J. Doty, Asst. Mgr.  
Clair Woods, Booker  
Telephone—Grand 1822

#### PREFERRED PICTURES

115 West 17th St.  
Svd. Rosenthal, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

#### K. C. SCENIC CO.

Drops and Curtains of all Kinds  
24th & Harrison Sts.  
Telephone—Harrison 2735

#### FOX FILM CORPORATION

190 Wyandotte St.  
M. A. Levy, Manager  
V. M. VanDeker, Asst. Mgr.  
Ed. Soble, Booker  
Telephone—Harrison 7283

#### UNIVERSAL FILM EXCHANGE

1710 Wyandotte St.  
Les W. Weir, Mgr.  
L. E. Harrod, Booker  
Telephone—Harrison 5624

#### RICHARDS & FLYNN FILM EXCHANGE

113 115 West 18th St.  
N. J. Flynn, Manager  
Fred Thompson, Booker  
Telephone—Harrison 8351

#### L. E. FORESTER & CO.

"The Best Rubber Stamps"  
24-Hour Service  
703 East 8th Street  
Telephone—Victor 9129

#### GOLDWYN-COSMOPOLITAN DIST. CORP.

Snover Bldg., 18th & Balt  
W. E. Truog, Manager  
W. C. Havens, Asst. Mgr.  
"Galt" Jones, Booker  
Telephone—Harrison 3225

#### VITAGRAPH, Inc.

3rd Floor Davidson Bldg.  
C. A. Shultz, Manager  
C. W. Allen, Asst. Mgr.  
L. F. Darland, Booker  
Telephone—Harrison 8304

#### STANDARD FILMS

111 West 18th St.  
F. J. Warren, Manager  
Jack Langan, Booker  
Telephone—Grand 1318

#### THE KEYSTONE PRESS

Printing For the Trade  
Herald, Programs, Etc.  
19th & Wyandotte Sts.  
Telephone—Delaware 976

#### W. W. HODKINSON CORPORATION

111 West 18th St.  
Charles Knickerbocker, Mgr.  
C. M. Parkhurst, Booker  
Telephone—Harrison 0919

This directory will be published in the first issue of each month. Changes of copy must be in our office one week in advance of publication date.

# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## OLLER BROTHERS

THEATRE ARCHITECTS

Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**KC Engraving & Colorplate Co.**  
8<sup>th</sup> and Walnut - Kansas City  
Perfect Plates for all  
Printing Purposes  
"on time" service  
**Main 4707**  
A. W. PETERS - J. L. STEPHENSON - W. E. LUDWIG

*Smiling Service!*



Archie Josephson, President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish to pay more --and risky to pay less.*

Absolutely Fireproof

150 Outside Rooms with Bath  
\$1.50, \$2.00, \$2.50

PRINTING FOR THE TRADE

## Keystone Press

19th & Wyandotte Sts., K. C., Mo.

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel Standard Opera Chairs.

THE CHAIR THAT'S ON THE SQUARE

Lowest Prices Quick Delivery

KEEP YOUR BOBBIES STRIGHTER

### "SHURE--BRITE"

The newest brass polish works quicker, shines brighter, costs less. Used by Frank Newman's Royal Theatre, Westgate Hotel, Bray Hotel, Unity Inn and others.

\$1.00 Per Gallon, Prepaid

SHURE CHEMICAL PRODUCTS CO.

504 West 9th Street

Kansas City, Mo.

On Any Occasion—

"Say It With Flowers"

THE OWL FLORISTS

BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

# Announcing

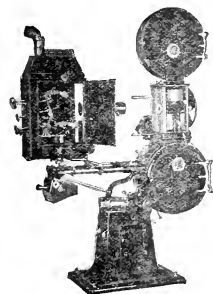
## OUR NEW LOCATION

1818-22 Wyandotte Street

TELEPHONE--GRAND 0134

CHAS. M. STEBBINS  
PICTURE SUPPLY CO.

Distributors of MOTIOGRAPH DE LUXE Projectors



## ST. LOUIS TRADE EVENTS

By David F. Barrett

### SELZNICK TO PRODUCE IN ST. LOUIS—RUMOR

It is rumored in St. Louis that the Selznick interests may establish a production unit in this city. Lewis J. Selznick visited St. Louis March 19 and 20, and he made a thorough examination of the studio of the General Film Manufacturing Co. of which Harry F. Tacke and Romaine Fielding are the heads.

At the local Selznick offices it was stated that Mr. Selznick merely paid a social call to the city to visit his friends, and although he made a complete inspection of the General studio it was denied that a contract had been considered for the General Film Co. to produce for Selznick distribution.

However, those of authority insist that Mr. Selznick isn't in the habit of paying 1000-mile social calls. The fact that Selznick didn't sign the visitor's register at the General Film Company's studios also is regarded as having some significance.

### OPENING OF NEW THEATRE MARKED BY CELEBRATION

The Hurley B. Gould Enterprises opened their new 750-seat Avalon Theatre, Lawrenceville, Ill., on Monday, March 17, the St. Louis film exchanges being represented 100 per cent at the grand opening festivities.

Herbert Krans, St. Louis manager of Paramount had been appointed a committee of one by the St. Louis Film Board of Trade to make arrangements for the visit to Lawrenceville and fixed matters so that the managers and others who desired to make the trip lost but four hours from their work.

Due to his efforts a special sleeper and diner for the St. Louis film colony was hooked on to the Baltimore & Ohio railroad's crack non-stop St. Louis-New York train which makes a brief stop for a change of engines in Lawrenceville.

Mr. and Mrs. Gould met the delegation at the station with a fleet of automobiles and the entire party was then taken to Mrs. Gould's famous paddock to view her bevy of thoroughbred race horses. The Gould stable is known wherever the hot-tails run.

The theatre opened to capacity business with "Scaramouche" as the feature attraction. The lobby was filled with beautiful floral tributes from leading business and professional men of Lawrenceville and vicinity, as well as the usual congratulatory messages from leaders of the film world.

Following the show the Goulds were hosts at a banquet Lawrenceville city officials and the St. Louis film men being the guests of honor. Covers were laid for sixty people. A special orchestra furnished music for the occasion. The dinner was followed by a dance and card party.

Lawrenceville will long remember the opening of the Avalon which is indeed a credit to the town and to its owner.

### BRIGHT BITS and NEWSY NOTES

D. J. Shea who formerly worked for F. B. O. at Salt Lake City has been added to the local Universal sales staff.

Gerald E. Akers, district manager for Universal has gone to Chicago to attend a sales conference.

C. D. Hill, manager for W. W. Hodkinson Corporation has added three new salesmen to his contract chasing staff. They are J. S. Safferty and Chester H. Stewart, formerly with Universal and William Keller who until recently worked for Educational out of Minneapolis.

Harry Graham, manager of the St. Louis Pathe office has announced that the Missouri Theatre, Grand and Lucas avenue, will have the St. Louis first-run of Harold Lloyd's new classic "Girl Shy." It has been set in for an early April showing.

Miss St. Louis (Charlotte Nash) who was the sensation of the last Atlantic City Beauty Pageant, losing first honors because the judges thought it would be out of place to pick a lobbied hair beauty for Miss America has insured against "scarring or other blemish" in the sum of \$100,000 the beautifully seductive dimples that captivated all who saw her. The big policy was laced through Lloyds of London. Miss St. Louis, a protegee of Romaine Fielding of the General Film Company may appear in movies next Summer.

Out-of-town exhibitors seen along Picture Row during the past week were: C. E. Brady, Broadway Theatre, Cape Girardeau, Mo.; Green Lutz, Majestic Theatre, Jacksonville, Ill.; C. C. Calvin, American Theatre, Washington, Mo.; Charles Goodnight, Desoto, Mo.; F. M. Francis, Lincoln Theatre, Charleston, Mo.; O. W. McCutcheon, Sikeston, Mo.; Jim Reilly, Princess Theatre, Alton, Ill., and Tom Reed, Duquoin, Ill.

A. J. McAllister, representing the Lee Bradford Corporation of New York on March 19 closed a contract with the Columbia Picture Corporation of St. Louis whereby their organization obtains the Eastern, Missouri and Southern Illinois rights to ten selected feature pictures. The stars in the new series include Mae Allison, Richard Travers, Johnny Walker, Jackie Saunders, Zenith Keith and Montague Love. The release days on the pictures have not been set.

The Mississippi Valley Waterway Association of St. Louis has been invited to sponsor a trip to be made to the South Sea Islands by former Mayor William Hale Thompson of Chicago next July to take motion pictures of fish that climb trees. Thompson bet \$25,000 that he can obtain views of such fish, and is having a

special boat built to make the 8,000 mile journey in quest of his object.

Phil Cohen, owner-manager of the Lyric Theatre, East St. Louis, has close a deal with the Columbia Picture Corporation of St. Louis whereby he paid \$10,000 for the East St. Louis first-run right on the entire 1924-25 output of specific features to be released by the exchange. The Lyric is the largest theatre in the Southern Illinois metropolises.

The question of Sunday closing of theatres in Dixon, Ill., is to be submitted to a vote of the citizens of that town on April 1. The City Commission at a recent meeting refused to pass a "blue" ordinance that would have closed all amusement places on Sunday, presented by church organizations. The commission decided that an election was the best way to settle the problem.

The Columbia Picture Corporation of St. Louis has been issued a certificate of incorporation by Secretary of State Becker. The capital is \$10,000 and the company is authorized to buy, sell, rent and lease motion picture films, etc. The incorporators are Barney Rosenthal, Steinberg and Robert G. Taylor. Prior to forming their own exchange Rosenthal, Steinberg and Taylor were in charge of the St. Louis office for Universal Pictures. They recently closed a lease of the present Metro quarters in the Plaza Hotel building as a permanent location for their exchange.

Larry Demuth, student president, and Edmonds Yarbrough and Leslie Aaron students at Missouri University, Columbia, Mo., were arrested on March 22 for throwing an egg at an actor playing the Columbia Theatre, Columbia that night of March 19. They gave bond for their appearance in Police Court on March 27 to answer a charge of peace disturbance. Officials of the University may take a hand in punishing the culprits.

Shelbyville, Mo., motion picture theatre was damaged in a fire which did \$50,000 damage in the business section that town on March 19. The fire starts in a garage building. The post office was also damaged.

### CHANGES AT PARAMOUNT.

William F. DeFrenne, sales manager for the local Paramount office has been transferred to Louisville, Ky., to work on of the Indianapolis exchange. Later it said he will take charge of the exchange. Paramount plans to open in Louisville A. L. Baggott for the past four years Southern Illinois salesman has been promoted to DeFrenne's old position.

George Gambrill, well known local newspaper man and motion picture critic on April 1 will assume charge of the exploitation department of the local Fox unit. Players-Lasky office. Prior to this entrenchment program of the Paramount organization Gambrill handled the exploitation in this territory.

# BOX-OFFICE REPORTS

## FAMOUS PLAYERS

**Her Gilded Cage**, Gloria Swanson—A fair production that played to a fair business.—J. C. McKee, Electric Theatre, Bolivar, Mo.

## FIRST NATIONAL

**Woman Conquers**, Katherine MacDonald—Splendid. Book it.—Ira D. Cooley, Peoples Theatre, Spickard, Mo.

**The Hottentot**, Douglas MacLean—If you want to fill your house, book in this one. More excitement than any picture.—E. D. Larson, Peoples Theatre, Moran Kas.

**Omar The Tentmaker**, Guy Bates Post—Very strong. Pleased everyone. A big picture that will get good money.—Ira D. Cooley, Peoples Theatre, Spickard, Mo.

**Skin Deep and Brawn of North**—If business is poor, book in these two pictures and they will fill your house.—E. D. Larson, Peoples Theatre, Moran, Kas.

**Deuce of Spades**, Charles Ray—Excellent. Good box-office stand-up.—Ira D. Cooley, Peoples Theatre, Spickard, Mo.

**Rose of the Sea**, Anita Stewart—Very good for any small town theatre.—Ira D. Cooley, Peoples Theatre, Spickard, Mo.

## F. B. O.

**When Love Comes**, Helen Jerome Eddy—A very good picture, typical of "the old home-town stuff." It pleased my audience.—H. M. Welk, Star Theatre, Altoona, Kas.

**Judgment of Storm**, All Star—It's great book it today. Ran it a week. Give it more like it.—Martin Finkelstein, Apollo Theatre, Kansas City, Mo.

**Fighting Blood**, Geo. O'Hara—They are good and draw well. Book them. Small towns go for it.—Ira D. Cooley, Peoples Theatre, Spickard, Mo.

**Fighting Blood**, Geo. O'Hara—I did not have much faith in this series, for my patrons; in fact, started them off with the poorest business this year. But with the third round on now I hear people commenting on it that I least expected. It's going over big.—H. M. Welk, Star Theatre, Altoona, Kas.

## VITAGRAPH

**On the Banks of the Wabash**, all star—There's one thing about Vitagraph, they don't put a blanket mortgage on

your theatre to pay for the picture. We did more business on this picture than on many others from other exchanges that cost us ten times as much. Vitagraph Okey.—C. C. Vaughan, Art Theatre, K. C., K.

**Horsehoes, Larry Semon**—Semon comedies are always good. We only wish that other companies could be relied upon for good consistent pictures as we can rely on Vitagraph. If some other company had Semon the prices would be out of sight.—C. C. Vaughan, Art Theatre, K. C., K.

**Midnight Alarm**, Alice Calhoun—A dandy picture. A thrilling fire scene as well as a good story. Price right. Very few people saw it, but the Lord knows it's not my fault nor the picture's. Town is busted. Patrons all said, fine, fine.—G. A. Kahn, Ellis, Kas. Crystal Theatre.

**Masters of Men**, Alice Calhoun—Patrons well pleased. Best yet. No business. No money here. I consider it a crime to show such a wonderful picture to so few people. Makes me feel like putting a lock as big as a box car on my theatre door.—G. A. Kahn, Crystal Theatre, Ellis, Kas.

**Banks of the Wabash**, Mary Carr—Fine picture. Good drawing card. Wonderful picture. Drew good business and pleased. All Vitagraph pictures are good. Have played most of their specials. Will make money any place. Can be bought at a let-live price and Vitagraph will treat you fine. Book all of them.—J. M. Bailey, Waverly, Kas. Bailey Theatre.

**Pioneer Trails**, Cullen Landis—Great. In some exchanges owned this picture they would charge \$100.00 for it. Vitagraph wants your business and will give you courteous treatment in return. Buy it. None has one better than this.—J. M. Bailey, Bailey Theatre, Waverly, Kas.

## WARNER BROS.

**Little Church Around Corner**, Claire Windsor, Kenneth Harlan—We need more like this to please the small towns and put pictures where they will not only get cash but help the people.—Opera House, St. James, Mo.

Fox Film Corporation has completed the screen version of "It Is the Law" at their Eastern studios. Arthur Hohl, who plays the dual role of Albert Woodruff and "Sniffer" was the originator of the role in the stage play.

## CURRENT RELEASES

### ASSOCIATED FIRST NATIONAL

**The Marriage Cheat**, Leatrice Joy.  
Built on a Blue Sky (Smith) (2).  
Felix Luses Out (1).

### EDUCATIONAL

Killing Time, Hamilton Comedy (2).  
Safe and Sane, Christie Comedy (2).  
Kingrams, two each week.

### ENTERPRISE

Bandit of Painted Gulch, Roy Stewart (5).  
Cooked to the End, Mack Sennett Star Comedy Cast (2).

### FAMOUS PLAYERS

Peter the Great, all star.

### FOX

Arizona Express, Special (7).  
Slippery Decks, Educational (1).

### GOLDWYN

Three Weeks, Genral Nagel, Albie Pringle (9).  
Revelation, Viola Dana (6).

### PATHE

Swift and Strong, Grandland Rice Sportlight (1).  
Friend Husband, Suah Dollard (1).  
Seeing Things, Our Gang (2).  
Rummy! Wild, Asop's Table.  
Birds of Passage (2).  
Leatherstocking Tales, Ep. 3.  
Pathe Review No. 14.  
Topics of the Day, No. 14.  
Pathe News, Nos. 30-31.

### STANDARD

Up and at 'Em, Jack Perrin (5).  
**UNIVERSAL**  
The Dancing Cheat, Herbolt Rawlinson (5).  
The Law Forbids, Baby Peggy (6).  
East Express, Ep. 5.  
Checking Out, Harry Sweet (2).  
International News, two each week.

## CLASSIFIED ADVERTISING

Two Cents per word payable in Advance  
No Ads Accepted for Less Than 50c.

### FOR SALE

Simplex motor driven fire light, A-1 condition. Guaranteed. New Intermittent, \$180.00, with rewind and extra reels. E. Dewhirst, Beverly, Kas. 4-5

### FOR SALE

Good theatre in some best town. Everything in first class condition. No competition. Priced right. Menefee & Sons, Hoxie, Kas. 4-5

### WANTED

Theatre in town less than 3,000 population. Give full particulars first letter. Cash proposition. Address Geo. B. Woodbridge, Milan, Mo.

### POSITION WANTED

Position wanted as manager of theatre; salesman or representative of some good film exchange. Would consider renting or leasing a good paying theatre. Age 25. Married. 5 years theatre and film experience. Reasonable salary or commission References. Address A. W. Reel Journal. 3-29

### FOR SALE

At a bargain, an unusually good small town theatre. No competition. Equipped for pictures and legitimate. Everything first class. Address J. W. Reel Journal. 3-29

### LEASE OR RENT

Wanted to lease or rent, picture theatre in the Kansas City exchange district. Give full particulars first letter. Address L. J. Reel Journal. 3-29

### FOR SALE OR TRADE

Three Large Direct Current Fans, almost new. Will trade for A. C. Current fans or sell reasonably. Address R. E. Nicholas, New Cozy Theatre, Osage City, Kans. 3-29

### POSITION WANTED

Wanted a position running a movie machine; 3 years experience; can give A. J. reference. Would consider managing theatre. J. J. Pivonka, Dighton, Kas. 3-29-29

## Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL,  
19th & Wyandotte Kansas City, Mo.

My opinion on pictures recently played here is as follows.

Title .....

Star .....

Producer .....

Remarks .....

Title .....

Star .....

Producer .....

Remarks .....

City .....

Theatre .....

Exhibitor .....

If Every Exhibitor Does His  
Duty There Will be No Mediocre  
Pictures

**You exhibitors who are fed up  
on ordinary pictures and who  
want something that will electri-  
fy your box office as well as  
your patrons, read what the  
film men say of**

# **"DAMAGED HEARTS"**

a T. Hayes Hunter production, written by Basil King, played by an all star cast  
that you can boost to the skies

**MARY CARR - TYRONE POWER - EDMUND BREESE  
EFFIE SHANNON - SARA MULLEN**

"Moving Picture World" said: "Again F. B. O. scores . . . scenes that the camera's eye could not overplay from standpoint of audience interest . . . excellent subject for any house . . . exploitation from almost any angle."

"Movie Weekly" said: "DAMAGED HEARTS is one of the most unusual pictures we have ever seen . . . different in its locale . . . assuredly out of the ordinary . . . If the ordinary pictures bore you, have a try at 'Damaged Hearts'."

## **What More Can You Ask For?**

What more can you ask? A. T. Hayes Hunter production, written by the celebrated Basil King, one of the world's greatest living writers . . . Tremendous possibilities from audience interest in exploitation of character of Hunchback . . . Big time press sheet packed with wonderful ideas . . . remarkable paper . . . everything set for money making for you.

**FILM BOOKING OFFICES OF AMERICA, Inc.**

Snower Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.

127 S. Hudson St., Okla. City, Okla.  
106 S. Cross St., Little Rock, Ark.

*The***Reel  
Journal****The Film Trade Paper of the Southwest****Ha--Ha--Ha!****Ho--Ho--Ho!!****He--He--He!!!*****Laugh This Off--*****THE 100 PER CENT MOVIE FAN.**

Larned, Kas. (To The Star) Sam Parker, janitor of the Presbyterian church of this city, has planned a trip to Oregon for several weeks, but has delayed it because he did not want to miss any of the episodes of a moving picture serial at one of the local theaters. The last episode will be shown Saturday night, and Mr. Parker expects to leave immediately for Oregon, happy in the assurance that he hasn't missed anything. Motion picture exhibitors everywhere will be glad to have this eloquent testimonial as to the pulling power of serial pictures.

—From The K. C. Star.

**Pathe Exchange, Inc.**

C. C. VAUGHAN, Branch Manager

111 West 17th Street

Kansas City, Mo.



The  
**CAPITOL**

World's  
 finest and  
 largest  
 theatre

**BOOKS**

*The*

**H.B. WALTHALL - ALICE LAKE**  
 AND BIG CAST IN

**UNKNOWN PURPLE**

IN every city, town, village and hamlet, people have heard of the sensationally successful stage play "THE UNKNOWN PURPLE" by Roland West and Carlyle Moore.

Now you get it, with all magic lure of mystery, greatly enhanced as a photodrama.

Advertise "THE UNKNOWN PURPLE" as a picturization of the great stage version, only far more thrilling, gripping and entertaining. You have Henry Walthall to talk about, Alice Lake, Stuart Holmes, Ethel Grey Terry, Helen Ferguson and a host of other screen favorites. Because of its extraordinary qualities, Roxy Rothafel, of the world's largest and finest theatre, the Capitol, picked "THE UNKNOWN PURPLE" from a number of big-time productions that were his to choose from. Waste no time in arranging your play dates NOW



**FILM BOOKING OFFICES OF AMERICA, Inc.**

Snover Bldg., Kansas City, Mo.  
 127 So. Hudson St., Okla. City, Okla.

Exchanges Everywhere

3312 Olive St., St. Louis, Mo.  
 106 So. Cross St., Little Rock, Ark.





# "MY MAN"



By GEORGE RANDOLPH CHESTER  
with

## DUSTIN FARNUM

and

## PATSY RUTH MILLER

Romance of a Modern City Cave-Man and a Society Bred Girl

*A David Smith Production*

# "BORROWED HUSBANDS"

with

FLORENCE VIDOR

ROCKCLIFFE FELLOWES  
EARLE WILLIAMS  
ROBERT GORDON

*A David Smith Production*

# "BETWEEN FRIENDS"

By ROBERT W. CHAMBERS

with

LOU TELLEGEN

ANNA Q. NILSSON

NORMAN KERRY

(Courtesy Universal Pictures Corp.)

Alice Calhoun

Stuart Holmes

*J. Stuart Blackton Production*

NOW BOOKING

ST. LOUIS  
3312 Lindell Blvd.  
C. R. Cullingworth,  
Mgr.

# VITAGRAPH

ALBERT E. SMITH PRESIDENT

KANSAS CITY  
17th and Main Sts.  
C. A. Schultz, Mgr.

PUBLISHED EVERY  
SATURDAY AT  
NINETEENTH  
AND  
WYANDOTTE STS.  
KANSAS CITY, MO.  
Telephone  
Delaware 9763



BEN SHLYEN  
Publisher and Editor

SAINT LOUIS  
Representative  
DAVID F. BARRETT  
3748 Meramee St.

New York Office  
TOM HAMLIN, INC.  
1540 Broadway

# Kansas Convention a Success

## Retiring President Makes Valuable Recommendations; to Continue Music Tax Fight.

Representative and good attendance like convention ever held by the organization may well describe the Sixth Annual convolve held by the Motion Picture Theatre Owners of Kansas at the Broadway Hotel, Emporia, Kans., on April 1 and 2. Every matter of business was carried through on schedule time and there was attendant an enthusiasm, which, at the finish of each session, resulted in accomplishment. It was a real business convention. And much credit should be given the officers of the organization for their able handling of the convention affairs.

### The First Session

The first session was opened promptly at 11 o'clock Tuesday morning and after a brief talk President R. G. Leggett requested R. R. Biechle to take the chair. Walter L. Smolly, President of the Emporia Chamber of Commerce, turned over the key of the city to the convention body. Mrs. Wetmore, President of the Kansas State Parent-Teachers' Association on behalf of her organization, thanked the exhibitor body for the resolution passed at their last convention held at Wichita in which they pledged themselves to cooperate with the P. T. A. and with similar organizations in their individual localities.

The regular matters of business were then pursued. Appointment of committees were made by President Leggett, who assumed the chair. And a resolution was passed and given to Mrs. Wetmore pledging cooperation with the Parent-Teacher's Association to the fullest extent in every manner.

### Admission and Music Tax

The matter of the admission tax repeal was favorably reported upon and it was concluded that the repeal of this tax would prove a reality. However, M. B. Shanberg made a motion, that was passed up, asking that the convention body send a telegram to Senators Capper and Curt asking them for definite information on the status of the admission tax and just when they think the repeal will become operative.

In the afternoon meeting a report was given on the Music Tax situation by S. A.

Kansas, who stated that he did not wish to make any definite promises, but that a favorable decision was likely to be made. Mr. Handy further states that in these cases in Kansas City letters were shown that were received by the exhibitor from music publishers, requesting them to play their music, and that those requests, therefore, lifted from the exhibitor any act of infringement upon the music publishers' copyright. Mr. Handy asked the exhibitors to save every letter they received from publishers, making request that they play their music, stating that when they complied with these requests, they have an absolute defense, if accused of infringement of copyright.

### Retiring President's Recommendations

The report of the president was read, in which the accomplishments of the organization during the past six years were brought out.

After giving this report, President Leggett offered several recommendations to the incoming president, among which were:

Continuing the campaign against the Admission Tax.

The launching of a state wide motion picture work, or "Go to the Theatre Week."

Continuing efforts to eliminate non-theatrical and unfair competition.

Cooperation with the central shipping bureau in Kansas City.

The continuing of efforts to secure speedy transportation service through Parcel Post.

Efforts to secure a reduction in F. X. press rates.

Reduction of accessory costs to permit purchase of more advertising material and to allow greater exploitation.

Endorsement of the reciprocal insurance plan of the Sherman & Ellis Company, as it means a saving to the exhibitor.

Continuing the fight on Music Tax.

### Committee Reports

That the ways and means committee work out definite plans for adequate finances with which to operate the organization.

Ralph Scherzer, manager of the Exhibitors' Union, advised that the

tor body in which he explained the saving and service that the exhibitor would receive from his organization through the centralized shipping department that his company was maintaining.

It was recalled that at the last convention a committee was appointed to investigate the possibility of a central shipping bureau. M. B. Shanberg, chairman of that committee, reported that the plan he originally had in mind was unable to be carried through, and thought that Mr. Scherzer's company would accomplish the same purpose and mean a considerable saving to the exhibitor if given a chance. The Exhibitors' Film Delivery and Service Company was then officially endorsed and recommended.

C. E. Cook, business manager of the organization, made a report on his efforts to secure a more general transportation of film by Parcel Post. Up to this time no definite results have been obtained. However, it was urged that efforts be continued in this direction, as the complete parcel postage of film would result in a saving of about one-third of transportation cost to the exhibitor.

H. V. Bulkeley of the Sherman & Ellis Insurance Company, made a brief talk on their reciprocal plan, which was saving exhibitors 25 per cent on their insurance premiums annually.

R. R. Biechle, chairman of the committee on the Admission Tax, made a brief report on their activities and their efforts. Mr. Biechle also gave a report of the Joint Board of Arbitration which he stated that of all the claims filed, over fifty per cent of the decisions were in favor of the exhibitors, and against the exchanges, hoping that this body was acting fairly in the matter of all adjustments and grievances brought before it.

A report of the Ways and Means committee was made by Chairman Shanberg, in which it was recommended that a schedule of dues be based on a point system that payment of pledges and all dues be made promptly; and that advertising propositions that would be a source of income to the organization be endorsed by the President and the Board of Directors.

## L. W. ALEXANDER IS NEW HODKINSON MANAGER



L. W. Alexander, formerly manager of the Kansas City branch of the Universal Film Exchange, arrived in Kansas City Monday morning to take over the management of the local Hodkinson Corporation office.

Mr. Alexander left Kansas City last October to go with the Chicago offices of Universal. He left that company a few months ago, and has been in Los Angeles up to the time he became manager for Hodkinson.

"Alex" says that he is "sure glad to be back in Kansas City," and that he always did like the "boys" of the local film exchanges.

## "UNKNOWN PURPLE" BEING DISTRIBUTED BY F. B. O.

"The Unknown Purple," a Truart production being distributed in this territory by the Film Booking Offices, is an adaptation of the sensationally successful stage play of the same name by Roland West. The theme is one of mystery, centering about a purple ray of light in which a human being can make himself invisible to the eye.

No less than seven of the artists who appear in "The Unknown Purple," have been starred in motion picture features in their own right. They are Henry B. Walthall, Alice Lake, Stuart Holmes, Ethel Grey Terry, Helen Ferguson, Frankie Lee and James Morrison, Johnny Arthur, who furnishes the humorous relief in the picture has been starred in musical comedies on Broadway for many seasons.

## PRINTS ARRIVE IN K. C. ON BLANEY MELODRAMA

Prints on "One Law for the Woman," the picturization of the famous Charles E. Blaney melodrama, have been received by the local Vitagraph office. It is a story of a young mining engineer, and is replete with thrills, according to branch manager C. A. Schultz.

Cullen Landis has the role of the young engineer, with Mildred Harris playing opposite. Others in the cast are Cecil Spooner, Otis Harlan, Stanton Heck, Bertram Grasley, and Charlotte Stevens. "The Blaney melodramas on the screen are proving to be one of the best box-office attractions of the season. They are staged lavishly and no expense has been spared to make them thoroughly entertaining," says Mr. Schultz.

Emmett Flynn, the well known director, has returned to the Fox company, and he is preparing to begin work on "The Man Who Came Back." Mr. Flynn is the producer of "A Connecticut Yankee at King Arthur's Court," "Monte Cristo," "A Fool There Was," and "The Last Trail."

## SENATE ENDORSES THE TAX REPEAL

The repeal of the 10 per cent tax on tickets selling for 50 cents or less was agreed to by the senate finance committee on March 29.

The admittance tax was first to be taken up by the committee in consideration of the revenue bill, and a further study of the probabilities of tax reduction and abolition will be made later this week.

A motion was made by Senator Walsh of Massachusetts to double the admittance tax on \$1.50 tickets, but the motion was killed before it was considered.

The reduction as proposed will cut down receipts from admittances about 33 million dollars.

Chairman Smoot stated the reduction bill would cause a treasury deficit which would necessitate the raising of miscellaneous and excise tax rates.

## MAY TO BE RHODEN MONTH AT FIRST NATIONAL BRANCH

The month of May will be known as Rhoden Month at the Kansas City offices of Associated First National Pictures, Inc. It is so-called in honor of E. C. Rhoden, branch manager, who came as manager four years ago in May.

The employees and salesmen of the office decided that a fitting way in which to celebrate Mr. Rhoden's fourth year as manager of the Kansas City exchange was to designate the month of May as Rhoden Month. It is the aim of the branch to make May the biggest month in the history of the office.

The month of May is significant in Mr. Rhoden's life in other ways. It is the month of his birth, and also the month of his marriage. And the whole exchange and sales force is working hard for business.

## GOVERNOR ASKS CENSOR BOARD MEMBER TO RESIGN

Miss Emma Viets, Republican member of the Kansas motion picture board of censorship, resigned from the board last week following a request for such action by Governor Davis. No reason for the removal was given, and it has caused considerable political gossip in Topeka.

Miss Ella Tripp of Fort Scott will succeed Miss Viets.

## WEIR LEAVES UNIVERSAL; ACCEPTS HODKINSON POST

Several changes have been made at the local Universal office. J. W. Weir, who only recently came here from the Pacific Coast, has resigned as manager to accept a position with the W. W. Hodkinson Corporation as their district manager on the Pacific Coast. Mr. Weir left last Saturday for San Francisco, which will be his headquarters. No one has as yet been named to succeed him. In the meantime until a new appointment is made, Gerald Akers, middle western district manager for Universal, is in charge of the office.

W. P. Bernfield is back again in his former position as Universal's city salesman, succeeding Sam Still, who has been promoted and assigned the management of Universal's branch at Des Moines.

## "KING OF WILD HORSES" HEADS PATHE PROGRAM

"The King of Wild Horses," Hal Roach's spectacular novelty feature, heads the Pathe schedule of releases for April 13. Other important units on this program include a two-reel comedy "Brothers Under the Chin," starring Stan Laurel; "The Medicine Hat," one of the "Indian Frontier Series"; a "Dippy Doo Dad" comedy, titled "Our Little Nell"; "Palface Law," the fourth episode of "Leatherstocking"; and Aesop Film Fable, "If Noah Lived Today," issues No. 15 of Pathe Review and Topics of the Day; and Pathe News, editions Nos. 32, 33.

"The King of Wild Horses," is described by Pathe as the love story of an untamed stallion, featuring Rex, an equestrian find of producer Hal Roach. The story is built around the efforts of a ranchman to capture and domesticate the leader of a band of wild horses. The great black stallion remains unresponsive to the friendly approaches of the man until the roaring flames of a forest fire engulf the compasses. Then both instinctively the animal realizes that at last he must bend to the keener intellect of his human companion if escape is to be assured. Leon Barry, Edna Murphy, Frank Butler, Charles Chase and Sidney DeGrey are presented in the cast.

William Fox has purchased the screen rights to "The Koneflock," a story by Robert W. Service whose poems of the far north are famous. The cast and director have not been announced.



Coming Soon -

DOROTHY MACKAIL  
in  
"WHAT SHALL I DO?"

a Frank E. Woods Special Production

for HODKINSON RELEASE  
Season 1924-1925 Thirty-First-Run Pictures



RICHARD TALMADGE

Star in the series of stunt pictures made by Truett and distributed in this territory by F. B. O.

### THEODORE ROBERTS RETURNS HOME AFTER LONG ILLNESS

Theodore Roberts arrived in Los Angeles March 28 after a long absence of illness in Pittsburgh, Pa. He was taken from the train to his home in Hollywood by a motor car. At Mrs. Roberts' request there was a demonstration of welcome at the train as planned by studio executives and friends.

Mr. Roberts is in good spirits despite his illness and he believes he will soon be fit to resume his health.

### HAYS' CONTRACT RENEWED TO EXTEND TO 1928

Walter Hays' contract with the Motion Picture Producers and Distributors of America, Inc., which expires next year, has been renewed for two more years. The new contract will expire March 1, 1928.

His new contract, which included nine years of exclusive production and distribution rights, also provides for a new five-year leadership contract, which includes a five-year period of exclusivity.

Mr. Hays is a member of the Motion Picture Association of America, and is a member of the W. A. W. (Hollywood) Association, which is a branch of the I. O. O. F.

### UNIVERSAL GIANTS WANT "GUARANTEE AND PERCENT"

The baseball fever has hit Movie Row! Challenges are already in order. The announcement last week in The Reel Journal regarding the inter-exchange league has set the minds of film folks on another kind of competition.

The Universal Giants have challenged the Pathé-Crescents, and in their written challenge to Kubic Melcher, manager, they made the following terms:

"We are to receive a guarantee of Two Hundred and Fifty Dollars and 65 per cent of all monies over Four Hundred Dollars. All advertising to be shared as per the terms of the contract. A deposit of Sixty-Two Dollars and Fifty cents must accompany the contract. Our lineup is as follows:

Babsly, catcher; Harned, pitcher; Gehler, 1st base; Baker, 2nd base; Winfrey, R. Kump, rf; Abrams, 3rd base; Ackers, ss; Wachter, cf

W. P. Bernfield is the manager of the "Giants."

### PRaise FOR PARAMOUNT'S "THE DAWN OF A TOMORROW"

George McFord's Paramount production, "The Dawn of a Tomorrow," adapted from Frances Hodgson Burnett's story and featuring Jacqueline Logan, David Torrence and Raymond Griffith, which opened an engagement at the Rivoli Theatre Sunday, has caught New York's fancy, as reflected in the criticism of the daily newspapers.

"A truly fine motion picture," said the World. "Frances Hodgson Burnett's book and play, which might have so easily been brought to the screen dripping with sentimental mush, has with rare discretion and infectious acting been made into one of the finest pictures of the year. It ought to be seen by all who think there's not much sense in going to the pictures any more."

Equally favorable comments were recorded by the critics of the Herald-Tribune, the Evening Post, the Telegram-Mail and the Telegraph.

### "HOLD YOUR BREATH" TITLE OF FIRST CHRISTIE FEATURE

"Hold Your Breath" has been chosen as the title for the first Al Christie Studio feature which is now being produced for Holkinson release. This title was selected as the best of several hundred that were submitted in the spirited title contest conducted by Al Christie, and the attractive prize, a residence lot in the Christie tract at Westwood, has been

awarded to Jimmie Adams, featured comedian in Christie two-reelers.

Dorothy Devore heads the cast in "Hold Your Breath" with Walter Hiers, Tully Marshall, and many other popular screen players in prominent roles.

### F. B. O. BEGINNING NEW PRODUCTION PROGRAM

Signaling the beginning of F. B. O.'s new program of production, which will embrace a cycle of important photoplays produced at the F. B. O. Hollywood studios under the general supervision of B. P. Fineman, general manager, work began yesterday on "Foods in the Dark."

Directed by Al Santell and based on the original story by Bertram Millhauser, the new production will have as its central character a scenario writer who becomes involved in adventures both humorous and thrilling. As the scenarist, Matt Moore will have the leading role. Others in the cast will be Patsy Ruth Miller, Charles Belcher, Tom Wilson and Bertram Grashy. The continuity was prepared by John Grey.

F. B. O. executives, including Managing Director H. C. S. Thomson; Vice-president J. I. Schnitzer and B. P. Fineman, are now engaged in preparing further production plans in accordance with the most ambitious program in the history of the organization, which was formerly Robertson-Cole.

Production activities at the F. B. O. studios are at their peak. Among the independent units at present engaged are Douglas MacLean filming "Never Say Die"; Ruth Roland, directed by Tod Browning, producing "Extravagance"; Mal St. Clair filming the H. C. Witwer "Telephone Girl" series; Richard Talmadge in Carlos Productions and Harry Carey in a Hunt Stromberg production.

### ART MIX IS NEW STAR OF WESTERN FEATURES

Playing in pictures as a daredevil stunt man and proving himself to possess all the qualifications of a star, Art Mix's ability has been recognized and he is now appearing in his first starring vehicle, "The Ace of Cactus Range," which will be released next week through the Standard Film Co., Kansas City. In this five reel production Art Mix proves to the public that he has the qualities of being an expert rider, stunt man, and dramatic actor.

"The Ace of Cactus Range," is a modern Western melodrama with new action, thrills and stunts, and the risks and chances taken by the players and the cameramen are enough to thrill the most critical movie fan.

Coming Soon

# Priscilla Dean

in a series of special productions  
 by HODKINSON RELEASE  
 Season 1924-1925 Thirty First Run Pictures

the organization was found to be in the healthiest financial condition it has been in since the formation in Wichita, six years ago. This statement was enthusiastically received, and acceptance was proudly voted upon.

**The Open Meeting**

At five o'clock an open meeting was held at which the exchange managers and their representatives were present. This was given to general discussion. C. A. Schultz of Vitagraph, who is a new man in this territory, was the first speaker, and said "We're going to do our best to satisfy every exhibitor we do business with."

L. W. Alexander, who has just returned to Kansas City as manager of the Holkinson branch; Russell Borg, of the Midwest Educational Film Exchange; Ben Blotky, of the Famous Players-Lasky Corporation; M. A. Kahn, of Film Classics, Inc.; J. H. Cole, of Eamon, Players-Lasky and M. A. Tanner, of the Selznick Distributing Corporation, were among the other speakers, and their general topic was thanking the exhibitors for the pleasant business relationship that now existed between the exchanges and the exhibitors.

Chas. Russell, Universal representative, briefly outlined the formation of the Film Salesmen's Club, and Fred Savage, Selznick representative and former exhibitor, who is responsible for the formation of the salesmen's club, said "Right now the exhibitor needs more help than at any time. He needs to become friendly with the exchange, and a great deal depends upon the salesman. Clean salesman-ship is the thing that is needed and will continue the progress of this business." Mr. Savage further pointed out that it was the plan of the organization to do away with the "circus" salesman of the past, and to encourage strict adherence to principle business tactics.

**Those in Attendance.**

Among those present were: Abe B. Clamperl, Gen and Best Theatres, Topeka, Kas.; E. E. Frazier, Grand, Pittsburg; W. H. Weber, Echo and Lakin, Great Bend; Roy A. Fuhrer, Star, Yates Center; W. H. Baerlein, Isis, Arkansas City; Kansas City: C. B. Smith, Tenth Street; R. R. Biechle, Osage; R. G. Liggett, Gaumter; Fred Meyn, Pershing; A. F. Baker, Electric; Chas. A. Bull, Holland and Novelty, Wichita; H. B. Doring, Peoples, Garnett; Walter Wallace, Orpheum and Lyceum, Leavenworth; J. H. Kelley, Isis, Arkansas City; C. E. Liggett, Liggett, Madison; W. D. Frazier, Empress, Osawatomie; H. V. Burkey, Kansas City, Mo.; O. K. Mason and Mike Lehman, Regent, Newton; A. R. Zimmer, Liberty, Marysville; W. P. Bernfield, Liberty Hall, Wathington; S. H. Davison, Princess, Neodesha; F. S. Davidson, Royal, Cherrvale; Rob Holmes, Royal, Emporia; H. L. McClure, Strand, Emporia; Mrs. Avie Clark, Garden, Marion; G. L. Hooper, Topeka; E. D. Laison, Peoples, Moran; J. B. Tackett, Tackett, Coffeyville; Enshill Barbour, Barbour Enterprises, Pittsburg; S. Ware, Varsity, Lawrence; E. S. Schwalm, Strand, Salina; H. Thatcher, Royal, Salina; E. R. Ruch, Electric and Garden, Claflin; M. B. Shanberg, Midland Circuit, Kansas City; I. E. Runyon, Iris, Hutchinson; C. H. Koch, Perkins, Holton; W. A. Rogers, Columbia, Marysville; F. W. Sloop, Strand, Osage City; Chas. Barron, Kansas, Wichita; Stanley Chambers, Wichita; E. M. Balderson,

**R. R. BIECHLE NEW PRESIDENT OF THE M. P. T. O. OF KANSAS**

R. R. Biechle of the Osage Theatre, Kansas City, Kans., was elected president of the Motion Picture Theatre Owners of Kansas by an unanimous vote of the convention body on the second day of the Sixth Annual Convention of the organization held at Emporia, Kans.

The other officers chosen are as follows: First vice-president, Harry McClure, Emporia; second vice-president, A. R. Zimmer, Maryville; third vice-president, Walter Wallace, Leavenworth; fourth vice-president, Chas. A. Bull, Wichita; secretary, C. A. "Bones" Smith, Kansas City (re-elected); treasurer, Fred Meyn, Kansas City (re-elected).

The Board of Directors consists of: R. G. Liggett, Kansas City; E. E. Frazier, Pittsburg; M. B. Shanberg, Kansas City; A. F. Baker, Kansas City; Stanley Chambers, Wichita; G. L. Hooper, Topeka; Walter Wallace, Leavenworth.

Kans, Pratt; G. J. Ranson, Auditorium, Highland; J. R. Burford, Rex, Arkansas City; Doc Cook, Kansas City; Earle O. Peeler, Pastime, Protection; Harry Keefe, Strand and Palace, Salina; Herbert Welsh, Orpheum, Atchison; Raymond Gear, Mayflower, Florence; C. L. McVey, Dreamland, Herington.

The film exchanges were represented one hundred per cent, with the exception of United Artists.

**COMMITTEES**

**Ways and Means**

A. F. Baker, Kansas City  
Ed. Frazier, Pittsburg  
M. B. Shanberg, Kansas City  
Fred Meyn, Kansas City  
G. L. Hooper, Topeka

**Entertainment**

O. K. Mason, Newton  
Fred Green, Emporia  
Rob Holmes, Emporia  
Harry McClure, Emporia  
C. M. Smith, Kansas City

**Membership**

M. B. Shanberg, Kansas City  
R. R. Biechle, Kansas City  
Fred Meyn, Kansas City  
A. R. Zimmer, Marysville  
E. E. Sprague, Goodland  
H. B. Doring, Garnett

**Resolutions**

J. H. Kelly, Arkansas City  
C. E. Liggett, Madison  
Willard Frazier, Osawatomie  
Roy A. Fuhrer, Yates Center  
W. H. Valerius, Arkansas City

**Auditing**

S. N. Chambers, Wichita  
Rob Holmes, Emporia  
Walter Wallace, Leavenworth

**Special Committee**

W. H. Weber, Great Bend  
Walter Wallace, Leavenworth  
A. F. Baker, Kansas City

**LIGGETT PRESENTED WITH TOKEN OF FRIENDSHIP**

The banquet in the Ball Room of the Broadway Hotel was the best the Motion Picture Theatre Owners of Kansas have ever given. It was a highly successful affair punctuated with entertainment, good speakers, and pep that was indeed worth while.

Judge Richard J. Hopkins of the Kansas State Supreme Court presented R. G. Liggett, retiring president of the M. P. T. O., with a beautiful watch in behalf of the membership of the organization as a token of friendship and appreciation of the valuable services he rendered the organization during his incumbency.

**That Midnight Frolic.**

"The Midnight Frolic," the special entertainment directed by Exhibitor O. K. Mason, and featuring a cast of "all-star" film celebrities, was a riotous success and walked away with all honors for entertainment. It was carried out in great style as a vaudeville show at Harry McClure's Strand Theatre with orchestra accompaniment and atmospheric scenery.

It was too lengthy a program to be discussed in detail, but just take our word for it, it was great!

**CONVENTION SIDELIGHTS**

Bob Carnie in his banquet talk said, "I wish to forget the war," as a response to some admirer of Bob's war experience. And Mike Kahn chirped out, "What war?" Mike evidently was thinking of the war between the exhibitors and the exchanges.

Those "free lunches" given by the convention reminded us of the good old days. However, the brass rail and all else attendant to such a reminiscence were missing.

Ralph Scherzer as a speech maker is almost perfect. He didn't use his hands—kept them in his pockets.

When Dick Liggett asked at the open meeting if all were in, some one in the assembly room replied, "Yes, I'm all in." We only heard one voice, but it may have been a chorus of synchronized hub tenors.

Truly Wildman was quite jocular at the free publicity given Enterprise when the song leader asked the bunch at the banquet to sing "Three O'clock in the Morning."

And Paramount took the cake—or rather, gave the cake, which was a dandy birthday gift to the organization. Six little canflies and everything.

And a good time was had by all!

## FOUR STRONG UNIVERSALS SCHEDULED FOR APRIL

Universal's schedule of feature releases for the month of April includes one Jewel production and three features, made by such popular stars as Baby Peggy, Hoot Gibson, Laura LaPlante and Herbert Rawlinson.

The Jewel release for the month is "The Law Forbids," a strong society drama in which Baby Peggy plays a featured role. This is the second Jewel production made with Baby Peggy. The first, "The Darling of New York," released several months ago, has proved to be a very popular and decided box office success.

On April 7 Universal will release the latest Herbert Rawlinson picture, "The Dancing Cheat," a picture made with Alice Lake in a featured role opposite Rawlinson. The picture was adapted from the popular Saturday Evening Post story "Clay of Calina." The story concerns the dance hall gaming centers of Ta Jnana, across the American border. Rawlinson has the role of a gentleman-proprietor of one of the gambling resorts. Miss Lake is the headliner in a charact.

Universal's release for April 14 will be "Excitement," Laura LaPlante's first individual starring vehicle. It deals with the high life of an excitement loving flapper, and is said to be packed with laughs and real thrills. "Forty Horse Hawkins," a Hoot Gibson comedy-western, is the last Universal feature release of the month. It depicts Hoot in the role of the all-around man in a little western hotel. He also doubles as the general utility man in the local "jerry house."

## FILM EXCHANGES URGED TO ENCLOSE RETURN LABELS

The Post Office officials complain that the failure of the film exchanges to enclose return labels with their reels has caused many films to go astray.

When exhibitors send the reels back to the exchanges, they often scratch out their own name and address on the original label and draw an arrow pointing to the name and address of the exchange in a corner of the label indicating that the box is to return to that address. Post office men sometimes do not see this arrow, or else the arrow is not plainly visible, and the films go back to the exhibitor.

The exchanges are urged to enclose return labels with all shipped reels.

## CHARLES RAY AND INCE AGAIN TO JOIN FORCES

Charles Ray and Thomas H. Ince, do not intend to split. Their new production, scheduled for March 19, which will feature the two in a new work, and which he first made his mark, leaves the public in doubt.

Ray will make pictures depicting the hapless American youth which in the past has been his most popular role.

Charles Ray began his film career eleven years ago with Thomas Ince and remained with him eight years. Of late he has been producing his own pictures.

The Electric Theatre, Courtland, Kas., will discontinue business April 9.

## Moving Along Movie Row

C. C. Vaughan, Kansas City manager for Pathe, returned last Saturday from a three-day trip to Wichita, Salina, Junction City, and Hutchinson, Kas., where he closed contracts on Harold Lloyd's latest picture "Girl Shy."

"The Love Master," First National's coming release featuring "Strongheart," the famous dog, has been booked for the Mainstreet Theatre, Kansas City, for the week of May 4. "Strongheart," himself, will appear in person in conjunction with the picture.

H. Roy Payne, formerly of the Palace Theatre at Spring Hill, Kans., was seen along the row the other day and advised that he has a burning desire to get back into the business at his old stand. Roy says he can't stay out of it any longer. Atta boy, Roy! And we'll welcome you back!

Eddie Bonns, head of Goldwyn's exploitation department and familiarly known as "King Tut," was a visitor at the local branch for a couple of days last week. Mr. Bonns is making a tour of the Goldwyn-Cosmopolitan exchanges.

We were on the third floor of the old Film Building the other day and discovered a very enthusiastic force at work at the Vitagraph offices. From Manager C. A. Schultz down there was evidence of an unusual amount of pep.

Here's an interesting item which a lot of the old timers ought to appreciate. Miss Norma Schinke, who for a long time was with the Pathe and Standard exchanges, has written a novel, which has been published under the name of "The Devil Work." Every one of the boys ought to get a copy of this book and then write Miss Schinke how they like it. She is now living at Moscow, Mo.

And here's a note that isn't often seen: C. F. Mensing of the Orpheum and Lyceum Theatres, Leavenworth, Kans., was seen along Movie Row last Thursday. This is Mr. Mensing's first visit to the Film Colony in six years, most of his exchange visiting being done by his able representative, Walter Wallace.

George Hinton, recently local branch

manager for Holkinson, is now a Universal representative covering Central Kansas. George is handling the entire Universal product.

Standard Films have purchased for Summer and Fall release eighteen brand new knock-out Westerns, featuring Neal Hart, Leo Maloney and Pete Morrison.

Movie Row was surely a dead place Monday and Tuesday. With nearly everyone gone to the convention at Emporia, Kansas City's Hollywood looked like "The Deserted Village."

Wallace Beery, the well-known "heavy" was in town Tuesday. He was taking a little vacation following the strenuous work exerted in the filming of "The Sea Hawk," a First National release, directed by Frank Lloyd.

The Beeson Theatre, Dodge City, Kas., one of the largest theatres between Kansas City and Denver, has closed.

Stanley Koch, representative for United Artists, has returned to Kansas City after a successful trip through Kansas.

Raymond Gear, manager of the Mayflower Theatre, Florence, Kas., is the father of a baby boy. Congratulations, Ray!

C. M. Pattee of Lawrence, Kas., was on Movie Row Monday.

R. V. Turner of Burlingame, Kas., has opened his theatre for Sunday performances now. He was in town last week and did quite a bit of booking, much to the joy of the Vitagraph offices.

All the film exchanges are urged to round up members for their baseball teams at once. The Movie Row League will open its season within the next two weeks.

B. C. Cook, manager of the Economy Film Service, lost his wife down town a few weeks ago. Some say she strayed from him, and others say he strayed from her. Anyhow, the boys at the Crescent office will tell you what happened when she came there to look for him.

**COMING SOON**

**HOLD YOUR BREATH**


an Al Christie Feature with

**Dorothy Devore**

Walter Hiers, Tully Marshall,  
Jimmie Adams, Priscilla Bonner  
and Jimmie Harrison

**HODKINSON RELEASE**

Season 1924-1925 Thirty First-Run Pictures



**PATRONIZE** THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

**BOLLER BROTHERS**

**THEATRE ARCHITECTS**

568 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**EVERYTHING FOR THE THEATRE BUT THE FILM**

CARBONS  
MINUSA SCREENS  
COMPENSATORS  
RHEOSTATS  
OPERA CHAIRS  
MAZDA LAMP EQUIPMENT  
MOTIOGRAPH PROJECTORS

**CHAS. M. STEBBINS**

Picture Supply Co.

1028 Main St. Kansas City, Mo

*Smiling Service!*



Archie Josephson, President

**HOTEL BRAY**

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish to pay more --and risky to pay less.*

Absolutely Fireproof

150 Outside Rooms with Bath  
\$1.50, \$2.00, \$2.50

**PRINTING FOR THE TRADE**

**Keystone Press**

19th & Wyandotte Sts., K. C., Mo.

**Opera Supply Company**

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel Standard Opera Chairs.

THE CHAIR THAT'S ON THE SQUARE

Lowest Prices Quick Delivery

On Any Occasion—

*"Say It With Flowers"*

**THE OWL FLORISTS**

BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

**KEEP YOUR LOBBIES BRIGHTER**

**"SHURE-BRITE"**

The newest brass polish works quicker, shines brighter, costs less. Used by Frank Newman's Royal Theatre, Westgate Hotel, Bray Hotel, Unity Inn and others.

\$1.00 Per Gallon, Prepaid

**SHURE CHEMICAL PRODUCTS CO.**

304 West 9th Street Kansas City, Mo.

**NEWS NUGGETS**

Camera work has begun on the next of Pathe's Chronicles of America series. The title of the new issue is "Alexander Hamilton," and will cover the period immediately following the War of Independence.

Under the direction of Noel Smith, Harry McCoy is appearing in "Taxi," the first Century comedy in which he himself is starred. The picture is being made from one of the European stories Century's vice-president, Abe Stern, brought back with him.

Three productions are now under way at the Famous Players-Long Island studio and two others will be started within the next week. The three pictures are "Monsieur Beaucaire," starring Rudolph Valentino; "The Confidence Man" with Thomas Meighan; and Ernest Torrence and Anna Q. Nilsson in "The Montebank."

Production on "The Enemy Sex" began last week which will be James Cruze's latest contribution. Betty Compson heads the cast of this new Paramount picture.

Louise Fazenda has been signed by Jack White to play the feature role in

his coming Educational comedy. She will be surrounded by an all star cast.

The title of the Educational-Clyde Cook comedy, previously announced as "Under Orders," has been changed to "The Misfit."

Upon the expiration of her old contract with Paramount, Jeanie Macpherson has been signed up again by the same company, and she will continue to write for Cecil B. DeMille's productions. Her past successes were "Joan The Woman," "The Little American," "The Woman Got Forged," "The Whispering Chorus," "Don't Change Your Husband," "For Better For Worse," "Male and Female," "Man-laughter," "The Ten Commandments," and "Triumph."

John Sainpolis, portrayer of many well remembered roles for the screen, has been chosen by Irving Cummings to play a principal part in Universal's forthcoming production "Mitsi" which will star Mary Philbin. It is a French "best seller," and it will have an effective French atmosphere.

Sydney Chaplin is confined to his bed with an injured foot caused by a falling ladder in a mock Romeo and Juliet scene in "The Perfect Flapper," a new First National picture with Colleen Moore.

Alfred E. Green has been engaged by Samuel Goldwyn to direct the next "Pat-

ash and Perlumutter" picture for First National. Mr. Green has been responsible for Thomas Meighan recent successes.

Hal Roach will soon begin a new group of comedies for Pathe with Earl Mohan starring. The first of these, "One At a Time," will be released April 20. It is a prize-fighting story, the action of which is abound with humorous incidents and laughable situations.



ANOTHER BOX OFFICE WINNER  
From  
ENTERPRISE DISTRIBUTING CORP.

# ST. LOUIS TRADE EVENTS

By David F. Barrett

## MISREPRESENTATION REASON FOR NOT PAYING FILM NOTE

"Didn't get value received!" That's the answer filed in the St. Louis Circuit Court March 12 by attorneys for Mrs. Florence A. Campbell Van Heel in explaining her refusal to pay ten notes aggregating \$50,000 given in payment for certificates of the William Christy Carbone Motion Picture Trust, Ltd. The National City Bank of St. Louis on January 10 filed suit against Mrs. Van Heel and her husband on the notes.

The answer further alleged that the subscription was obtained from Mrs. Van Heel by misrepresentation; that she was led to believe that \$150,000 had previously been subscribed and that her subscription with that previously obtained would permit the company to proceed with "The Eternal Force," the picture it planned to produce. The film is still in a New York studio. It was also alleged that Mrs. Van Heel and her husband were told they would not have to put in any money as the earnings from the picture would be sufficient to pay off the notes as they fell due.

A number of prominent St. Louis people subscribed for certificates of the trust estate but some later refused to pay off their subscriptions.

## FILMS USED TO INSTRUCT STUDENTS IN DENTAL WORK

Boys and girls who attend the St. Louis Continuation School are being shown the movie entitled "Tommy Tueller's Tooth" in conjunction with a lecture on dental hygiene by officers of the Health Talk Bureau of the St. Louis Tuberculosis Society.

Steps taken by the Federal Government in live-stock tubercular eradication were shown in moving pictures the week of March 24 at the old cinema house, Third and Olive streets, St. Louis, under the auspices of the Agriculture Club, D. E. Luckey, live-stock commissioner at the St. Louis National Stock Yards lectured as the pictures were shown. E. R. Smith, chief of the St. Louis office of the Bureau of Chemistry told of the care taken to safeguard foodstuffs in conjunction with a film on that subject.

## FIRE DESTROYS THEATRE AT PERRY, ARKANSAS

The motion picture theatre at Perry, Ark., conducted by J. H. K. Hobbs, was destroyed by fire on March 22 with a loss estimated at \$15,000. The flame spread to two adjoining residences and the power house, the total loss being approximately \$25,000.

The fire started from a film burning and exploding during a performance. About one hundred patrons were in the house at the time, but died out in an orderly manner, no one being injured.

The volunteer fire department were unable to check the flames and the theatre building was completely destroyed.

## BRIGHT BITS and NEWSY NOTES

George T. Chester who formerly operated the American and Ark Theatres in Orlando, Florida, has accepted a position in the sales organization of the local Enterprise office. He made his first trip during the past week and was highly successful.

Sullivan & Gray who have been operating the Roland Theatre, Marion, Ill., at 10-cent general admission report that business has been excellent. They were in town during the week looking prospect for future shows. They formerly operated a house at Pittsburgh, Ill., but closed it because the mine there stopped working.

John Pratt of Fulton, Mo., and Billy Solum of Quincy, Ill., attended the Rotarian convention held in Hannibal, Mo., last week.

Buddy Paul of Mexico, Mo., plans to open a new 800-seat combination vaudeville and motion picture house in that city shortly. He will probably call his house the Grand Theatre and expects to open the doors in about six weeks.

C. D. Hill, manager of the local W. W. Hodgkinson Corporation exchange made a very successful trip to Indiana during the week. He booked the houses of the Consolidated Theatre Circuit for his new product.

The Liberty Theatre, Terre Haute, Ind., has been sold by the Consolidated Theatre and Realty Corporation to John McFall of Terre Haute. He will operate it as a first run motion picture house.

Manley Fox formerly with the Indiana Theatre in Terre Haute has come back to the American Theatre and will operate it as a first run house.

Out-of-town exhibitors seen along Picture Row during the week were: Frank Lutz, Strand Theatre, Mascoutah, Ill.; S. E. Perlb, Jerseyville, Ill.; Jim Reilly, Princess, Alton, Ill.; Mike Doyle and wife, Cape Girardeau, Ill.; George Newsome, Mount Vernon, Ill.; Bob Cluser, Belleville, Ill.; C. E. Brady, Cape Girardeau, Mo.; L. W. Schluert, Chester, Ill.; Jack Hoelter, Quincy, Ill.; and J. Spaulding, Capital, Enfield, Ill.

Marens Loew accompanied by E. A. Schiller and Thomas Lamb, prominent New York theatre architect, was in St. Louis from Sunday to Wednesday of last week. They came here to inspect the Loew State Theatre at Eighth street and Washington avenue, now rapidly approaching completion.

Another St. Louis girl will shortly be

seen on the silver screen as Miss Hazel Newman, daughter of Mr. and Mrs. M. M. Newman, 3836 Lafayette avenue, has been selected for a prominent part in a production entitled "Horseshoe Luck" a Sunset Productions picture. Miss Newman was one of the winners in a beauty contest recently conducted by a Los Angeles newspaper.

Members of the St. Louis Film Board of Trade attended the Naked Truth dinner in a body by air on the evening of Saturday, March 2. A large radio receiving set was timed in to get all the hot stuff put out by the New York orators and entertainers. The set was installed in the club rooms on Olive street.

Sam Werner of the United Film Service Exchange departed for New York City on March 25. He plans to announce release dates on some important product upon his return to St. Louis.

Harry Graham, manager of the local Pathé office visited Springfield, Quincy and other Illinois key towns during the week.

The Gayety Theatre, Springfield, Ill., has obtained the first run on the latest Harold Lloyd feature "Girl Shy." It will have its St. Louis premier at the Missouri Theatre on April 26.

Tom McKean, manager for F. B. O. made a flying trip through Illinois and Eastern Missouri. He visited Cairo, Duquoin, Springfield, Quincy, Hannibal and other points. Brought back a bundle of contracts.

A stock company is being organized at Rosendale, Mo., to rebuild the opera house recently destroyed by fire.

George Sommers, owner-manager of the Opera House Theatre, Green City, Mo., plans to erect a new motion picture house in that city. He has selected the southwest corner of the square as the site for the new house. Construction will start soon.

Jack Truitt of the Sedalia, Mo., theatre is just back from a trip to California.

Joe Saffery, formerly with Universal is now traveling for W. W. Hodgkinson.

G. I. Hickman has resigned from F. B. O. sales staff and accepted a post with Paramount. He will make the Arkansas territory.

## GENERAL FINISHES FIRST OF 2-REEL COMEDY SERIES

Romane Fielding of the General Film Manufacturing Co. announces the completion of "A Dog's Tale" the first of a series of ten 2-reel domestic comedy films starring James Douglas and wife. The pictures are of the kind made famous by the late Sidney Drew and Mrs. Drew.



**:: BOX-OFFICE REPORTS ::**

**A. H. BLANK ENTERPRISES**  
**Santa Fe Trail**, serial—Have run five episodes, three under very adverse weather conditions, yet business has held up exceptionally well. It has the advantage over most serials, in that it combines western action with history, the kind that all of our forefathers help make. I run all the serials and it is seldom that one stands out head and shoulders above the majority, but this surely does.—Wm. Parsons, Pershing Theatre, Joplin, Mo.

**F. B. O.**  
**Has the World Gone Mad**—Very strong. Gets good money. Well liked.—Ira D. Cooley, Peoples Theatre, Spickard, Mo.  
**Divorce**, all star—Well liked. Good box office attraction. Don't fail to book it.—Ira D. Cooley, Peoples Theatre, Spickard, Mo.

**Mark of Lopez**, Fred Thomson—This is a treat. Fred Thomson is made in Baxter Springs as the result of the first picture. For real stunts, he cannot be compared. Silver King, his trick horse, is great and well trained. We are looking forward to the next Fred Thomson.—Elite Theatre, Baxter Springs, Kas.

**FOX**  
**Just Off Broadway**, John Gilbert—A real crook picture. Went big.—Opera House, St. James, Mo.

**UNIVERSAL**  
**Sawdust**, Glays Walton—This type of picture pleases here, and this is a dandy program picture.—J. C. McKee, Electric Theatre, Bolivar, Mo.

**Out of Luck**, Hoot Gibson—Wonderful comedy. Book it. Means money.—Ira D. Cooley, Peoples Theatre, Spickard, Mo.

**VITAGRAPH**  
**Pioneer Trails**, Clifton Landis, Alice Calhoun—Very good. The kind of our patronage likes best. Everyone praised it highly. Not a kick heard.—Hickman Bros., Hickman Theatre, Luray, Kas.

**Masters of Men**, All Star—Run by the American Legion; good house, pleased them all. We recommend this one very highly. You can get the schools behind it and they will boost it.—Hickman Theatre, Luray, Kas.

**On the Banks of the Wabash**, All Star—Fairly good picture, but draggy and slow

and for some reason lacks the punch in the climax to get the crowd enthusiastic or excited. We played to a good crowd despite the bad weather but failed to receive the usual amount of compliments.—M. J. Aley, Regent Theatre, Enreka, Kas.

**Ninety and Nine**, Colleen Moore—A dandy feature.—L. O. Caldwell, Community Theatre, Croweburg, Kas.

**Prodigal Judge**, All Star—Failed to draw for me. But a very good picture if you can get them in.—E. L. Delano, Electric Theatre, Agra, Kas.

**The Man Next Door**, Alice Calhoun—While advertised as a "western" this picture is more of a society comedy-drama. It failed to pull average business for us. Picture over-rated and should not be classed as a special. Western fans disappointed; others pleased. Pleased about 40 per cent.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

**Masters of Men**, All Star—This picture is one of the best that has ever been shown in my theatre. It went over strong. It brought me my next highest in box-office receipts.—L. O. Caldwell, Community Theatre, Croweburg, Kas.

**Too Much Business**—This brought in good attendance on a poor night, with the roads blocked. Pleased about 90 per cent.—E. L. Delano, Electric Theatre, Agra, Kas.

**The Leavenworth Case**, Seneca Owen—This one failed to do average business for us, and also failed to please. Over-acting spoiled picture throughout. Had no favorable comments and several kicks. Not a special. Ran Universal program picture following this, which got better crowd and pleased better.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

**Angel of Crooked Street**, Alice Calhoun—This is a good, clean picture with a good moral that could be shown in any church or other place. However, it was bad weather and our crowd was small, but I recommend it to everyone.—Robert Schell, Star Theatre, Olsburg, Kas.

**Man Next Door**, Alice Calhoun—Pleased all who saw it. Fair sized crowd. Neighborhood patronage.—W. A. Hillhouse, Lyric Theatre, Glasco, Kas.

Universal has bought two new western stories which will be filmed as starring vehicles for Jack Hoxby. They are "Back Trail" and "Triple Cross" for Danzer."

**CURRENT RELEASES**

Week of April 13, 1924  
**ASSOCIATED FIRST NATIONAL**  
 A Star of the National, Best Picture, Cl. 10  
 Windsor

**CRESCENT**  
 The Holy Dodeger, Best Picture, Cl. 10  
**EDUCATIONAL**  
 Dopey Dollars, Cameo Comedy, Cl. 10  
 Midnight Blues, Jack White Special, Cl. 10  
 The 13 Strays of Life, Cl. 10  
 Kingpins, Two a Club, w.c.l.

**ENTERPRISE**  
 The Crime Lament, Am. S. Hart, Cl. 10  
 Kansas, Two a Club, w.c.l.  
**FAMOUS PLAYERS**  
 Dawn of a New Day, Cl. 10

**FILM BOOKING OFFICES**  
 His Engagements, Madge Blumberg, Cl. 10  
 Sheridan's Home, William Hall, Cl. 10  
**GOLDWYN**  
 Welcome the Beautiful, Glad. Model, Cl. 10  
 Windsor

**METRO**  
 Showing at Dan Murray's, Sweet Valley, Cl. 10  
**PATHE**  
 King of Wild Horses, Hal Roach, Cl. 10  
 Brothers Under the Sea, Cecil De Mille, Cl. 10  
 The Medicine Hat, B. L. DeLoach, Cl. 10  
 One Little Hill, Dopey Dollars, Cl. 10  
 Peloton, Lark, Leather Stocking, Cl. 10  
 H. Noah, Loyal Lode, West, Cl. 10  
 Pathé Review, No. 1, Cl. 10  
 Topics of Day, No. 1, Cl. 10  
 Pathé News, No. 2, Cl. 10

**RICHARDS & FLYNN**  
 Man From Broadway, Cl. 10, Warner, Cl. 10  
**STANDARD**  
 Ace of the Ace, Bill Fenton, Cl. 10  
**UNIVERSAL**  
 Excitement, Laura Lee, Plumber, Cl. 10  
 Racing Card, Cl. 10  
 One Wet Night, Star, Cl. 10  
 East Express, Cl. 10  
 International News, Cl. 10

**W. B. LEE**  
 The Man from Broadway, Cl. 10  
**W. B. LEE**  
 The Man from Broadway, Cl. 10  
**W. B. LEE**  
 The Man from Broadway, Cl. 10

**CLASSIFIED ADVERTISING**

Two Cents per Word Payable in Advance  
 No Ads Accepted for Less Than 50c.

**FOR SALE**  
 Simply modern, clean, or light, A-1 condition  
 Chevrolet 1. New. Automatic. 2000, with  
 wind and rockers. E. Dowling, Bolivar,  
 Kas.

**FOR SALE**  
 Good theatre in excellent seat town. Every  
 thing in first class condition. No competition.  
 Proceed right. Menzies & Sons, Bolivar, Kas.

**WANTED**  
 Theatre or town less than 2000 miles  
 Give full particulars. First letter. Good money.  
 Address: Geo. B. Woodhull, Milan, Mo.

**POSITION WANTED**  
 Position wanted as manager, salesman,  
 man or representative of some good film ex-  
 change. Would consider touring, if business  
 good paying. Address: 252 Main St., Joplin,  
 theatre and film exchange. Res. 2000, Cl. 10  
 or commission. References: Address: A. W.  
 Reed, Joplin, Cl. 10

**FOR SALE**  
 A large, modern, up-to-date, good small town  
 theatre. No competition. Equipped for pic-  
 tures and legitimate. Everything first class.  
 Address: A. W. Reed, Joplin, Cl. 10

**LEASE OR RENT**  
 Would like to lease or rent, picture theatre in  
 the Kansas City exchange district. Give full  
 particulars first letter. Address: L. J. R.  
 Journal, Cl. 10

**FOR SALE OR TRADE**  
 Three large, first class, picture theatres in  
 Will trade for A-1 Chevrolet car or sell for cash.  
 Address: R. E. Nickles, New City, Cl. 10  
 after, Osage City, Kas.

**POSITION WANTED**  
 Wanted a position running a movie theatre,  
 2 years experience, 2000 m.w. Ad. 10000000  
 Would consider managing theatre. J. F. Proctor,  
 Dighton, Kas. Cl. 22

**Mail in Your Film Report Today For the Next Issue**

THE REEL JOURNAL,  
 19th & Wyandette Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....  
 Star ..... Producer.....  
 Remarks .....  
 Title .....  
 Star ..... Producer.....  
 Remarks .....

If Every Exhibitor Does His  
 Duty There Will be No Mediocre  
 Pictures  
 City .....  
 Theatre .....  
 Exhibitor .....

Announcing

**6--NEAL HART--6**

SUPER-WESTERNS

**6-PETE MORRISON-6**

SUPER-WESTERNS

**6--LEO MALONEY--6**

SUPER-WESTERNS

Brand new Western Features  
now in the making--for Sum-  
mer and Fall Release, 1924.

**STANDARD FILMS**

111 W. 18th St.

Kansas City, Mo.

---

Next Week--Jack Perrin in "Up and at 'Em"

**The****Reel  
Journal****The Film Trade Paper of the Southwest****Back to the  
Old Days, Boys**

"SNUB" POLLARD is now back making one reelers along with the Dippy Doo Dads and Hal Chase. And, Boys, these one reel Hal Roach comedies have nine-tenths of the two reelers backed off the boards. Add a Review, Grantland Rice Sportlight, a News or an Aesop on one of your changes.

*You can't go wrong.  
Give them variety.*

**PATHE EXCHANGE, Inc.**

C. C. VAUGHAN,  
Branch Manager



111 West 17th Street

Kansas City, Mo.

# Clean up!



A  
UNIVERSAL  
SPECIAL

Clean-up is the word! The star, the title and the picture are ALL THERE! All ready to get the crowds into your theatre for you! Get the magic name of Valentino in lights again—car in with the star everybody is waiting to see!

You get new prints, new titles, new accessories of all kinds—all built to get the crowds.

Universal Film Exchanges, Inc.  
1710 Wyandotte Street, Kansas City, Mo.

**RUDOLPH  
VALENTINO**  
*and*  
**CARMEL MYERS**

In the two-reel de luxe re-issue of

---

## A Society Sensation

---

This week's release

# JACK PERRIN

IN

## “Up And At 'Em”

Here's a title you can use in a thousand different ways. It is typical of the photo-play---the title stands for the fast action your patrons want in Western photo-plays. The photo-play itself moves fast, as fast as the title, and that's going some!

One of the 52 Varieties this Year

### STANDARD FILMS

111 W. 18th St.

Kansas City, Mo.

---

Next Week--Bill Patton in “Ace of the Law”



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID F. BARRETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

### A Commendable Move

For a long time we have been wanting to see something like this, and at last it has happened—a Film Salesmen's Club founded on principles that will elevate the standards of salesmanship in this business and eliminate from the sales ranks the old "high pressure" boys, who would promise anything and deliver nothing.

The day of the "hokum" salesman has passed into a day of clean salesmanship. Confidence and respect should accompany every sale of pictures. And then the pleasant relationship, that has been a thing long sought for, will be a reality between the exhibitor and the exchange.

Confidence. That's a big word and it means a great deal. And Truth is it's companion. Confidence and Truth promote good fellowship. And good fellowship in turn perfects understanding. And from that results pleasant relationship. And there you have it.

Clean salesmanship is indeed something to strive for. The film salesman in Kansas City should be congratulated for their commendable step and encouraged to the greatest accomplishments with their new organization.

### L. B. METZGER IS NEW GOLDWYN MANAGER

L. B. Metzger has succeeded W. C. Haynes as manager of the Goldwyn-Cosmopolitan Distributing Corporation in Kansas City. Mr. Haynes, who was temporary manager, will resume his position as salesman in the territory.

Mr. Metzger is a veteran of the film business, having been with the industry for fifteen years. Before coming to Kansas City he was division manager for two years for F. B. O. in the northwest. In 1917, Mr. Metzger was a Universal representative in Kansas City, and later with the old Republic Distributing Corp.

Mr. Metzger arrived in Kansas City April 4, and he took immediate charge of the exchange.

### NEW UNIVERSAL MANAGER NOT YET ANNOUNCED

While the topic along Movie Row naturally turns to baseball, new productions, and who will be Jack Dempsey's next opponent, what is uppermost in the mind of exhibitors and exchange men is "WHO WILL BE THE NEW UNIVERSAL MANAGER?" Rumors have been flying thick and fast, a dozen possibilities have been named, and still the big secret has not been disclosed. Gerald Akers, division manager, when interviewed, gave no information and stated that he would be here for some time.

And the mystery remains unsolved!

### SALESMEN'S CLUB PREPARES TO ELECT THEIR OFFICERS

The Kansas City Film Salesmen's Club, the newly organized association of motion picture salesmen, held a meeting Saturday, April 5, at which the nominating committee presented the following names for officers of the organization:

Charles Russell, President; J. E. Dodson, First Vice-President; M. E. Williams, Second Vice-President; Fred Savage, Third Vice-President; Frank Cass, Secretary; Robert Withers, Treasurer.

These men will be voted on at the meeting to be held April 19. Members of the various committees were also nominated, and will be voted on at the above mentioned meeting.

A list of reasons for the organization has been drawn up, and below are some of the purposes:

Promotion of better and more gentlemanly feeling toward each other.

Forgetting the past and looking to the future.

Thinking over our own past record instead of the other fellow's.

Aiding financially those in need in case of sickness or death.

Assisting each other in making the members more competent to hold their present jobs and securing new ones in event it becomes necessary.

Championing the members in every branch of the industry as being at all times fair and square in all their dealings.

Proper introduction of new men in the territory and bringing the older men closer together.

Promotion of social events to bring about a better understanding between the men.

### NEWMAN THEATRE RUNS "LEATHER STOCKING" SERIES

The Patheserial scored another distinctive victory last week with the opening of "Leatherstocking" at the Newman Theatre, leading first-run house of Kansas City and recognized as one of the foremost motion picture theatres of the country.

This is the first time in the history of the house that a chapter production has been presented at the Newman, and Patheserial points to the engagement as a definite mark of approval on the part of a high-class theatre of Pathe's policy of "bigger and better serials," a policy which was launched in January with the release of "The Way of a Man" and which is being maintained in the current release of "Leatherstocking."

### BOB GARY EXPLOITEER FOR PARAMOUNT HERE

Paramount has put their exploitation men back in the field and have assigned to Kansas City Bob Gary, who was here with Goldwyn about five years ago.

Bob has earned a number of laurels for exploitation on Paramount Pictures in the Milwaukee territory. He says he's glad to be back in Kansas City among his old friends, whom he is most anxious to serve.

### K. C. EXHIBITORS SEEK TO CUT SCHOOL COMPETITION

An agreement by which the number of moving picture entertainments given in schools was discussed at the regular meeting of the Motion Picture Theatre Owners of Kansas City, Mo., Wednesday afternoon, April 9. A committee representing the Parent-Teachers Association met with the Executive Board of the exhibitors' organization, and a plan governing the showing of films in schools will be presented to the School Board at once.

The theatre owners have found that the Friday night shows put on by various schools for which an admission charge is made are greatly decreasing their receipts on these nights. They ask the schools to give only a minimum number of such shows each year, if it is necessary that they give them for a profit, or else that they be put on co-operatively at the theatres.

### NEW THEATRE NEARING COMPLETION IN WALDO

W. C. Gumm announces that his theatre at 75th and Washburn, Kansas City, is nearing completion, and although the contract date for the completion of the building is not until June 30, a special effort will be made to have the theatre ready a month earlier.

The house will be called the Westminster, and it will be the only theatre in Waldo, a southern district of Kansas City.

Work has begun on the eighth episode of F. B. O.'s new "Telordons Club" series under the direction of Mal St. Clair. The same cast remains as featured in the other seven episodes.

# WHY MEN LEAVE HOME



WILL BREAK THE  
BOX-OFFICE WIDE  
OPEN.

A Laughing Success  
—with—

LEWIS STONE  
HELENE CHADWICK  
ALMA BENNETT  
MARY CARR  
AND A GREAT CAST.



Another John Stahl Production surpassing his achievement "The Dangerous Age"

ASSOCIATED FIRST NATIONAL PICTURES, Inc.

## BIECHELE WORTHY SUCCESS AS KANSAS PRESIDENT

The Motion Picture Theatre Owners of Kansas are to be congratulated on their choice of R. R. Biechle as president of their organization. Mr. Biechle is a head of the Kansas exhibitors is a worthy successor to R. G. Livestri, who for the past three and a half years has served in that capacity and who brought that organization from a mere dream into a great reality. Mr. Biechle has worked hard and hand with Mr. Luggert for many years and has been one of the most active members and officers of the Kansas organization since its inception. He has worked like the proverbial Trojan for his organization never shirking a duty when called upon and making personal sacrifices for the benefit of the M. P. T. O.



R. R. BIECHELE

That he is a thorough believer in a club organization is best borne out by his record as an active member of the M. P. T. O. of Kansas. Friends and co-workers from "The Reel Journal" are extending to Mr. Biechle every wish to his success as President of the Kansas exhibitors' association.

Mr. Biechle's address of acceptance upon his election follows:

"I want to thank you for the confidence you all have expressed in me and I want to say at this time that I have done my utmost for this association. I have gone on with the idea that any personal benefit should be divided. It has been my idea that what was good for me was good for the organization, and vice versa. I want to say at this time I expect every one of you to support me in these affairs because one man cannot do it all. Because you have made me president I cannot do it all. You must help me. During the past years I have seen the support you have given the president and I only hope you will do the same for me. My only wish for exhibitors, picture show men, and their exchange men, is a fair and square deal. The exhibitor, exhibitors and employees should not expect to get behind anything that is a detriment to any exhibitor, especially the independent exhibitor. I will be most pleased to stand back of this. I want to say again that we want to work together. The success of the president all depend on the support he receives from his organization."

## LYOYD MANAGER REFUTES NEW CONTRACT RUMORS

Rumors to the effect that Harold Lloyd has signed a new contract for the distribution of his independent comedy feature have been denied in a statement issued by William K. Fraser, general manager of the Harold Lloyd Corporation. The Harold Lloyd product will continue to be distributed through Pathe Exchanges. Mr. Fraser said in his statement, "There can be no foundation for these stories. We have three more pictures to be released by Pathe under our present arrangements. First of these is "Girl Shy" which will be released this month. It will take at least a year to complete the other two pictures called for in the Pathe contract. Therefore, we see no need to talk new contracts with any organization or individuals."

## "EIG FOUR" RENEW CONTRACTS WITH UNITED ARTISTS

The annual meeting of the stockholders and owners of United Artists Corporation was held last week at their offices in New York. There were present Mary Pickford, Charles Chaplin, Douglas Fairbanks and D. W. Griffith, the owners and their representatives, and it was unanimously decided not only to carry out their existing contracts, but to renew and extend their contracts for a period of three years, except Charles Chaplin, who has eight pictures still to deliver to the corporation. All officers of the corporation were re-elected.

## DEMPEY TO MAKE TEN PICTURES FOR UNIVERSAL

Jack Dempsey has been definitely signed to appear in Universal pictures. This word came from Carl Laemmle at Universal City on the eve of his departure for New York. The exact amount of money to be paid to the champion fighter has not been announced, but it is understood to be an exceptionally large amount.

Laemmle plans ten pictures, starring Dempsey. They will be last action stories to be written by Gerald Beaumont, author of "The Fast Strippers," a series of two-reeler featurettes. Bill Sullivan, which ran in the Reel Book as "The Information Kid," Jesse Robbins, who recently made "The Law Forbids," a Universal Jewel, has been selected to direct the Dempsey pictures.

"I prophesy that Jack will be as great a screen star as he is a fighter. He certainly has the makings," said M. Lichtman, general manager of exchanges for Universal.

## WOODHULL SUPPORTED FOR NATIONAL M. P. T. O. PRESIDENT

At the regular meeting of the Board of Directors of the Motion Picture Theatre Owners of New Jersey last week, a resolution was unanimously adopted endorsing R. F. Woodhull for the presidency of the Motion Picture Theatre Owners of America. For the past three years Mr. Woodhull has been president of the Motion Picture Theatre Owners of New Jersey.

## POPULARITY OF STARS REAL SALES VALUE FOR "MY MAN"

Exhibitors are finding the real popularity of Dustin Farnum and Patsy Ruth Miller of real ticket selling value in "My Man," the David Smith production which Vitagraph is releasing. This is the first time that Mr. Farnum and Miss Miller have ever appeared together in a motion picture. The story is a drama dealing with the boss of a city and the daughter of his financial enemy. There is a lively vein of humor running through it of which Mr. Farnum is said to make the most of.

## PRINTS READY FOR FOUR VITAGRAPH SUPER-FEATURES

C. A. Schultz, local Vitagraph manager, announced that within the next few days prints will be here on four of their super-features, "Borrowed Husbands," "Between Friends," "One Law for the Woman," and "Virtuous Liars."

"Borrowed Husbands" has Florence Vidor, Rockcliffe Fellowes, Earl Williams and Robert Gordon in the leading roles. "Between Friends" is an adaptation of the novel by Robert W. Chambers with Lou Tellegen, Ann O. Nilson, Alice Calhoun and Norman Kerry in the principal parts. "Virtuous Liars" is a Whitman Bennett production. In the cast are David Powell, Edith Allen, Ralph Kellard, and Dagmar Godowsky. "One Law for the Woman" is the second picturization of one of the famous Blaney melodramas, produced by Charles F. Blaney. Cullen Landis, Mildred Harris and Cecil Spooner are in the cast.

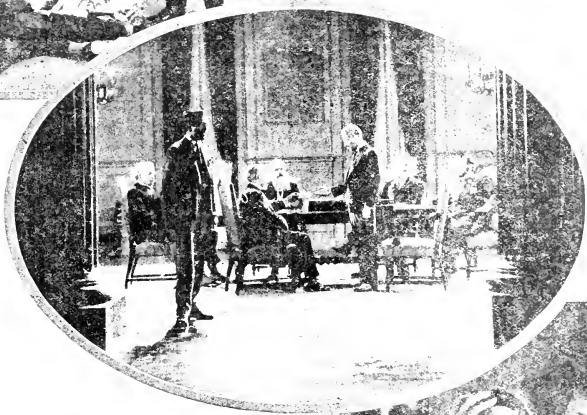
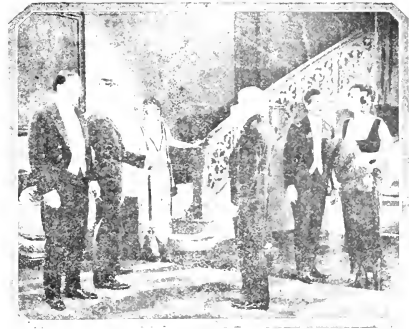
## JACK PERRIN GIVEN KIT CARSON'S BUCKSKIN SHIRT

Jack Perrin, who plays at the Regent Theatre, Kansas City, last week co-featured with Pease O'Day in his current Standard Western photoplay, "Up and At 'Em," has a buckskin shirt—once the property of Kit Carson, the famous Western scout. The latter had never worn the shirt, made by an Indian Indian, and it has been preserved by the Car on heirs for years. Recently it was donated to Mr. Perrin, who is a collector of relics of pioneer days. Mr. Perrin also has valuable relics once owned by Buffalo Bill, Pawnee Bill and "Wild Bill" Hickok.

## WEED DICKINSON ASSISTS F. B. O. STUDIO PUBLICITY

Ashley Weed Dickinson, a well known newspaper man of New York City and for a number of years a sports columnist on the Morning Telegraph of this city, has joined the press department at the F. B. O. Hollywood studio in association with Hy Dabb, studio publicity manager. Dickinson, a graduate of Williams College and noted sprinter in his college days, is widely known in theatrical and magazine circles in New York. He is a frequent contributor to Lites, the humorous magazine and formerly was managing editor of the Casper, Wyoming, Tribune.





SCENES FROM THE TRUART SPECIAL PRODUCTION, "THE UNKNOWN PURPLE" Distributed by FILM BOOKING OFFICES

## HOXIE RENEWS FOR UNIVERSAL WESTERNS

With Jack Hoxie's latest Universal feature "Ridgeway of Montana," in preparation for release, comes the announcement that the popular western star has been signed by Universal for a period of five years. He will make a series of high class western dramas, of a special super-feature variety. Clifford Smith, former director of William S. Hart, will direct, and Isadore Bernstein will be supervising editor of the Hoxie scripts.

The new contract is based on one of the new "sliding scale" arrangements put into force at the larger studios. This calls for increase in salary at stated periods, and the first pictures under the new contract will be staged on a more elaborate scale than before and at a higher figure.

## RALPH LEWIS TO STAR IN SERIES FOR F. B. O.

Plans for the Ralph Lewis starring unit have been completed. The veteran character star will appear in four feature productions to be made at the F. B. O. studios for distribution by that corporation.

The information of the Ralph Lewis organization brings to fulfillment all the promise made by Mr. Lewis several years ago when he won prominence in the role of Senator Stoneman in D. W. Griffith's "The Birth of a Nation." Many other important roles followed, Mr. Lewis working diligently to perfect his art. Today he is reckoned one of the foremost actors on the screen.

Ralph Lewis enjoys a background of the theatre, vouchsafed few players in screendom. Beginning as an actor shortly after leaving Northwestern University, where he achieved fame as an athlete, Mr. Lewis went on the stage. Then followed years of hard work in stock, in vaudeville and in companies with some of the most noted stars of the American theatre, including James K. Hackett, Julia Marlowe and many others. He was a principal in the original company of "The Prisoner of Zenda."

Mr. Lewis' first starring vehicle will be an original story by Albert Kenyon called "The Country Doctor." Mr. Kenyon will co-direct with Henry McCarty. John Mack, long prominent in screen circles, will serve as production manager.

## CENSORSHIP IN NEW YORK MAY BE ABOLISHED

Although the bill has not been presented to the Legislature as yet, there are many reasons to believe that the Censorship Act will be repealed in New York during the present session of the body.

The abolishment of the act will lead to the strengthening of the Penal Code which will read that the showing of a picture considered to be immoral will lead to the arrest of the exhibitor and the producer. The Penal Code contains a clause which makes it a criminal offense to dispose of obscene postals, and if plans work out, the clause will be amended to include motion pictures.

A meeting is to be held this week at which the leaders of the Assembly will decide the course necessary for the repeal of the Censorship Act.



## CUT YOURSELF A PIECE OF CAKE!

Mr. and Mrs. R. G. Liegett cutting the big 25-pound birthday cake that was presented by Paramount to the Kansas exhibitors at their convention. The cake was brought to Kansas City and a number of exhibitors and their wives as well as the employees of Famous Players partook when the "cutting" was made at the local Paramount offices.

## PITTSBURG PUGS WANT SCRAP WITH UNIVERSAL GIANTS

The fame of Universal's baseball team is spreading! Already a challenge comes from an out-of-town team. We received this letter a few days ago, and we reprint it for your sense of humor.

Pittsburg, Kas., April 1, 1924.

Editor of The Reel Journal,  
Kansas City, Mo.  
Dear Sir:

They tell me that there is a baseball team in the field called "The Universal Giants." Is that the same "Universal Giants" that played here several years ago and after they were defeated by the score of 176 to 3, they took up a collection to get them out of town?

Will you please send word to those "Giants" that the "Pittsburg Pugs" would like a game with them on their own grounds and at their own terms. We'll either play ball with them, wrestle them or jump rope with them. We'll split them a dozen runs and will agree to beat them or will forfeit the amount of money that it cost to make "Crooked Alley."

We have a pitcher named Grogan who says he can defeat them alone. Grogan uses no outfielders when he pitches and he allows the entire infield to take naps while he is on the mound.

Our catcher Spike Bernstein often chases foul balls far into left field. We only have five players, but each one is a star of great individuality, and extremely versatile.

The weather here is awful and knowing that the Universal Giants are the same, I am,

Disdainfully yours,  
JOSEPH ALOWYSUS DOAKS,  
Manager Pittsburg Pugs,  
Pittsburg, Kansas.

## "GIRL SHY" CROWNING ACHIEVEMENT FOR LLOYD

Prominent first run theatres in practically every important key center in the United States have contracted for Harold Lloyd's latest comedy "Girl Shy" which comes to the screen of the nation on April 20.

Aside from the fact that "Girl Shy" is Lloyd's greatest comedy to date, the production enjoys the additional distinction of being the master comedian's first independent feature. In this respect "Girl Shy" marks the milestone in one of the most interesting careers the screen has ever known. A little over seven years ago Harold Lloyd came to the screen in a series of comedies known as "Lonesome Luke," which were one-reelers made by Hal Roach. The "Lonesome Luke" comedies won fame and Roach introduced a new Lloyd single-reel series which numbered twenty-four.

The great success of these one-reelers determined Harold Lloyd's success as a comedian of note, and Hal Roach began to produce the young comedian in a series of two-reelers. November 2, 1919 marked the release of the first of these which was titled "Bumping Into Broadway." This was followed by "Captain Kidd's Kids," "From Hand to Mouth," "His Royal Shyness," "An Eastern Westerner," "Haunted Spooks," "Fish and Dizzy," "Now or Never," and "I Do."

With Harold Lloyd's fame established, Roach decided that the time was ripe for the launching of his comedian in greater length comedies, and accordingly "A Sailor Made Man" was made in four reels, and was released December 25, 1921. Then followed other greater length pictures, and now comes the first of his independent offerings. Pathé has always been the distributor for the Roach-Lloyd products.

Pre-view comments of the press declare "Girl Shy" a masterpiece.

## NOVEL ACCESSORIES FOR "THE UNKNOWN PURPLE"

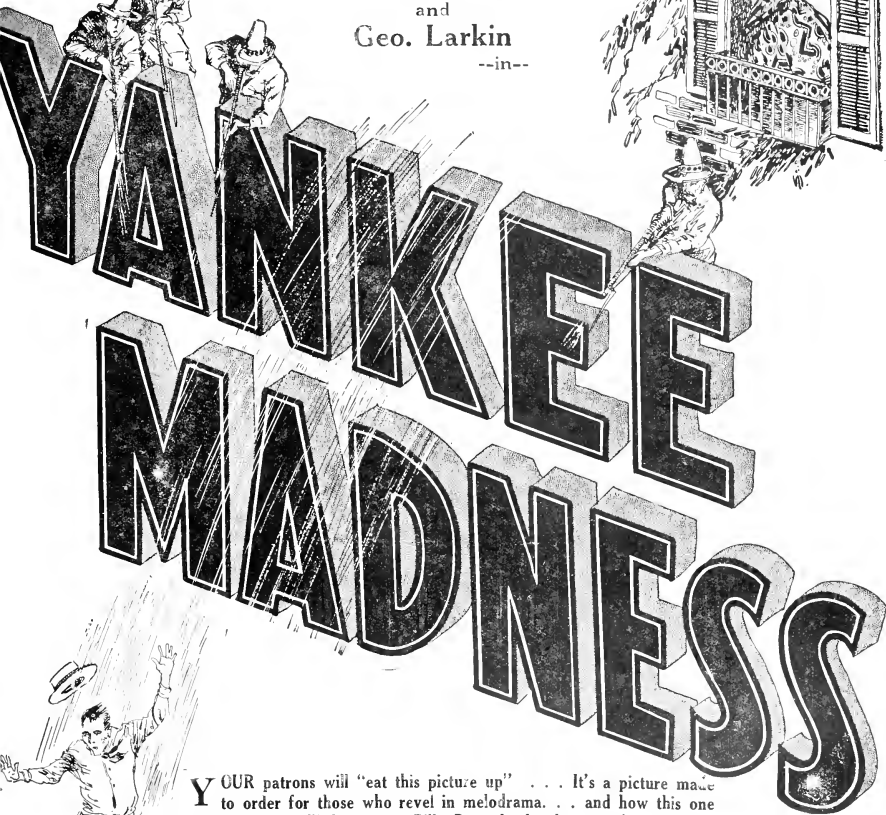
One of the special accessories for "The Unknown Purple" being distributed by the Film Booking Offices, is a certain mask of especial interest to children. It follows the motif of the play, which is one of mystery. It is printed on a square heavy paper, with lines to outline where it should be cut out by children. Portions of the mask are printed with a special composition which glows when it is in the dark; in other words, portions of the mask are visible in the light and other portions in the dark, in the manner of radio-lite. "A great feature of this accessory," says Roy Churchill, "is the fact that children will take it home to cut it out and enlist the aid of their parents in doing it. Therefore, it reaches the final goal of all good advertising matter—the home. It would be best to give them out to children prior to the showing date and use your imprint with this information."

Another special accessory which has been prepared is a card on the surface of which is seen an interesting moment from the picture. On the card are instructions to hold the card up to the light. Upon doing this another scene appears before the eye. Human curiosity is strong enough to force the holder of the card to hold it to the light.


This F. B. O. Box Office Attraction  
thunders with red hot surefire  
melodrama  
and action—

Billie Dove  
and  
Geo. Larkin

--in--



# YANKEE MADNESS



**Y**OUR patrons will "eat this picture up" . . . It's a picture made to order for those who revel in melodrama. . . and how this one does step. . . With exquisite Billie Dove, by far the screen's most beautiful star—and George Larkin, popular screen hero, you've got one in "YANKEE MADNESS"? And if you want EXPLOITATION, what stuff you'll find in our press book. You know the kind. The F. B. O. kind that is the talk of every exhibitor in the land. Grab "YANKEE MADNESS" and bank some fine profits with it.

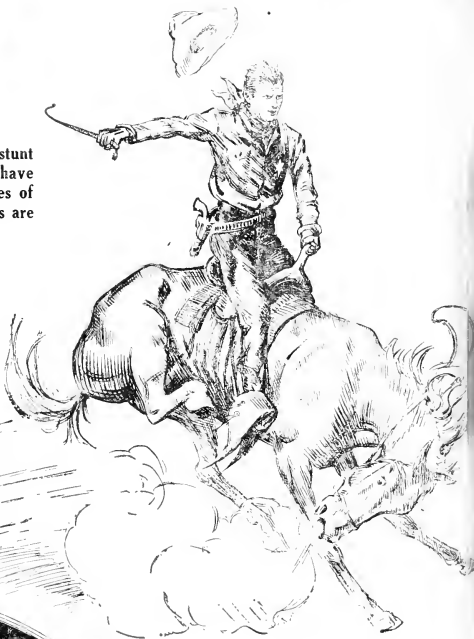
FILM BOOKING OFFICES  
OF AMERICA, INC.

Snowier Bldg., Kansas City, Mo. 3312 Olive St., St. Louis, Mo.  
127 So. Hudson St., Oklahoma City. 106 S. Cross St., Little Rock, Ark.

IT'S AN  
**F. B. O.**  
PICTURE

# A Hit!

**F**RED THOMSON (world's champion athlete and stunt man) with his wonderful horse, SILVER KING, have made a tremendous hit, and altho' F. B. O.'s series of these Big Six Westerns have just begun to play, exhibitors are already sending the word around to book these pictures. Read under "WHAT THE PICTURE DID FOR ME" in Exhibitors' Herald and other film trade papers of the results obtained with this new series. No. 1, "MASK OF LOPEZ"; No. 2, "NORTH OF NEVADA"; No. 3, "GALLOPING GALLAGHER"; No. 4, "SILENT STRANGER" and two more cracker-jacks to come.



**FRED THOMSON IN  
"GALLOPING GALLAGHER"**

Presented by

**MONOGRAM**  
PICTURES CORPORATION

ANDREW J. CALLAGHAN  
President

A HARRY J. BROWN Production

Directed by  
ALBERT ROGELL

**6** BIG WESTERN  
PICTURES  
In THIS  
NEW SERIES

Distributed by

**F. B. O.**

FILM BOOKING OFFICE  
of America, Inc.

Exchanges Everywhere

Snover Bldg., Kansas City, Mo.

3312 Olive Street, St. Louis, Mo.

127 So. Hudson St., Oklahoma City, Ok.

106 So. Cross St., Little Rock, Ark.

Why do you suppose

# The CAPITOL Theatre N. Y.

WORLD'S LARGEST AND FINEST PICTURE THEATRE

Booked Truart's Mystery Thriller

The

# UNKNOWN PURPLE

Directed by ROLAND WEST from the Sensational Stage Success by Roland West and Carlyle Moore

## *Because*

For one solid year on Broadway, New York, it thrilled playgoers like they've never been thrilled before.

## *Because*

Film Daily said: "For drama, thrills and chills you couldn't offer them anything more satisfying than "THE UNKNOWN PURPLE."

## *Because*

The Los Angeles Examiner said: "The audience gasped yesterday when all the lights in the house were extinguished. Roland West's remarkable drama "THE UNKNOWN PURPLE" is replete with thrills, action and mystery."

## *Because*

The Los Angeles Illustrated News said: "The production can be truthfully said to be one of the most unusual mystery melodramas that has come to the screen in a long time."

Get your play dates NOW!

## *Because*

Mary Kelly in the Moving Picture World said: "Strong box office appeal in sensational mystery melodrama offered by Truart."

## *Because*

"THE UNKNOWN PURPLE" is by far the thriller of all thrillers,—because it gives your people some brand new, different, gripping melodrama to the highest degree.

## *Because*

It has in its cast: Henry Walthall, Alice Lake, Helen Ferguson, Ethel Grey Terry, Brinsley Shaw, Richard Wayne, Frankie Lee, James Morrison and the great Mike Donlin.

## *Because*

The newspaper and dramatic critics and motion picture reviewers spoke about "THE UNKNOWN PURPLE" in language that is music to every exhibitor's ears.

# FILM BOOKING OFFICES

OF AMERICA, Inc.

Snowier Building, Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.  
127 South Hudson Avenue, Oklahoma City, Okla.  
106 South Cross Street, Little Rock, Ark.

Exchanges Everywhere

## LAEMMLE OFFERS \$1,000,000 CONTRACT TO DEMPSEY

It has just been announced that Carl Laemmle, president of the Universal Film Corporation, has offered Jack Dempsey, world's heavyweight boxing champion, a million dollar contract for appearance in Universal pictures. All indications point to an early acceptance of the offer. Jack Kearns, Dempsey's manager, left New York for Los Angeles presumably to close the deal and sign the contract.

Negotiations have been going on between the Universal chief and the popular ring idol for several weeks, it is said. Dempsey went to Los Angeles about two weeks ago to confer with Laemmle, now at Universal City, supervising production at the big plant.

No definite information is available as to what Dempsey is to do for Universal; whether he will be starred in a big feature production, in a serial, or in a number of pictures. No news of this nature will be forthcoming until the contract has been signed, though several screen stories have been discussed as vehicles.

## F. B. O. HANDLING TRUART'S "LET'S GO"

The Film Booking Offices are distributing the territory for Truart's Richard Talmadge production "Let's Go," which is a combination of romance and thrills that makes for the highest type of screen entertainment.

The story revolves about the meek-dwell son of a wealthy business man who is literally forced into his opportunity for making good. After having detoured around all the policemen he could think of in his speedy roadster, the young man is confronted by one who had followed him to his father's office. To escape he actually jumps off the third story window of an office building directly into an automobile below and makes good his escape. From that point on starts the most amazing series of death-defying stunts ever shown in a motion picture.

Richard Talmadge, the star, performs every stunt himself without the aid of dummies, doubles or trick photography of any kind. Every thrill in "Let's Go" is an honest-to-goodness thrill. Among others there is a fight depicted between the star and two characters which continues uninterrupted over a distance of about two miles.

Supporting Richard Talmadge in "Let's Go" which is his first picture for Truart, are Filene Percy, Tully Marshall, George Nichols, Bruce Gordon, Al Freeman, John Stepping and Matthew Betz.

Several months ago Universal refused to produce the short Western subjects, but the demand for the appearance of them has been so great that the production department is preparing to turn a short subject program.

Whitman Bennett now has three productions under the Vitaphone banner "Virtuous Wives," his latest release proved successful at the Rialto Theatre, New York, last week. His other pictures are "The Lavenworth Case" and "Loyal Lives."

## Moving Along Movie Row

C. A. Schultz, Kansas City manager for Vitaphone spent three days in Omaha last week.

R. B. Christian of Excelsior Springs was on the well known Row Tuesday.

F. W. Gebhardt, a representative of Yale University is in Kansas City, and he will work with the local Pathe Exchange in the interest of the "Chronicles of America," which the Yale University Press is producing for Pathe distribution.

"Girl Shy," Harold Lloyd's latest feature, has been booked for the Royal Theatre, Kansas City, the week of May 18.

Victor Cason, owner of the Cason Theatre, Bosworth, Mo., has been elected mayor of that city, according to a letter received by B. C. Cook, manager of the Economy Film Service. A representative exhibitor! Congratulations!

W. P. Cull of Chullicho, Mo., was a visitor on Movie Row Tuesday.

"Bean Brummel," John Barrymore's latest production for Warner Brothers (Classics of the Screen), will play at the Newman Theatre the week of May 4.

Thomas Clark of Maryville, Mo., said 'howdy' at the F. B. O. offices Tuesday.

D. J. Chatkin, general sales manager for Educational Film Exchanges, was in Kansas City, Tuesday.

John F. Paine, special representative for the Kansas City territory of the Selznick Distributing Corporation is in town this week.

The Liberty Theatre, Kansas City, will open Easter week with Selznick's current release "Woman To Woman," featuring Betty Compson.

Lee Gunnison of Atchison, Kas., and "Bill" Parsons of Joplin, Mo., were seen in Kansas City's Hollywood last week.

Standard Films is making a record for first runs this week. With the Regent Theatre playing Jack Perrin in "Up and At 'Em," and the Wonderland Theatre playing Noah Beery in "The Dangerous Trail" it looks like real business in the Standard office.

B. C. Cook, manager of the Economy Film Service, wishes to announce that the statement about him made in this column last week wasn't entirely correct, and that he is still happily married.

"The Great White Way" is "going over big" at the Royal Theatre, Kansas City, according to reports received at the local Goldwyn office.

H. E. Corby, manager for A. H. Blank Film Enterprises, has been confined to his home due to sickness.

A. W. Pugh of Erie, Kas., was a visitor

at the Vitaphone offices this week.

Universal's re-edited two-reeler, "A Society Sensation" which played at the Liberty Theatre, Kansas City, last week scored a big hit. According to those who saw it, the feature has more action in the thirty minutes necessary for its showing than many serial thrillers.

The Isis Theatre, 31st and Troost, has been having unusual success with its productions, which have been both novel and attractive and is planning to continue putting them on with every big picture.

With the nice weather there has been countenanced a more jovial expression on exhibitors' faces this week. Business is considerably improved. And this, before Easter, makes the future very hopeful—if we don't have too hot a summer.

George West, brother of the famous comedian, Billy, and special representative for the Arrow Film Corporation, is making sales calls at the Independent exchanges this week in the interest of Arrow Productions. George has a brand new serial, "Days of '49," which he is particularly enthused about since the success of "The Santa Fe Trail."

Zimmerman and Callahan have sold the Leland Opera House at Troy, Kans., to L. F. Manville. Mr. Manville is new in the business, but his brother-in-law, "Benny," ought to be able to give him lots of tips.

Jay Belasco, Universal exploitation manager, has been promoted and is now in charge of the exploitation of Universal pictures in all of the territory under Gerald Akers' supervision.

Bert Edwards, formerly manager of the local Fox exchange, is now a representative for the W. W. Hodgkinson Corporation.

We didn't make such comment about the vaudeville show that was put on at the Kansas exhibitors convention because of lack of space. Somehow, we just can't forget it. And every time we think about it, we become all smiles, for it was a peach.

To mention every act on the bill we would have to go to some length. But there were two that were outstanding—or in the vaudeville vernacular—were headlines; namely, **Bones Smith as the Oriental dancer in complete costume—or complete lack of it; and W. P. "Benny" Bernick as the aisle candy vendor.** "Benny" was funnier than he usually is. And "Bones" was a riot.

"A Society Sensation" Universal's re-edited Rodolph Valentino picture is proving to be the most remarkable sales proposition Universal has handled for several months. The picture was made several months ago in five reels but it has been cut down to two reels, and has been touched up with up-to-date titles.

**PATRONIZE** THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

**BOLLER BROTHERS**

**THEATRE ARCHITECTS**

58 Palace Bld. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**Smiling Service!**



**HOTEL BRAY**

12th Street and  
Baltmore Ave.  
Kansas City, Mo.

*It's foolish to pay more --and risky to pay less.*

Absolutely Fireproof

150 Outside Rooms with Bath  
\$1.50, \$2.00, \$2.50

Archie Josephson, President

**KC Engraving & Colorplate Co.**  
8th and Walnut - Kansas City  
Perfect Plates for all Printing Purposes  
"on time" service  
**Main 4707**  
A. M. PETRUS - J. L. STEPHENSON - W. E. GOODRICH

**KEEP YOUR LOBBIES BRIGHTER**

**"SHURE--BRITE"**

The newest brass polish works quicker, shines brighter, costs less. Used by Frank Newman's Royal Theatre, Westgate Hotel, Bray Hotel, Unity Inn and others.

\$1.00 Per Gallon, Prepaid

**SHURE CHEMICAL PRODUCTS CO.**

304 West 9th Street

Kansas City, Mo

**PRINTING FOR THE TRADE**

**Keystone Press**

19th & Wyandotte Sts., K. C., Mo.

WIRE—WRITE—PHONE

—FOR—

EASTER FLOWERS

**THE OWL FLORISTS**

BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

**Opera Supply Company**

691 Shubert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

**Guaranteed, Non-breakable Steel Standard Opera Chairs.**

**THE CHAIR THAT'S ON THE SQUARE**

Lowest Prices Quick Delivery

**NEWS NUGGETS**

**NEWSPAPER TIE-UP BACKS EDUCATIONAL HUMOR REEL**

Educational Film Exchanges, Inc., announce the completion of arrangements covering the distribution of "The Fun Shop," a reel of humor, scheduled for first release on April 20 and at the rate of one every two weeks. Newspaper tie-ups and cooperation embracing nearly a hundred of the representative newspaper already contracted for the service in the Kansas City Star.

The reel will be edited by Maxson Foxhall Judd, widely known newspaper humorist, and will consist of original humor written especially for the reel by nationally known humorists, column conductors, contributors and by the public. The newspapers are contracted to take the column, also known as "The Fun Shop." The service will be daily except Sunday and will consist of from one-half to three quarters of a column of humor. The Fun Shop column was released to newspapers on Monday, March 31.

Arthur Stone, the prominent vaudeville headliner, has been signed by Hal Roach to appear in comedies as soon as his vaudeville contract expires. Stone will portray his usual country rube role.

Following the successful engagement at the Capitol Theatre, New York, the Truett picture "The Unknown Purple" has been booked over the entire Loew circuit.

Rogers' election to congress. The stories are clever, and political partisanship has been avoided.

Distinctive Pictures Corporation will release future George Arliss pictures through the Schmick Distributing Corporation. The first of these will be a comedy drama, "20 a Week."

Tom Miranda, who has titled some of the biggest screen features, and was particularly commended for his set of captions in "The Signal Tower," Universal Super-Jewel, has been selected by Universal to write titles for "The Reckless Age" starring Reginald Denny.

Plans are being discussed at Universal City for producing Jonathan's Swift's famous old story of the land of Lilliput, with its diminutive people, and Brodiebad, where men were giants. The cast include "Iring's Midgets," now playing in vaudeville.

Larry Semon plays an inquisitive, little spigot-big in his latest Vitaphone comedy, "Trouble Brewing." Larry says that the contraband he found was so hot it would make a cuttle fish spit fire twenty thousand leagues under the sea. Page Jules Verne.

"A Lot of Lady," by Willa Cather, which was recently purchased by Warner Brothers has been proclaimed by the New York Tribune and the Bookman to be one of the six best sellers of the year. The book is now in its seventh edition, and is being syndicated in hundreds of newspapers.

The cast for Elinor Glyn's story, "How To Educate a Wife" has finally been announced by Warner Bros. Marie Prevost, Monte Blue, and Louise Fazenda head an all star cast which include Claude Gillingwater, Creighton Hale, Betty Francisco, Edward Earle and Lydia Yeamans Titus.

Claire Windsor will portray the leading feminine role in First National's coming production, "For Sale." Others in the cast will be Adolphe Menjou, Robert Ellis, Mary Carr and Tully Marshall. "For Sale" is an original story by Earl Hudson, and the screen version will be directed by George Archambaud.

With the presidential election approaching, Hal Roach has decided upon a series of three two reel comedies featuring Will Rogers in stories having a political background. The first of these has been completed, the action of which is built around

## ST. LOUIS TRADE EVENTS

By David F. Barrett

## EXHIBITORS OF EASTERN

## MISSOURI MEET APRIL 22

The annual convention of the Motion Picture Exhibitors of Eastern Missouri will be held at the Elks Club, St. Louis, Mo., on April 22. It is expected that this year's gathering will greatly exceed that of last year, as many matters of importance to the exhibitors are scheduled to come before the body. Many exhibitors from the Southern Illinois territory have indicated they will be on hand.

A movement is under way to give the Eastern Missouri division jurisdiction over the Southern Illinois territory because those exhibitors purchase their film in the St. Louis market.

The convention is expected to take a decided stand against Federal and state taxes on theatre tickets, and also to favor the repeal of the music tax.

## MABEL NORMAND GIVEN BIG RECEPTION IN ST. LOUIS

Mabel Normand received an elaborate reception on Saturday, April 5, when she arrived in St. Louis to fill a week's engagement at the Grand Central Theatre in conjunction with her latest feature "The Extra Girl." The fact that thousands of people visited her and crowded into the Grand Central to see her is sufficient proof that as far as the public is concerned the unfortunate occurrence recently in which her name was linked is a closed affair. Mayor Henry W. Kiel was a member of the reception committee, and he welcomed her personally to the big city.

Miss Normand was handicapped by a severe cold, but she refused to cancel her appearance at the theatre. She was given a large ovation at every performance.

## EXHIBITORS SUFFER FROM MINERS' UNEMPLOYMENT

With forty thousand or more unemployed or work and hundred of them and working in poor pay conditions in the Southern Illinois coal fields are heart-breaking to use a mild term. And the unfortunate part of the entire situation is that the district is just coming upon what should normally be the dull season of the year. Close students of business conditions say that there will be no relief for the coal industry before next September or October.

Theatre owners as well as other business interests in the coal mining regions are feeling the effects of the unemployment of the miners. Many of them have closed while others are running but one and two days a week. Exhibitors with large investments in theatre and equipment are forced to keep on at all though the weekly deficit is getting larger and larger.

The boys who didn't see something from the fat years of this rainy season are in a serious situation. Some of them are a few jumps ahead of the sheriff at the present writing.

BRIGHT BITS  
and  
NEWSY NOTES

Should the bill repealing the tax on amusements which recently went through the House of Representatives pass in the Senate, great credit must be extended to J. L. Colvin, the well known Washington, Mo., exhibitor who personally was responsible for the introduction of the bill. Calvin interested Congressman Clarence Cannon of Kentucky, Mo., and they jointly had the bill drawn up. Calvin plans to appear before the Senate committee to urge the passage of his bill.

L. Seal for the past two years manager of the publicity department of the Missouri Theatre, St. Louis, plans a trip to California.

Mrs. B. Harris, the winsome wife of the popular Maplewood, Mo., exhibitor has recovered from her recent illness. She was confined to a hospital for six weeks.

Herschel Stuart, manager of the Missouri Theatre was host to the employees of that big house at a dance in the lobby of the big first run house on Tuesday last week. The dance numbers answered the names of popular Paramount star and starlets, Barney Rapp and the Victor orchestra furnished the music.

Lon Stahl has taken over the Union Theatre, Union boulevard and Easton avenue, St. Louis. He contemplates a change in the policy of the house for the present.

F. O. McNail is preparing to open a airborne at Ziegler, Ill. He was in St. Louis making purchases of equipment etc.

Samuel Horton, owner of the Marquette Theatre, Alvin, Ill. plans to open a new house in that city on Easter Day.

Jack Underwood, manager for Enterprise has received prints of "The Lone Wizard" and will shortly announce the release date on that feature.

Sam Werner of United Film Service has returned from New York City. He is expected to shortly announce the acquisition of several big independent productions for this territory.

Harry Greenman, former manager of the William Fox Liberty Theatre here has gone to New York to take charge of the William Fox Academy of Music.

The Liberty Theatre on Delmar boulevard will be dark for one week. When it reopens it will present a feature picture in conjunction with a girl show headed by Curt Jones, a prime favorite in St. Louis. An elephant act and one other vaudeville turn will be on the pro-

gram. Roy Jones, who was connected with the Hippodrome Theatre on Sixth street, years ago will be in charge of the Liberty.

Out-of-town exhibitors seen along Picture Row during the week were: "Doc" Price of East St. Louis; C. Delaney, Olney, Ill.; Jack Hoefler, Keokuk, Ia.; Mr. and Mrs. Tuttle of Desloge, Mo.; Alvin Weck, Labor Temple, Staunton, Ill.; Mrs. John Paul, Marvel, Carbondale, Ill.; Jack Pratt, Fulton, Mo.; John Reese, Wellsville, Mo.

Sam Norman, manager of the New Lindell Theatre, 3517 Grand boulevard, St. Louis, was robbed on the morning of March 31, of the Saturday and Sunday receipts estimated by the police at \$1200.

A closer co-operation between the church and theatre was urged by the Rev. Dr. S. Warkes Cadman in an address before the Ministerial Alliance of St. Louis on April 2. He stated that the State is always assuming a morality that it has not, and that morality cannot be forced on a nation but that the church must solve that problem.

The Mercantile Trust Company of St. Louis has placed on sale a total issue of \$1,200,000 first mortgage serial notes of the Missouri Theatre Company. The notes are secured by the magnificent Missouri theatre and office building at the corner of Grand boulevard and Lucas avenue considered one of the most profitable ventures in the city from an investment standpoint.

G. E. McKen, manager for the local Fox office of Charley Werner, Metro manager; Sol Hankin of Educational; Jack Wolf of Goldwyn and Morroger Shalet of United Artists attended the annual convention of the Arkansas State Exhibitors held in Little Rock, Ark., on April 7 and 8. Prior to going to the convention Hankin and Wolf stopped off at Hot Springs, Ark., over the week-end.

Harry Koplar of the St. Louis Amusement Company, which controls fourteen of the leading theatres of the city, donated \$10,000 to the fund being raised for a new Jewish Hospital. This was one of the largest individual contributions to the fund.

Carson T. Metcalfe, cashier of the First National Bank and owner of the Opera House, Greenfield, Ill., was a caller at the First National office last week.

William Leaven, Jr., assistant projectionist of the Liberty Theatre is sporting a handsome new Chrysler touring car. He had it out in Forest Park doing stunts on Art Hill and other favorite spots to see what a machine can really do.

The Star Theatre, Wvacoona, Mo., has closed temporarily for repairs. There is a smallpox epidemic raging in the town and the theatre management decided it would be a good time to make needed improvements to the house.



BOX-OFFICE REPORTS

FIRST NATIONAL

**Bob Hampton of Placer**, Wesley Barry Excellent western picture. Fine acting.—R. B. French, Liberty Theatre, Humansville, Mo.

**The Hottentot**, Douglas MacLean—Fine. Book it and hoost it. A real 100 per cent picture.—R. B. French, Liberty Theatre, Humansville, Mo.

VITAGRAPH

**Midnight Alarm**, Landis-Calhoun—Very good. Drew good business in bad weather. Every Vitagraph picture has made money and delighted the patrons. Though the weather and general conditions have been bad, good titles, good paper and good treatment from Vitagraph has prevailed.—J. M. Bailey, Bailey Theatre, Waverly, Kas.

**Gypsy Passion**, Madame Rejane—A good clean picture that is different from the ordinary run and pleased practically all who saw it here, although did a poor business on account of country roads being so bad.—Harry Roberts, Electric Theatre, Centralia, Kas.

**My Wild Irish Rose**, all star—Good comedy-drama. Did good business and pleased.—J. M. Bailey, Bailey Theatre, Waverly, Kas.

**Received Payment**, Corinne Griffith—Very ordinary feature although parts well acted, but was rather drawn out and draggy. Did not draw and got us the poorest Saturday night business we have had since hot weather last summer. Patrons seemed to have this one lined up as a society play and stayed at home.—Harry Roberts, Electric Theatre, Centralia, Kas.

**Pioneer Trails**, Alice Calhoun—In checking up on this, find that it broke-house records since Thanksgiving, 1922. Pretty good. They came far and near to this one.—J. M. Bailey, Bailey Theatre, Waverly, Kas.

**No Defense**, Wm. Duncan—Don't be afraid to advertise this production. It will please 90 per cent.—G. H. Thieman, Colonial Theatre, Corning, Mo.

**Man From Brodneys**, J. Warren Kerrigan—The kind of production that the general public wants; it has everything

that could be expected of any production and the exhibitor that can't play this production and make money had better quit the game.—It's a whiz.—M. W. Reed, City Theatre, Junction City, Kas.

**Man Next Door**—It was fine, none better.—R. F. Plummer, American Legion, Sedgwick, Kas.

**Little Wildcat**, Alice Calhoun—A very good program picture. Moral tone good.—R. F. Lutz, Fairmount Theatre, Mt. Washington, Mo.

**Ninety and Nine**—Sure-fire. Made a hit. Forest fire scene started where other leaves fire off.—A. R. Plummer, American Legion, Sedgwick, Kas.

**Pioneer Trails**, Calhoun-Landis—Step on this one. It got them in and pleased 100 per cent. A real special.—R. F. Lutz, Fairmount Theatre, Mt. Washington, Mo.

DISTINCT COLOR PHOTO-GRAPHY IN "CYTHEREA"

Three distinct innovations in color photography will be introduced in "Cytherea," the Samuel Goldwyn production now in the making under the direction of George Fitzmaurice.

The first novelty is a prologue showing "Cytherea" as the mythical Goddess of Love of the ancient Ionians emerging from her shell in a storm-lashed sea. A new technical discovery permits a soft color, misty focus effect which gives full play to the vari-colored tints caused by the sunshine hitting the water. The second effect, synchronizing with the dramatic climax of the play, will be in full sharp color. The succeeding shots are in dull grays and full black. The third effect, showing the death of "Cytherea," will be done in a new manner designed by George Fitzmaurice, to make its appeal beautiful rather than sorrowful. The color scheme to be used has not been divulged, but those who have seen it declare it to be unusual and original in conception and execution.

"Cytherea" will be released by F. National in the springtime, known for ages as the open season for Love Goddesses.

CURRENT RELEASES

Week of April 20, 1924.

**ASSOCIATED FIRST NATIONAL**  
The Woman on the Jury, Sylvia Baer and Co.

**CRESCENT**  
Wedding Bells, Monty Banks (2)  
Felix Hirs, the Italian (1)  
Laundry, Inkwell (1)

**EDUCATIONAL**  
Heart Throbs, Song, Thom Agan (1)  
Dandy Lions, Christie (2)  
The Trader Keeps Moving, Wildman, F. L.  
Leman Hoo's, Hodge Page (1)  
Kingmarts, two each (1)

**ENTERPRISE**  
Bell's Edge, Ros Stewart (1)  
Bandit of the Movies, Mack Sennett (2)

**FAMOUS PLAYERS**  
The Confident Man, Thomas Meighan (1)  
Silent Stranger, Fred Thomson (1)  
Beloved Vagabond, Carlyle Blackwell (1)

**FOX**  
The Plunderer

**HODKINSON**  
Miami, Betty Compson (1)  
The Arlec, Rex Ingram

**METRO**  
Pathe

Girl Shy, Harold Lloyd (1)  
One at a Time, Hal Roach (1)  
Hit the High Snoots, Sess Lee (1)  
The Hollywood Kid, Mack Sennett (1)  
Gateways to the Heart of America, Sun and Snow, Spotlight  
Ransom, Leatherstocking No. 5  
Trip to the Pole, Assop Falder  
Pathe Review, No. 10  
Tones of Day, No. 10  
Pathe News, No. 10

**STANDARD**  
Fighting Fire, Lester Ames (1)

**UNIVERSAL**  
Forty Hours, Hawkwood, Fred Gibson (1)  
Pretty Plunders, Continus (1)  
East Express, No. 7

**VITAGRAPH**  
Between Friends

CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

**FOR SALE.**  
Powers Motor Driven Machine, Powers Model Lamp house, 110 volt, 60 cycle, A C Transformer, \$1000 complete—Jesse Hertzog, Olathe, Kansas.

**FOR SALE.**  
Fire-proof theatre in booming town, rental, showhouse front, showing (100 stage, seen 10), two picture machines, piano, 200 opera chairs, room for 80 more; 4 lanes, 5 ft. exhaust fan, perfectly cool in hot weather. Big gas well near town. Oil and gas boom on. No competition. Will sell at a bargain—Address: Box 25, Pomona, Kas.

**FOR SALE.**  
Simplex motor drive, air light, A-1 condition. Guaranteed. New intermittent \$1000, will rewind and extra reels. E. Dewhurst, Beverly, Kas.

**FOR SALE.**  
Good theatre in boom seat town. Everything in first class condition. No competition. Priced right. Menzel & Sons, Hoxie, Kas.

**WANTED.**  
Theatre in town with about 3000 population. Give full particulars first letter. Cash proposition. Address Geo. B. Woodriddle, Milan, Mo.

**POSITION WANTED.**  
Position wanted as manager of theatre; sales man or representative of some good film exchange. Would consider trading or leaving a good paying theatre. Age 25. Married 5 years; theatre and film experience. Reasonable salary or commission. References. Address: A. W. Reel Journal.

**FOR SALE.**  
At a bargain, an unusually good small town theatre. No competition. Entitled for pictures and legitimate. Everything first class. Address: I. W. Reel Journal.

**LEASE OR RENT.**  
Wanted to lease or rent, picture theatre in the Kansas City exchange district. Give full particulars first letter. Address: L. J. Reel Journal.

Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL,

19th & Wyandette Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....

Star ..... Producer, .....

Remarks .....

Title .....

Star ..... Producer, .....

Remarks .....

If Every Exhibitor Does His Duty There Will be No Mediocre Pictures

City

Theatre

Exhibitor



Here she is, Gentlemen, the bewitching little miss who is drawing the mobs to motion picture theatres throughout the length and breadth of the land. Millions know her as Mack Sennett's former Queen of the bathing girl beauties.

—She's the Peach of All Peaches—She's

ALBERTA VAUGHN—Scintillating—Captivating Star of

## “THE TELEPHONE GIRL”

Series—The H. C. Witwer-Cosmopolitan Magazine Stories

And how this new series has hit the public. With those two side-splitting comedians, Al Cooke and Kit Guard, and with George O'Hara and Gertrude Short and practically the entire cast of the original “FIGHTING BLOOD” series, you can surpass your success of the “FIGHTING BLOOD” stories. Twelve knockout chapters, two reels each, running riot with youth, love, fast action and the snippiest, snappiest stuff your patrons ever saw. They're cleaning up for thousands of theatres. Have YOU booked 'em yet?



FILM BOOKING OFFICES  
OF AMERICA, Inc.

Snover Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.  
127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

**The****Reel  
Journal****The Film Trade Paper of the Southwest****All Comedy Program**

Below is a letter received from a very prominent exhibitor which might interest you:

"Recently we tried the experiment of using three two reel comedies instead of a feature on Monday night. Our program on this night ordinarily consists of a Western feature and a serial. When we substituted the six reels of comedy for the feature, our attendance was increased 25 per cent over the best record with a Tom Mix feature. To satisfy ourselves we have tried out the idea twice since with the same gratifying results. We used some care in selecting the comedies, one of them in each instance being one of the new Will Rogers series."

All exhibitors are anxious to follow a successful exhibitor, or at least try out their proposition.

**Pathe Exchange, Inc.**

C. C. VAUGHAN, Branch Manager

111 West 17th Street

Kansas City, Mo.

# A Story of the Sea You'll Never Forget!

And a story of stormy love, of desperate struggle against overwhelming odds, that will register with your patrons with an irresistible power!

It is one of those strong dramatic narratives which sweep its spectators into spell-bound enthusiasm. Your patrons never saw Priscilla Dean in so fiery a role—nor in a role in which she has such tremendous opportunity for the marvelous sweep of her tempestuous personality!



**PRISCILLA**

**DEAN**

in an absorbing story of stormy  
love and surging seas



*The*

# STORM DAUGHTER

**UNIVERSAL JEWEL**

Directed by  
**GEO. ARCHAINBAUD**

**UNIVERSAL FILM EXCHANGE** 1710 Wyandotte St.  
KANSAS CITY, MO.

This week's release

# THE WORLD'S CHAMPION HORSEMAN

52

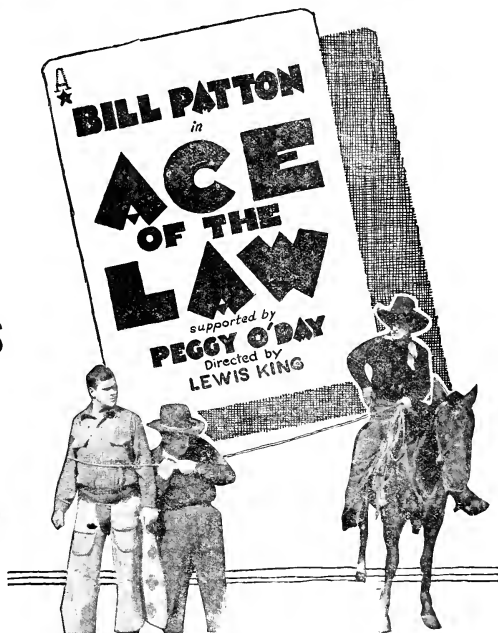
Varieties

Western

Photo-Plays

Season

1924



A photoplay with a maximum of action and a minimum of gun-play and other objectional features.

## STANDARD FILMS

111 W. 18th St.

Kansas City, Mo.

Next Week--Lester Cuneo in "Western Grit"



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID F. BARNETT**  
 376 Beraneca Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## What's Happened?

The announcement that the exhibitors of Eastern Missouri will hold a convention in St. Louis this coming week brings to mind the question of what's become of the organization of exhibitors in Western Missouri.

It was more than two months ago when a group of exhibitors from this part of the state met at Kansas City with the purpose in mind of organizing or rather re-organizing the exhibitors of Western Missouri. A committee was appointed and funds were subscribed with which the cost of this organization work would be defrayed. They were all "pepped up" and enthusiastic and this time they were going to organize a real exhibitor group. But what's become of the committee? What use has been made of the money it was given to work with? And what'll become of the shreds of the organization that are waiting to be bound together again?

A number of exhibitors have asked us what progress the exhibitors of Western Missouri were making in their efforts to form an association. Some of them are men, who have never before been interested in organization and who were now wishing to join in some movement that would represent their interests.

But it looks like the old story of waiting until the someone steals the horse before it is decided that the barn door should be pallock. We've preached many times the need of organization and its benefits. They should now be firmly fixed in the minds of every exhibitor and especially the committee that was appointed to do this reorganization work. Waiting won't do any good. The time to act is now. Those who have been waiting with interest for the organization committee to call on them are growing impatient. So let's go, boys. R-I-G-H-T N-O-W!

## YALE CLUB TO SCREEN "CHRONICLES OF AMERICA"

Invitations have been sent to city officials, executives of prominent organizations, and members of the Kansas City Yale Club to attend the screening of several of the "Chronicles of America" series produced by the Yale University Press. This private screening will take place in the Auditorium of the Kansas City Junior College the evening of April 21. The purpose of the screening is to show these representative people that these historical pictures are not solely educational as many believe, but are entertaining as well.

Among those invited are Mayor-elect Beach, I. I. Cammack, Superintendent of Schools, and executives of the D. A. R., Parent-Teachers Association, Women's City Club, Boy Scouts, Girl Scouts, Chamber of Commerce, Rotary Club, Kiwanis Club, Lyons Club, ministers of all denominations, teachers and principals of all schools.

"The Chronicles of America" is a complete history of the United States, and the scenes and characters are absolutely historically correct. They are distributed by Pathé.

## M. P. T. O. A. OFFICERS ATTEND MUSIC TAX HEARING

Representatives of the American Society of Composers, Authors and Publishers met with the Patents Committee of the United States Senate on April 9. The committee declared the moves of the society in respect to their attempt to fair, un-American, and a direct contravention of popular rights.

Snider S. Cohen, president of the Motion Picture Theatre Owners of America and other national officers represented motion picture interests and participated in the hearing. Mr. Cohen submitted arguments in favor of the bill introduced by Senator Dill, a bill which would affect such arguments in the Copyright Laws as to relieve the radio people from the payment of the Music License Tax.

Mr. Cohen cited records to prove that the framers of the present copyright law never intended to have the same used as a legal black jack to levy tribute on the theatre owners and others. He showed where only a comparatively small number were to be considered on one side while the rights of millions of people were jeopardized on the other. He urged fair treatment for all, declaring that when musical compositions were sold and purchased by theatre owners and others the right to use the same was beyond reasonable question and should be declared so by Congress.

Other hearings on the case have been scheduled, and will take place in the near future.

"The Bedroom Window" is the title selected by William deMille and Clara Beranger, author of the original story for Paramount which was tentatively called "The Inside Story."

"The Dark Swan," Ernest Pascal's novel which Warner Brothers will adapt for the screen, is mentioned in last Sunday's New York Tribune as being one of the six best sellers during the past week.

## DeMILLE REPRESENTATIVE TELLS OF STUDIO ACTIVITY

B. C. Kiesling, personal representative of Cecil B. DeMille, was in Kansas City for three days last week. While here he addressed the Rotary Club and the Chamber of Commerce. Mr. Kiesling is making a tour of the Paramount exchanges in the interest of "Triumph," DeMille's current release, and is also informing the branch executives of studio activities.

Mr. Kiesling said that the studios are busy both in New York and in Los Angeles and that production is moving rapidly. In regard to the shutdown of studio, which occurred a few years ago, Mr. Kiesling said that a repetition of such an incident would not occur again.

A rental studio similar to the United Studios in Los Angeles is being built in New York. Mr. Kiesling stated that there are more new devices being discovered in improving the technique of the photograph, and that the success of color scenes, as shown in "The Ten Commandments," has assured the industry of something new in color-photography. The third dimension is being experimented with and it is rapidly being improved. The opening of the Red Sea, one of the scenes in "The Ten Commandments," was one of the greatest accomplishments in the history of motion pictures.

Mr. Kiesling said that the manner in which Mr. DeMille obtained his plot for "The Ten Commandments" was unique. Desiring a new idea for a play Mr. DeMille promoted a contest of which Mr. Kiesling was in charge. One thousand dollars was to be given to the person who suggested the most suitable plot or idea for a new production. Out of 33,000 replies ten suggested the Ten Commandments. Mr. DeMille was so pleased with the theme that he presented the prize to each of the contestants who gave the idea.

Mr. Kiesling was on his way to the Coast where he will work in close cooperation with Mr. DeMille in his coming productions.

## HOLLANDER NEW MANAGER AT UNIVERSAL EXCHANGE

H. L. Hollander has succeeded L. W. Weir as manager of the Kansas City branch of the Universal Film Exchange Inc. Mr. Hollander came here from Chicago where he has been manager for the Goldwyn-Cosmopolitan Distributing Corp. Previous to his position in Chicago, Mr. Hollander was with the Goldwyn company in Omaha. He has been in the film business for about nine years having spent a number of years with the old Reala company in Minneapolis. Mr. Hollander is new to Kansas City and the terror but he says that he likes the city very much and that he is anxious to be acquainted with the territory.

Mr. Weir left Universal to take a position with the Goldwyn-Cosmopolitan corporation in the northwest territory.

Warner Brothers have purchased it screen rights to Edna Ferber's "Big Girl" of the season's outstanding novel and "Vanishing Point," by Cummings Dawson.

SEND IN  
 YOUR BOX-OFFICE  
 REPORTS

# It scores anyplace!

what the box-office reported

Washington, D. C.

CRANDALL'S METROPOLITAN THEATRE

Mr. Crandall writes: "Everybody liked it. It seems to have real mass appeal. Lends itself to a great teaser campaign. Business on the week splendid. Marie Prevost well liked and has great possibilities."

Detroit, Mich.

ADAMS THEATRE

"It equalled 'Dangerous Age' as a box office winner."—George Trendle, John H. Kunsy Enterprises.

Lancaster, Pa.

HAMILTON THEATRE

George Kruper, owner, writes: "A fine picture. Proved to be an exceptional box office attraction."

Aberdeen, Miss.

TEMPLE THEATRE

W. E. Elkin writes: "I wanted them to see it. They did. I wanted and got more money than ever I expected."

LOUIS B. MAYER  
presents the

JOHN M. STAHL  
PRODUCTION

*The* WANTERS"



From the story by LEILA BURTON WELLS  
Directed by . . . . . JOHN M. STAHL  
Scenario by J. C. HAWKS and PAUL BERN  
Photography by . . . ERNEST G. PALMER



## WITH THE CRITICS

*Detroit Free Press:*

"Shows Marie Prevost at her very best."

*Detroit Times:*

"Few actresses can surpass Miss Prevost in light comedy work."

*Oregon Telegram:*

"It's all that it should be."

*Oregon Journal:*

"A merited film that will strike home to almost everyone."

*Moving Picture World:*

"Here is a showman's picture. Looks like a big box office winner."

*Exhibitors Herald:*

"—entertaining story, well acted and beautifully photographed."

*Great Exploitation  
Great Advertising  
Great Picture*

and what a cast

Marie Prevost

Robert Ellis

Huntley

Gordon

Gertrude Astor

Norma Shearer

BOOK IT  
NOW!



Foreign Rights Consulted by  
Associated First National Pictures Inc.  
383 Madison Avenue, New York

for a real box-office winner

## CONVENTION PROGRAM FOR M. P. T. O. A. ANNOUNCED

The annual convention of the Motion Picture Theatre Owners of America will be officially opened May 27 at the Copley-Plaza Hotel, Boston, by Mayor Curley who will deliver an address of welcome. The mayor's address will be followed by short talks by city officials, and following this the business session will open.

The convention committee held a meeting recently at which the following program was decided upon:

### Monday, May 26

Meeting of national officers and members of the executive committee at the Copley-Plaza for reports of the year and final convention arrangement.

### Tuesday, May 27

Opening of the convention at 11 o'clock. Address by the Mayor of Boston and others. Convention business. Grand Ball at the Copley-Plaza Hotel, in the evening.

### Wednesday, May 28

Convention business continued. Trip down Boston harbor in the afternoon. Convention banquet at night.

### Thursday, May 29

Convention business continued. Visit to Bunker Hill and other historic places. Evening—adjournment.

## UNIVERSAL GIANTS READY TO MEET ALL COMERS

The Universal Giants are sharpening their teeth with office files and preparing to spring upon the first foe which presents a challenge. The letter published last week in The Reel Journal from Doak, manager of the Pittsburg Pugs, to the Universal Giants has taken effect, and for the sake of the thousands of eager fans who are watching the Giants with keen interest, we reprint W. P. Bernfield's reply.

April 15, 1924.

Editor of The Reel Journal,  
Kansas City, Mo.

Dear Sir:

Answering Mr. Doak's letter published in your paper would say that we did play in Pittsburg some time ago and while we were on the field in practice, some one went through our clothes and took our money, but we did not have to take up a collection to get out of town. Neither was the score 176 to 3 as stated, but was 174 to 3 and in this game all the bats were broken and shovel handles were used to finish the contest. We remember Grogan, the pitcher, well. He insisted upon using steel plates for first, second and third base and he had them magnetized and when we did succeed in getting a runner to first, the magnets attracted our spikes and we were unable to get off the bag. This, we consider, came under the head of sharp practice and the game should not have been officially scored. We have improved a lot since those days and now stand, as we did before, in a class by ourselves. We are clean-cut baseball players and are open to meet all comers, so if any of your readers mean business, let them send their deposit money in cash to Arthur Gachaur and he will do the rest. Our record speaks for itself.

W. P. BERNFIELD, Manager,  
Universal Giants.

## Moving Along Movie Row

J. E. Storey, general sales manager for Pathe, was in town for a few days last week.

Victor Cason of the Cason Theatre, Bosworth, Mo., who was recently elected mayor of his town, was on Movie Row Wednesday and dropped in for a visit with B. C. Cook, manager for the Economy Film Service.

And while speaking of B. C. Cook—he bought a lady's wrist watch last week with initial A. E. S. on it. We know that those are not his wife's. Perhaps its just "Another Scandal."

Ben Levy of the Hippodrome Theatre, Joplin, Mo., was in the Goldwyn offices Tuesday.

"Doc" Cook, business manager for the M. P. T. O. of Kansas and "Duke" Wellington, business manager of the Kansas City Film Board of Trade, umpired the ball game between motion picture exhibitors of Kansas City, Kas., and the employees of the local First National exchange. They even have to watch each other at play.

Lee Miller of Topeka did some business with the Standard office last week. Mr. Miller represents the Best Theatre.

L. W. Hooper of the Orpheum Theatre, Topeka, Kas., was on the Row last Tuesday.

William Wite, editor of Fox News, was in Kansas City last week, and spent some time at the local Fox office. While here he hired W. P. Murphy as camera man for this territory.

The Liberty Theatre has booked Vitagraph's current release, "Borrowed Husbands" for the week of May 4.

Walter Wallace of the Orpheum and Lyceum Theatres in Leavenworth, Kas., booked heavily at the United Artists office last Tuesday.

F. B. McCullough of Neosha Falls, Kas., and H. M. Fort, Moberly, Mo., were in the Vitagraph office last week.

Charley Sears, owner of several theatres of Missouri was in town last week.

Visitors at the A. H. Blank Enterprises office during the past week were W. G. Kirkman of Hays, Kas., and W. J. Gabel of McPherson, Kas.

R. C. Cropper, feature sales representative for Pathe, who has been here for several weeks, left for Chicago Tuesday night.

Sam Handy, attorney for the Kansas City, Mo., and Kansas state exhibitor associations, is in Washington, D. C., representing the motion picture people on the Music Tax controversy.

Pathe's Chronicles of America series will be screened under the auspices of the Yale Club of Kansas City at the Junior College Auditorium at 8:15 p. m., Monday, April 21.

Lew Nathanson is hitting the high spots as a Selznick salesman.

Harry Till, Auditorium, Braymer, Mo., was a caller at the Paramount exchange last Thursday.

There's one exhibitor in this town, who doesn't seem to be much worried about Lent and other dull seasons. And that's Walter Burkey, Admiral Theatre, 8th and Tracy streets. Walt just bought himself a new sport model Buick roadster. And boy, she reflects prosperity.

Cleve Adams, middle-western division manager for F. B. O., breezed into town from the F. B. O. division managers' sales meeting held in New York. Cleve says it was a great pow-wow and is very much enthused over the business done the past three months and as well with the coming product.


R. R. Biechle, president of the M. P. T. O. of Kansas, attended the meeting of several state organizations held at Chicago last week. Dick says it was a real business gathering and that many important things such as music tax, admis for tax, etc., were discussed. And he expects to see some results from the plans formulated.

Barney Schultz opened his new Marlborough Theatre Saturday, April 12. Johnny Hines in "Conductor 1492" was the opening attraction.

Coming Soon

# Priscilla Dean

in a series of special  
productions  
for HODKINSON RELEASE  
Season 1924-1925 Thirty First-Run Pictures





Young, beautiful and pleasure-loving—the product of a restless age.



DORIS KENYON  
MONTAGUE LOVE  
BURR McINTOSH

JAMES RENNIE  
EDMUND BREESE  
NAGMI CHILDERS

This great super feature is now playing pre-releases in the theatres of the Famous-Players Lasky Corporation. It is now booked to over 80 per cent of the important first runs. This feature production is adapted from Izola Forrester's story of the same name which appeared in Ainslee's Magazine.

The story is about a young, beautiful and pleasure-loving girl who plunged into wedlock with the same reckless spirit that she had played every game in life.

It reaches its climax when James Benson forgets his wedding anniversary because of a late business engagement. His wife accepts the invitation of an admirer to a cabaret. Then . . .

See "Restless Wives," the season's sensation!

A WONDERFUL TITLE! A WONDERFUL PICTURE!



**Enterprise Distributing Corporation**

# THREE O' CLOCK



Bambalana Girls from "Wildflower"  
Used in Big Cabaret Scenes

Here's the enthusiastic review in the Moving Picture World:

"Constance Binney in an exceptionally interesting special 'Three O'Clock in the Morning' is one of the most human pictures of the current flapper type. On second thought, we would like to say, as an individual opinion, that it is more human than any we have seen. It impresses us as a **sure box-office bet for every theatre, large and small, city and town.**"

The Film Daily surely likes "Three O'Clock in the Morning." Here's what they say: "Constance Binney is easy to look at and excellent in the leading role. Mary Carr is her mother and lives the usual splendid Mary Carr performance. A **mighty interesting picture** with the flapper-jazz period well played up.

## "A Sure Box Office Bet"

# IN THE MORNING



MARY CARR  
LILIAN MAE OLIVER  
LILIAN BAILEY

CONSTANCE BINNEY

EDMUND BREESE  
RICHARD THORPE  
RUSSELL GRIFFIN

## A Picture In Tune With The Times

Lawrence Reid likes "Three O'Clock in the Morning." Here's what he says in the Motion Picture News:

"The picture is sumptuously mounted in its cabaret settings—the atmosphere is always convincing. It offers plenty of incidents which ranges all the way from exhibition dancing to ensemble maneuvers by a chorus. An audience picture of splendid acting power."

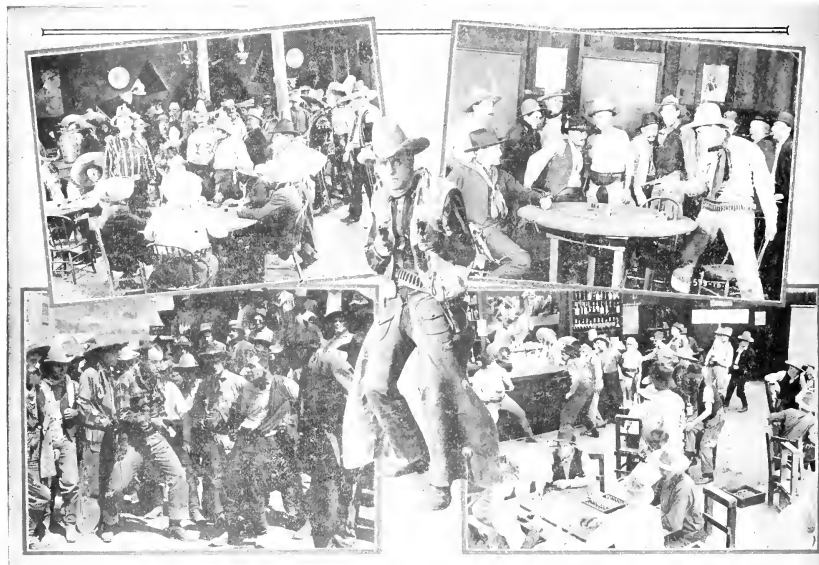
Here's a picture packed to the brim with exploitation angles, and by a big national advertising campaign now under way.

## Book This One Now



Constance Binney, Mary Carr, Edmund Brees—a Magnificent Cast

# ROY STEWART



A Series of 10 Five-reel Whirlwind, Broncho Bustin', Six Shootin', Daredevil Fast-moving Westerns Featuring Your Patrons' Favorite Western Star

The Greatest Western Star

Directed by

The Greatest Western Director of the Age

**ACTION POSTERS**—The kind you want—the kind you always get with Enterprise Westerns.

**REAL STORIES**—Selected stories from famous authors and leading magazines, including

**SATURDAY EVENING POST**

Book these Roy Stewart Westerns with the Action Posters at Enterprise's Square Deal Rental and Big Profits Are Sure!

**BIG PROFITS FOR YOU!**

**BIG PROFITS FOR YOU!**

*Enterprise Distributing Corporation*



## UNIVERSAL REORGANIZES EXPLOITATION DEPARTMENT

Universal announces a comprehensive reorganization of its exploitation department in preparation for the handling of next season's product—the thirty-six jewels which will mark that company's change of policy to an all-Jewel output. The reorganization embraces changes of personnel and territorial assignments in the field, a greatly enlarged staff and the engagement by Carl Laemmle, Universal president, of Jerome Beatty, one of the industry's leading exploitation experts, to head the Universal Exploitation Department.

From now on the exploitation force will work in closer cooperation with the sales department. It is the opinion of Al Lichtman, general manager, that changes, that every big picture should be thoroughly exploited, and that exchanges and exploiters should work hand in hand to assure the exhibitor a high box office value for every picture.

Next year's product, "The Perfect 36," as they are to be termed, will receive exceptional and prolonged exploitation both before and after release dates.

To the Kansas City and St. Louis territory Jean Belasco has been assigned. Kansas City will be the exploitation headquarters for the two territories.

## HODKINSON SETS DATES FOR EIGHT NEW FEATURES

Definite release dates have been set for eight big features to be released through the Hodkinson Corporation. The program as announced covers the period from April 20 to August 1, and includes the Betty Compson special, the first Frank Woods production, the big Al Christie feature comedy, the first Helene Chadwick picture, the second of the Lila Lee-James Kirkwood subjects, two Harry Carey pictures, and the Lois Wilson special.

The Lila Lee-James Kirkwood picture is "Wandering Husbands," a comedy-drama of suburban life. "Miami," the Betty Compson picture of the gay life in the winter playgrounds, comes to the screen on April 27. "What Shall I Do?," the first of the Frank Woods productions starring Dorothy Mackaill, is scheduled for May 1. Harry Carey in "The Lightning Rider" will be ready for the exhibitor May 18, and the big Al Christie feature comedy "Hold Your Breath" will be released May 25. The release date for Cosmo Hamilton's society story "Another Scandal" has been set for June 22, and the third Hunt Stromberg production "Tiger Thompson" starring Harry Carey is set for release on July 13. "Her Own Free Will," Helene Chadwick's first picture for the Hodkinson program will be ready July 20.

That the Hodkinson Corporation anticipates a particularly prosperous season immediately ahead is indicated by the announcement of these releases for the spring and summer season.

The announcement that Alice Joyce has decided to come back to the screen permanently has been greeted with an unusual display of interest on the part of both press and public, it is reported by the Selznick Distributing Corporation, who will distribute her productions.

## FIRST NATIONAL MANAGERS WILL GO TO NEW YORK

E. C. Rhoden, Kansas City branch manager for Associated First National will probably go to New York some time this summer to visit the home office of First National, according to a new system outlined by the company.

E. A. Eschmann, general manager of distribution of Associated First National Pictures, Inc., this week announces a plan by which he intends to further cement the relationship between his branch managers and Home Office executives. This will be accomplished by bringing the branch managers to New York two at a time. The first two will be F. E. North of Detroit and Leslie Wilkes of Dallas. They will report May 4th, remain the entire week in consultation with each department and then return to their respective branches on May 10th.

It is believed by Mr. Eschmann that by having each branch manager spend time with the accounting, sales, advertising, publicity, supply, purchasing, and film departments individually and alone, there is no doubt but that a greater good can be accomplished than by any national convention. The branch managers carry their territorial problems to the home office executives, and together an attempt will be made to solve them.

"In bringing our branch managers to New York, however," states Mr. Eschmann, "we do not intend that Home Office executives should neglect their tours of exchanges. Some major Home Office executives will be on the road at all times visiting our branches, and this contract will supplement the visits of branch managers to New York."

## FILM SALESMEN'S CLUB ELECTS FIRST OFFICERS

At a meeting of the Kansas City Film Salesmen's Club on April 5, the following officers were elected: Chas. W. Russell, President; J. Erwin Dodson, First Vice-Pres.; M. E. (Marty) Williams, Second Vice-Pres.; Fred Savage, Third Vice-Pres.; Frank Cass, Secretary; Bob Withers, Treasurer.

The Executive Committee was chosen to include Chas. Russell, J. Edwin Dodson, M. E. (Marty) Williams, Stanley Mayer, M. VanPraag, W. P. Bernfield, Roy Young.

The first regular meeting of the club will be Saturday, April 19, at the Film Board of Trade.

## PATHE SUPPLIES NEW TYPE OF SERIAL ENTERTAINMENT

The day of mere blood-and-thunder serials is past, and audiences are seeking well-developed stories in their serial fare, together with plausible themes, and real human characters, is the opinion of Edgar O. Brooks, serial sales manager of Pathe, in response to a recent statement of a Pennsylvania exhibitor who described what is wanted in the way of serial entertainment as "a serial with a story lots of humor, some action, but plausible, and I'll bet we small 'hanktonk' exhibitors will smile now and then."

This demand has been growing for the past several months, and was anticipated by Pathe quite some time ago, said Mr. Brooks, when they inaugurated a new serial policy. The first tangible evidence of this new serial policy was seen in the Patheserial adaptation of Emerson Hough's famous story of the early West "The Way of a Man," which was followed by "Leatherstocking," the plot an action of which is based on the celebrated Leatherstocking Tales of James Fenimore Cooper. "The Fortieth Door" adapted from Mary Hastings Bradley novel of modern Egypt, the first episode of which were viewed this week at the Pathe home office, gives assurance of maintaining in every respect the high standards established by its two predecessors to Mr. Brooks.

"Pathe is thoroughly alive to the need of the market in the way of serial entertainment and is sparing no effort or expense in supplying the demand with new and better type of chapter production," concluded Mr. Brooks.

## STRONG SHORT SUBJECTS ON UNIVERSAL PROGRAM

Universal Film Corporation lists series of strong short subjects for release during the current month. The programs for each successive week include a one reel Universal comedy, a reel Century comedy, two issues of International News, and a chapter of current Universal serial "The Fast Express."

The one-reel comedies feature Ned Edwards and Bert Roach as one team and Slim Summerville and Bobby Dea in another series. The Century comedies feature Harry Sweet, Buddy Messing, Alice Howell, Jack Earle, Henry M. Lock, the original Folles Girls, and the educated dog.

The serial "The Fast Express" will extend through the eighth chapter.

COMING SOON

# HOLD YOUR BREATH

an Al Christie Feature with

## Dorothy Devore

Walter Hiers, Tully Marshall,  
Jimmie Adams, Priscilla Bonner  
and Jimmie Harrison

**HODKINSON RELEASE**  
Season 1924-1925 Thirty First-Run Pictures



**PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::**

**BOLLER BROTHERS**

**THEATRE ARCHITECTS**

568 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**EVERYTHING FOR THE THEATRE BUT THE FILM**

CARBONS  
MINUSA SCREENS  
COMPENSATORS  
RHEOSTATS  
OPERA CHAIRS  
MAZDA LAMP EQUIPMENT  
MOTIOGRAPH PROJECTORS

**CHAS. M. STEBBINS**

Picture Supply Co.

1028 Main St. Kansas City, Mo

**Smiling Service!**



Arche Josephson, President

**HOTEL BRAY**

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish to pay more --and risky to pay less.*

Absolutely Fireproof

150 Outside Rooms with Bath  
\$1.50, \$2.00, \$2.50

**PRINTING FOR THE TRADE**

**Keystone Press**

19th & Wyandotte Sts., K. C., Mo.

We Make a Specialty of Serving Exhibitor and Film Men

**THE OWL FLORISTS**

BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

**Opera Supply Company**

601 Shubert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

**Guaranteed, Non-breakable Steel Standard Opera Chairs. THE CHAIR THAT'S ON THE SQUARE**

**Lowest Prices Quick Delivery**

**F. B. O. REVISES RELEASE SCHEDULE FOR APRIL-MAY**

The Film Booking Offices have revised their release schedule for the month of April and May. This month will witness the release of four big F. B. O. pictures, two of which are picturizations of famous books. In the order of their release they are, "His Forgotten Wife," "Silent Stranger," "The Beloved Vagabond," and "A Girl of the Limberlost." The latter picture is from the book by Gene Stratton-Porter which had a sale of over 1,500,000 copies. "The Beloved Vagabond" is the best seller of W. J. Locke.

Five features will be released by F. B. O. in May. May 5 will usher in "Untamed Youth" with an all star cast including Ralph Lewis, Lloyd Hughes, Joseph Suckard, Emily Fitzroy, and Deryls Perdue. This will be followed by the new Emory Johnson production, "Honor Your Mother" which was tentatively titled "Swords and Plowshares." May 19 is the release date for "The Woman Who Sinned," and the fifth Fred Thomson picture, "The Dangerous Coward" will be ready May 26. This date will also see the return of Sessue Hayakawa, the famous Japanese star, in "The Dangerous Line."

"Fools in the Dark" will introduce the month of June. This production will be released June 9, and will star Matt Moore and Patsy Ruth Miller.

**"HONOR YOUR MOTHER" TO HAVE BIG EXPLOITATION**

Nat. G. Rothstein, director of publicity and advertising for the Film Booking Offices, is busy preparing a high pressure exploitation campaign for the new Emory Johnson production, formerly titled, "Sword and Plowshares," but recently re-christened "Honor Your Mother."

As the opening wedge of the new campaign, mats, photos and stories are being mailed to more than 3,000 daily newspapers. It is believed that this will be of great help to exhibitors, who are already booking the production. This special news service will continue for six months after the feature has been released, assuring all exhibitors not only helpful but constant cooperation and support.

Rothstein promises that the press book on the new production will even surpass the service books issued on "In the Name of the Law," "The Third Alarm" and "The Matman."

The new picture, starring Mary Carr and Johnnie Walker, is said to be Johnson's most ambitious bid for popular favor. It was written by his mother Emilie Johnson, who wrote the scripts for the previous Johnson's successes.

**PARAMOUNT PRODUCTION PROGRAM IS ANNOUNCED**

Within two months eighteen production units will be actively at work at the studios of Paramount. Thirteen of the companies will be engaged at the Lasky

studio in Hollywood and the remaining five at the Eastern studio at Long Island city.

This announcement was embodied in a statement issued Friday at Hollywood by Jesse L. Lasky, first vice-president of Famous Players-Lasky Corporation in charge of production, who recently returned to the West Coast after a two-months sojourn in New York where, in conference with Adolph Zukor and Sidney R. Kent, Mr. Lasky completed the details of the big production program which is now being launched and which will provide the Paramount releases for the coming Fall and Winter season.

Mr. Lasky stated that the company was about to launch a drive unprecedented in the history of the Famous Players-Lasky Corporation, and that he is very enthusiastic over the healthy prosperity facing the industry as a whole and over the high standard and large number of pictures scheduled for production and release by his corporation. He stated that the Paramount organization had marshalled new stars of undisputed popularity, new directors of ability, new authors and scenario writers and additional supporting artists.

*Coming Soon -*



**DOROTHY MACKAILL**

**"WHAT SHALL I DO"**

a Frank E. Woods Special Production

So HODKINSON RELEASE  
Season 1924 1925 Thirty-First-Run Pictures

## ST. LOUIS TRADE EVENTS

By David F. Barrett

### MAN USES MABEL NORMAND'S NAME TO PASS BAD CHECK

Miss Jane Story, cashier of the Chase Hotel, St. Louis, was victimized by a swindler who cashed a worthless check for \$250 at the hotel, purporting that it was for Miss Mabel Normand, star of "The Extra Girl" who was making a personal appearance at the Grand Central Theatre.

When Miss Story answered the telephone the afternoon of April 8, she received the following message: "I am Mr. Reilly, manager for Miss Mabel Normand, down at the Grand Central. Miss Normand is sending you a check by messenger. She'll be greatly obliged if you will cash it for her."

When the messenger arrived Miss Story cashed the check which was for \$250, purporting to be endorsed by the movie star and signed by "Samuel Selznick" and drawn on the New England National Bank at Kansas City, Mo. In a few minutes the cashier decided she had better call Mr. Reilly to make sure, and when she did, she found that some one had posed as Reilly and that the check was no good.

The messenger said a young man had sent him to the hotel and had received the money on the sidewalk in front of the theatre. The police are looking for the swindler.

Claude McKean, manager of the Educational Department of the local Fox exchange visited Olney and Mount Carmel, Ill., during the week. He landed some nice contracts.

Edward Mallinckrodt, Jr., of St. Louis, a big game hunter entertained his friends and acquaintances with motion pictures of his latest African jungle adventures at the Schuyler Memorial House, 1219 Locust street, on the evening of April 10. The pictures were taken by Mallinckrodt while in Africa last Summer.

Samuel Werner of United Film Exchange who returned from New York last week has announced some of his purchases while in the East. The pictures on which he has secured the Southern Illinois and Western Missouri rights include: "For You My Boy," a Rubicon Picture. Also "Fires of Youth" and "Not For Sale" from Reputable Pictures Corporation. A new series of stunt pictures by Art Mix and the Bray Picture Corporation's cartoon and magazine pictures. Another purchase was a series of one reel comedies by Sid Smith.

C. W. McCutcheon of the American Theatre, Sikeston, Mo., called at the local F. B. O. office during the week.

C. E. Penrod, district manager for F. B. O., has gone to New York to attend a sales convention.

Bill Evenden of Diverson, Ill., has political ambitions. He is a candidate for a place on his party's state committee.

### BRIGHT BITS and NEWSY NOTES

Another First National visitor was Allan S. Glenn, special representative of the Department of Publicity and Advertising, New York City.

R. R. Ransdell is now touring Southern Illinois for the St. Louis Exhibitors Supply Company.

Famous Players plan to re-open the Strand Theatre, Memphis, Tenn., on Easter Day. The house has been dark for several months.

Lloyd Dearth is again in charge of the Pantages Theatre at Memphis, Tenn. Recently he was transferred to Kansas City, Mo., but the management decided to bring him back to the Southern city.

A. P. Schaefer of Ironton, Mo., has started construction on his new 600-seat house. His old house burned down about six months ago and since then he has been giving shows in temporary quarters in a former garage.

Charles Werner of Metro, G. E. McKean, manager for the local Fox office, Sol Hankin of Educational, W. Chalet of United Artists and Jack Weil of Goldwyn who attended the annual convention of the Arkansas exhibitors at Little Rock the past week have returned to St. Louis. Werner and McKean took advantage of their trip to drop over to Memphis and adjacent territory.

Guy Wampler has sold the Royal Theatre at Palestine, Ill., to Hawkins & Salisbury.

Celude McKean, manager for the Educational Department of the local Fox office spent the week out in the territory.

Houses that reopened recently were the Auditorium, Dawson Springs, Ky.; Bijou, Scottsville, Ill., and Carlyle, Carlyle, Ill.

The Columbia Pictures Corporation, Empress Theatre building, has obtained the Southern Illinois and Eastern Missouri rights to "Broad Road," "Strangers of the North," "Paying the Price," "Shattered Reputations," "The Image Maker," "A Pair of Hellions," "Courage," "In the Shadows of the Moon," "Crossed Trails," "Male Wanted," "Caliber 45," "In the Spider's Web," "Who's Cheating," "Border Intrigues," "Western Vengeance," "Shattered Faith," "A Desperate Adventure," "The Offenders," "Crossed Trails," "What Three Men Wanted," "A Two Fisted Tenderfoot," "The Wildcat" and "Baffled."

Barney Rosenthal of the Columbia Pictures Corporation has returned from a very successful trip through the Southern Illinois territory.

### ROY DICKSON NEW MANAGER OF ASSOCIATED EXHIBITORS

Roy Dickson, formerly manager of the local Selznick office, on Monday, April 14, assumed charge of the St. Louis Associated Exhibitors Exchange, succeeding Steve O'Brien, formerly of Omaha, Neb., who was temporarily in charge of the office. Mr. O'Brien has been assigned to other duties.

When he left the Selznick service on Saturday, April 12, Dickson was remembered by the office organization and presented with a handsome leather brief case.

John Paine, special representative to Selznick who has been in St. Louis for several days named O. F. Lessing, formerly assistant to Dickson, as office manager for the St. Louis office while B. J. Derby becomes sales manager. Both Lessing and Derby are very well known to the local film world. Lessing has been with the Selznick and Select organizations for several years, while Derby has had considerable experience in the various branches of filmdom.

St. Louis fans saw their favorite daughter Patsy Ruth Miller in her first leading role in a modern play in "My Man," a David Smith production. Miss Miller is a native of St. Louis and became the favorite star of the fans in the Missouri metropolis overnight, when she appeared in "The Hunchback of Notre Dame." Dustin Farnum plays the leading role opposite her in "My Man."

Evangelos Pasmazogh, 69 years old father of Hector H. E. Pasmazogh, owner of the Criterion, Delmar and Congress theatres, St. Louis, died at his home, 715 North Euclid avenue, St. Louis on April 9 after an illness of nine months. The funeral was held on Saturday afternoon, April 12 from the residence of his son, 4967 Forest Park boulevard. Interment was in Vellhalla Cemetery. Rev. Father Emrogenis of the Greek Catholic Church presided at the funeral service.

J. E. Storey, general sales manager for Pathe, passed through St. Louis last Friday on his way to Kansas City and other Western key cities. He spent several hours in St. Louis.

D. Von Borson, owner of the Crescen Saxony and Majestic theatres in Teri Haute, Ind., was in St. Louis on April 12 to arrange his late Spring and Summer programs.

Theodore Coleman of Mount Carmel, Ill., was seen along Picture Row during the past week.

Other out-of-town visitors include Mrs. I. A. Rodgers, Popular Bluff in Cairo, Ill.; S. E. Bettle of Jerseyville, Ill.; Aaron Luttrell of the Majestic, Jessco, Ill.; W. Patterson of the Princey Hutick, Ill.; Jimmy Clayton, We Frankfort, Ill.; and Ross Denny, Carleton, Ill.



# NEWS NUGGETS

Stromberg will start work soon the first of the Priscilla Dean productions to be released by the Hodgkinson corporation. The title has been withheld till the script is finally approved by the producers.

Sidney Franklin, who has directed the Innage sisters in many of their most successful pictures, has been signed by seph M. Schenck Productions to direct the Norma and Constance, and to act in advisory capacity regarding the selection of stories for both stars. The productions will be released through Associated First National.

Egon Von Cramitz, the famous show dog of the Berlin police kennels, appears "Miami," Betty Compton's forthcoming "Hodkinson" release. The dog is owned by Benjamin Finney who plays the ading male role, and he paid three thousand dollars for him. The animal's unusual intelligence and his work in a picture is exceptionally well done.

"Sandra," a current novel by Pearl S. Boylston, has been selected as the story for Barbara LaMarr's initial starring picture for First National. The production will be made in New York. The cast and director have not been selected.

Work has begun at Universal City on "The Bugler of Algiers," a thrilling romance of the Chateau country of France, he production will be directed by Rupert Julian, who directed "Merry Go Round." Charles DeRoche will play the leading male role, and Madge Bellamy will play the feminine lead. A complete french village street is being made, copied from a town in South France.

Carl Laemmle, president of the Universal Pictures Corporation, and William R. Hearst, who controls the International News Reel Corporation, have just signed new contract whereby Universal is to lease the International News Reel for five more years.

With the signing of Nellie Bly Baker, who came into sudden prominence through her portrayal of the massene in Charles Chaplin's "A Woman of Paris"—the cast for "How To Educate a Wife" complete. This new Warner Bros. feature was written by Elmer Glyn, and is starring Marie Prevost, Monte Blue, and Louise Fazenda.

"Men," Dimitri's Buchovetzki's first merican production, has been completed the Paramount studio in Hollywood. ola Negri is seen in the leading role.

Cullen Landis, whose performance in "The Fighting Coward" created so much vorable comment, will be seen in "One in For the Woman," the forthcoming Charles E. Blaney melodrama which will be released by Vitaphone. Prints are being made ready for the branches.

Pathe announces for release on April the second of its series of Will Nigh miniatures, titles "The Guest." The first of these single reel punch dramas, "The Missing" was released Feb.

17, and has been meeting with considerable success.

The Pathe special, "Birds of Passage," and the "Indian Frontier Series" were accorded an unusual tribute by John Farrar in the April issue of the Ladies Home Journal. Mr. Farrar, who is the editor of Bookman as well as contributing editor to the Ladies Home Journal, cited the Pathe productions as screen material of exceptional merit.

The Pathe special, "Birds of Passage," and the "Indian Frontier Series" were accorded an unusual tribute by John Farrar in the April issue of the Ladies Home Journal. Mr. Farrar, who is editor of Bookman as well as a contributing editor to the Ladies Home Journal, cited the Pathe productions as screen material of exceptional merit.

The new Patheserial, adapted from Mary Hastings Bradley's "The Fortieth Door," has been definitely scheduled for release on May 25th.

Pathe officials declare that "The Fortieth Door," in the matter of production effects, direction, cast personnel, and story values, surpasses anything seen heretofore on the screen in the way of serial entertainment.

Ann Pennington and Brooke Johns, the Ziegfeld Follies entertainers, appeared in a party scene in Gloria Swanson's new Paramount picture, "Manhandled." They played the parts of guests and they did their turn before the camera like the rest.

Katherine Lee, of the famous Jane and Katherine Lee sister team, has been signed for the part of Evadne in Herbert Brennon's Paramount production, "The Mountebank," in which Ernest Torrence and Anna Q. Nilsson are featured.

## BILL PATTON IS CHARACTER OF THE OLD WEST

Bill Patton, the greatest cowboy film star of them all, can truthfully assert himself, should the occasion demand, as to his ability as a rider, roper bull-dogger, portrayer of screen roles of heroic dimensions and all-round man. Mr. Patton's life in the open would make a good screen story in itself. Born on a Texas ranch he could ride before he could walk. Later he became one of the most feared of the Texas rangers and for many years fought the undesirable element of the border. Many a drunken half-breed and hardened criminal has felt the weight of the law through the absolute fearlessness of Bill Patton.

Like his career as a law enforcement officer, Bill Patton's wholehearted efforts in the cinema world have won him fame and fortune. He seldom appears in films other than westerns. Bill Patton's latest series of features, produced and distributed through the Standard Films, will prove a lasting monument to one of the border's youngest and most heroic characters.

Bill Patton's latest is "Ace of the Law," and he is supported by Peggy O'Day.

# CURRENT RELEASES

Week of April 27, 1924.  
**ASSOCIATED FIRST NATIONAL**  
 Those Who Dance, Blanche Sweet (6).  
**CRESCENT**  
 Oliver Twisted, Joe Rogers (2).  
**EDUCATIONAL**  
 There He Goes, Mermad Comedy (2).  
 Fold Up, Cameo Comedy (1).  
 Kinograms, two each week.  
**FAMOUS PLAYERS**  
 Triumph, Cecil DeMille.  
**FILM BOOKING OFFICES**  
 Girl of the Lumberlot, Gloria Grey, Raymond McKee.

**FOX**  
 Ten Minutes in Sardinia, Educational (1).  
**GOLDWYN**  
 Second Youth, Alfred Lunt, Mimi Palmeri (6).  
**PATHE**  
 Highbrow Stuff, Will Rogers (2).  
 Get Busy, Snub Pollard (1).  
 Aesop's Fable "An Ideal Farm" (1).  
 Flickering Youth, Harry Langdon (2).  
 Leatherstocking, Ely (2).  
 Topics of Day and Review, No. 17.  
 News, Nos. 36-37.  
 "The Guest," Will Nigh Miniature.

**STANDARD**  
 Fighting Odds, Bill Patton (5).  
**UNIVERSAL**  
 A Polity Marriage, Century Comedy (2).  
 Affairs, Universal (1).  
 Fast Express, Chapter 8.  
 International News.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
 No Ads Accepted for Less Than 50c.

**FOR SALE.**  
 Powers Motor Driven Machine; Powers Mazda Lamp house; 110 volt, 60 cycle A. C. Transformer; \$140.00 complete.—Jess Hergert, Otis, Kansas. 4-26

**FOR SALE.**  
 Fire-proof theatre in bustling town; regular showhouse front; sloping floor; stage, scenery, two picture machines, piano, 250 opera chairs, room for 80 more; 4 fans, 5 ft. exhaust fan; perfectly cool in hot weather. Big gas well near town. Oil and gas boom on. No competition. Will sell at a bargain.—Address Box 212, Pomona, Kas. 4-17

**FOR SALE.**  
 Simplex motor drive, are light, A-1 condition. Guaranteed. New Intermittent. \$180.00, with rewind and extra reels. E. Dewhirst, Beverly, Kas. 4-5

**FOR SALE.**  
 Good theatre in county seat town. Everything in first class condition. No competition. Priced right. Menefee & Sons, Hoxie, Kas. 4-5

**WANTED**  
 Theatre in town less than 3,000 population. Give full particulars first letter. Cash proposition. Address Geo. B. Woolbridge, Milan, Mo.

**POSITION WANTED**  
 Position wanted as manager of theatre; salesman or representative of some good film exchange. Would consider renting or leasing a good paying theatre. Age 25. Married. 5 years theatre and film experience. Reasonable salary or commission. References. Address A. W. Reel Journal. 3-29

## BOX-OFFICE REPORTS

with the exhibitors are your best guides to good pictures.

—SEND US YOUR REPORTS

An F.B.O. Picture

**"We cleaned up  
with this one be-  
cause we billed  
it like a circus"**

"Realizing our patrons were fed up on movie stuff and desiring to give them something new, we booked 'WONDERS OF THE SEA,' billed it like the coming of a circus and cleaned up. They flocked to see it in droves, all praised it as one of the most thrilling spectacles ever screened. Here's a bet no smart exhibitor will overlook. Get behind it and watch go over."

**Muller & Schwartz  
Enterprises  
Brooklyn, N. Y.**

**MORE EVIDENCE!!!**

"WONDERS OF THE SEA" is a production which will be received with unbounded enthusiasm anywhere at any time.

—The Blue Book of Film  
THERE are hundreds of almost unbelievable testimonials from exhibitors all over the entire country who have played "WONDERS OF THE SEA" with remarkable results. Bill it like a 3 ring circus. Use the remarkable advertising material—posters, lobbies, ads, etc., ready prepared. Use the exploitation and your receipts will make your takings on the average feature look sick.

Because of the mouth to mouth advertising this superspecial has already had, it is drawing more money to the box office today than the day it was released. Your patrons are hungry for something new, thrilling and fascinatingly entertaining. It's all there—"WONDERS OF THE SEA."

**FILM BOOKING OFFICES  
OF AMERICA, INC.**

Exchanges Everywhere.  
Snowier Bldg., Kansas City, Mo.  
127 So. Hudson St., Okla. City, Ok.  
3312 Olive St., St. Louis, Mo.



**J.E. WILLIAMSON'S  
AMAZING THRILL-PICTURE**

*The***Reel  
Journal****The Film Trade Paper of the Southwest**

THE SPICE OF THE  
SUMMER PROGRAM  
WILL BE THE  
SHORT SUBJECT



Book These Nationally Advertised Short Subjects for Every  
Program and Promise Your Patrons

A Whole Summer Evening's Entertainment

—BOX OFFICE ATTRACTIONS—

CHRISTIE COMEDIES	KINOGRAMS (News Weekly)
MERMAID COMEDIES	and specials such as
Jack White Productions	"MAN vs. BEAST"
HAMILTON COMEDIES	"THE MESSAGE OF EMILE
CAMEO COMEDIES	COUE"
JUVENILE COMEDIES	"GOLF, AS PLAYED BY GENE
EARL HURD COMEDIES	SARAZEN"
LYMAN H. HOWE'S HODGE-	"SEA OF DREAMS," a Warren
PODGE	A. Newcombe Production.

Midwest Educational Film Exch., Inc.

130 West 18th Street

KANSAS CITY, MO.

Educational Film Exch. of Missouri, Inc.

3334 Olive Street

ST. LOUIS, MO.

# The 3<sup>rd</sup> BIG PALMER

MADGE BELLAMY  
and  
WARNER BAXTER  
— in —

PHOTOPLAY IS HERE

# "HIS FORGOTTEN WIFE"



Story by  
Will Lambert

Scenario by  
Will Lambert and Del  
Andrews

Directed by  
William A. Seiter



EXHIBITORS who played the First PALMER photodrama—"JUDGMENT OF THE STORM" and the Second one "THE WHITE SIN" need not be sold on this Third big PALMER production with Madge Bellamy and Warner Baxter. With this Box Office title—"HIS FORGOTTEN WIFE" pictureize in a great story, superbly directed, this Third PALMER picture is a winner just like the first two.

Here is an "audience" picture, for every type and kind of audience, because "HIS FORGOTTEN WIFE" has the stuff in it that appeals to every class, every age and every type.

Handle it the same as you handled the first two Palmer pictures, along big time lines and you'll make some real money. Your nearest F. B. O. exchange will show you our wonderful line up of strong arm showman's advertising matter. Get your plates NOW!!!

Film Booking Offices OF AMERICA, Inc.  
Snowyer Bldg., Kansas City Mo.  
3312 Olive St., St. Louis, Mo.  
127 So. Hudson St., Okla. City Okla.  
106 So. Cross St., Little Rock Ark.

# This Week's Release

52

Action

Western

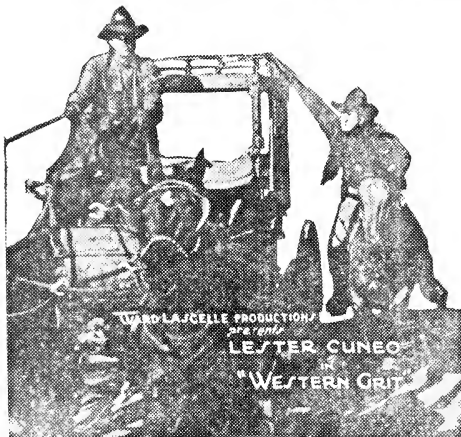


Photo-Plays

Season

1924

See a four horse stage coach turn over and roll down a steep mountain.

See the leading lady thrown clear of the stage coach into the top of a high tree.

## STANDARD FILMS

111 W. 18th St.

Kansas City, Mo.

### NEXT WEEK



Who Is He? Who Is He? Who Is He?  
in "The Rider of Mystery Ranch"



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**

19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**

Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID F. BARRETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Placing the Blame

For some time it has been a question as to who was to blame for the existence of poor prints that have caused many a complaint—the exhibitor or the exchange. We don't say that we've arrived at a conclusion, but we have discovered a clue.

Exhibitors have been asking for good prints. They deserve them. That's what they pay for and that's what they should get. We made an investigation and found that exchanges on the whole have been giving good service in the matter of keeping films in good condition. And some samples of returned film were shown us that were in almost unbelievable poor condition.

Here's a specific instance. One of the large distributing concerns recently put into service three new prints on one of their pictures. All three were shipped to exhibitors and here's the way they returned: On print number one only three of the five reels were found in the box. The other two reels had no film on them. They were charred and indicated that they had been in a fire. No word was heard from the exhibitor. And when called on long distance telephone he promised to write and explain, but he hasn't written yet. Print number 2—4,000 feet; were ruined. The sprocket holes on both sides of the film were torn by a poor sprocket tooth. Print number three hasn't been returned yet.

And what's the answer? Somebody's machines need repairing. And they should be fixed immediately. Good efficient equipment is as necessary as good pictures. Take stock of your equipment, examine it carefully and if it needs repairing, get it done. And you'll eliminate a great trouble.

## Metro-Goldwyn Consolidate

Metro Pictures, Goldwyn Pictures and Louis B. Mayer Company, April 17 formally merged their immense holdings into an amalgamation which will also include the distribution of Cosmopolitan Productions.

The negotiations which have been in progress for some time were initiated by F. J. Godsol, President of Goldwyn and were completed April 17 with the signing of papers by the principals.

The name of the merged corporation will be Metro-Goldwyn Corporation. In addition to F. J. Godsol, Edward Bowes, Vice-President of Goldwyn, will be on the Board of Directors and actively associated with the amalgamated company, as will also Messmore Kendall and William Braden. Louis B. Mayer will be Vice-President in charge of all production activities.

The consolidation is intended to eliminate waste in production, to make bigger and better pictures at less cost, to furnish better service to exhibitors, and to accomplish a tremendous saving in distribution. The merger will in no way submerge the Goldwyn Company or eliminate or curtail its producing and distributing organization.

Goldwyn executives and the Goldwyn organization will be retained throughout. Abraham Lehr, Vice-President of Goldwyn, in charge of its studios, has not yet indicated whether he will remain with the merged company. This statement, issued Friday by Marcus Loew, is a flat denial of various unfounded reports that Goldwyn would disappear from the field after the merger with Metro.

The amalgamation brings to the support of the Metro-Goldwyn Company the immense Loew chain of theatres and the large number of houses which Goldwyn at present controls throughout the country, the most important being the Capitol Theatre, New York. Goldwyn owns a half interest in the Capitol, the other half interest being owned by Moredault Realty Corporation, of which Messmore Kendall is president and Edward Bowes, vice-president and managing director. The policy and personal of the Capitol will remain absolutely unchanged. Also included in the deal are two theatres in Los Angeles, the California and Miller's; theatres in Seattle and Tacoma, Washington and Portland, Oregon, of which one-half is owned by Goldwyn and one-half by W. K. Hearst; also the Ascher Circuit of houses in Chicago and adjacent territory, comprising more than twenty theatres in which Goldwyn owns a one-half interest.

The Goldwyn Studios at Culver City, California, covering 40 acres, one of the largest and finest studio properties in the world, is also included in the merger, and will be the producing center of the combined companies.

The amalgamation will include scores of famous players and directors and will control the release of many current releases and forthcoming productions now being made by both companies.

Charles Russell, formerly a salesman for Universal, has left that company to take a similar position with Hodkinson Gladys Johnson and Robert Johns are other former "Universals" now at the Hodkinson offices.

## "JIMMY" FOLAND IS NEW SELZNICK MANAGER HERE

John F. Payne, district manager for the Selznick Distributing Corporation, announces the appointment of J. E. "Jimmy" Foland as manager of the Kansas City Branch, M. A. Tanner being transferred to the managership of Selznick's Omaha office.



J. E. "JIMMY" FOLAND

"Jimmy" has been in this territory for a long time and is well known in film circles. He has held various positions and was, until his recent appointment, a salesman for Vitagraph.

### WARNING!

A party representing himself to be Geo. Hackathorn, weight 125, age 25, build-small, brown eyes, is wanted by U. S. Secret Service. Visits theatres showing films in which Hackathorn is taking part and arranges with manager of theatre for small remuneration to go and make a talk. Also endeavors to cash small checks. Should he call on you, cause him immediate arrest. U. S. Secret Service has warrant; out of town exhibitors wire or phone, collect, government rate, to U. S. Secret Service. City exhibitors phone Main 0040. He recently appeared at the Apollo Theatre, Kansas City, Mo., and made a speech.

**BOX-OFFICE REPORTS  
 ARE A GUIDE  
 TO PROFIT**

# Pathe Product 1923-1924

TWO REEL

## Pathécomedy

TRADE MARK 

### WILL ROGERS—

13 per year—6 in series  
One every four weeks

### "OUR GANG"—

13 per year—6 in series  
One every four weeks

### STAN LAUREL—

13 per year—6 in series  
One every four weeks

### THE SPAT FAMILY—

6 in series  
One every four weeks

### MACK SENNETT—

13 per year—6 in series  
One every four weeks

### BEN TURPIN—

6 or 8 per year  
3 in series

### INDIAN FRONTIER SERIES—

6 in series  
One every two weeks

### TWO REEL SPECIALS—

"Is Conan Doyle Right?"  
"Why Elephants Leave Home"

ONE REEL

## Pathépicture

TRADE MARK 

### PATHE NEWS—

One reel  
Twice a week

### PATHE REVIEW—

One reel  
Once a week

### HAL ROACH COMEDIES—

One reel—once a week  
Charley Chase and  
Dippy-Doo-Dads

### AESOP'S FABLES—

Cartoon comedy  
Short reel—once a week

### TOPICS OF THE DAY—

Newspaper wit  
Short reel—once a week

### SPORTLIGHTS—

Champions of Sport  
One reel—every other week

### SPECIALS—

Among the Missing—One reel  
Her Memory—One reel  
The Guest—One reel  
Birds of Passage—Three reels

## Pathéserial



### "THE WAY OF A MAN"

By Emerson Hough  
Author of "The Covered Wagon"

Hal Roach presents

### "HER DANGEROUS PATH"

Ten episodes  
With Edna Murphy  
Short-Story Serial

### "THE FORTIETH DOOR"

From a novel by —  
Mary Hastings Bradley

### LEATHER STOCKING TALES

By James Fenimore Cooper  
RUTH ROLAND in

### "RUTH OF THE RANGE"

Fifteen episodes

# HAROLD LLOYD

### GIRL SHY

Seven reels

### WHY WORRY?

Six reels



### SAFETY LAST

Seven reels

### DR. JACK

Five reels

AND AT LEAST TWO MORE FEATURE COMEDIES

# PATHE EXCHANGE, Inc.

111 West 17th Street

C. C. VAUGHAN, Branch Manager.

KANSAS CITY, MO.

## H. M. WARNER DENIES RUMORS OF AFFILIATION

A flat denial of the rumor that Warner Bros. would affiliate with one or more of the more prominent releasing companies was made last week by H. M. Warner, senior member of the organization.

In a statement Mr. Warner said that he would clear the situation. He stated that the firm of Warner Bros. began as an independent company in 1911, releasing the first "features" ever placed on the market.

"We have continued independent during the ensuing years," said Mr. Warner, "and we are going to remain independent. With all due modesty," he continued, "I think I can state confidently that we have been doing very well fighting our own battles, and we intend to continue to do so. Our distributors are all happy; the exhibitors who are playing our productions are all happy, and we intend to keep them so."

Mr. Warner went on to say that the organization has supplied the exhibitors and distributors with more features than they formerly promised, and that there is no indication to cause such rumors to circulate.

## MARCH PHOTOPLAY GUIDE LISTS 11 PATHE RELEASES

The Pathe product is again prominently represented in the March issue of the Photoplay Guide To Better Pictures, published monthly by the National Committee for Better Films affiliated with the National Board of Review.

Eleven Pathe releases are singled out for special classification in the current Guide, and of these eight win the additional distinction of the asterisk, which, in the language of the Guide, "denotes a particularly good picture."

Among the eleven Pathe subjects selected is Harold Lloyd's new feature comedy, "Girl Shy." There are also two "Chronicles of America" releases—"Gateway to the West," and "Wolfe and Montcalm." Among the comedies mentioned are "Highbrow Stuff," starring Will Rogers, and the "Our Gang" comedy, titled "Cradle Robbers." Two of Grantland Rice's "Sportlights" for Pathe, "Sun and Snow" and "Swift and Strong," are also cited. Pathe Reviews Nos. 12 to 15 complete the list.

## "THE TELEPHONE GIRL" WINS NEWSPAPER PRAISE

Roy Churchill, branch manager in Kansas City for Film Booking Offices, has been receiving favorable comments on H. C. Witwer's popular Cosmopolitan magazine stories "The Telephone Girl" the picturization of which are released through F. B. O. These two-reel subjects are winning praise from newspaper critics throughout the country. Alberta VanDine is proving to be a winsome star.

More than 8,000 theatres have booked this new series. Many exhibitors believe them to be the gayest anthology of humor and the most flippant stories of the screen ever filmed.

## UNUSUAL HEAVY DEMAND FOR "THE CALL OF THE WILD"

For the past several weeks Pathe branch offices have been experiencing an unusually heavy demand for Hal Roach's feature version of Jack London's famous dog story, "The Call of the Wild," which is being distributed by Pathe Exchanges, Inc. In practically every instance, the picture has been booked for June or July presentation.

This remarkable increase in bookings on a subject which has always enjoyed a steady demand since its release last fall and the overwhelming preponderance of June and July playdates prompted the Pathe branch managers to conduct inquiries in their respective territories. The investigation disclosed that the realistic Alaskan setting of the picture, with its snow-country backgrounds and typically northern atmosphere, was considered by exhibitors to make this production admirably suited to summer programs.

## "THE FIGHTING RANGER" NEW UNIVERSAL SERIAL

Work has been started at Universal City on "The Fighting Ranger," new chapterplay featuring Eileen Sedgwick and Jack Dargerty, under the direction of Jay Marchant. The new story, a thrilling tale of the modern West, is laid partly in Mexico and partly in the United States. It is a story of mistaken identity, tinged with mystery, with a romance woven around the slaughter of a man who for years lives under a cloud, imagining himself guilty of a crime.

The cast includes William Welsh, Al Wilson, Universal's famous stunt flyer; Bud Osborne, who played the leading heavy role in "The Ghost City," and Slim Cole, also remembered in "The Ghost City," for the thrilling motorcycle tricks he injected into the story. Charles Avery, Frank Lanning, Sam Polo and several other standard artists are also in the cast.

The thrills will vary from old time stunts in range riding horse-ship to be staged by Wilson, who has a complete new line of thrills for the production.

Aeroplane thrill scenes for "Fools in the Dark" engaged the attention of Director Al Santell and his F. B. O. company at San Pedro, California, last week. One thrill is developed when Matt Moore, in a seaplane with Tom Wilson, leaps from the craft to the mast of a schooner. U. S. Navy officers assisted Santell and his company in making the scenes realistic.

## "ABRAHAM LINCOLN" FOR FIRST NATIONAL RELEASE

Associated First National has secured for distribution one of the most interesting and valuable motion pictures ever made—"Abraham Lincoln." This announcement is the result of a deal completed last week between First National and Al and Ray Rockett, the producers.

"Abraham Lincoln" was more than two years in the making and at times a many as 2,500 people appear in the cast. It deals with the life of Lincoln from his birth, through his boyhood and manhood, and unfolds his romance with Ann Rutledge, carries him through the presidency and the strife of the Civil War, depicts the surrender of Lee, Washington after the war, and finally his assassination.

George Billings portrays the role of Lincoln, with Ruth Clifford as Ann Rutledge and Nell Craig as Mrs. Lincoln. The picture was directed by Phil Rosen.

## SPECIAL CAMPAIGN BOOK FOR "BORROWED HUSBANDS"

Vitagraph has issued a special campaign book on "Borrowed Husbands," the David Smith production in which Florence Vidor, Rockcliffe Fellows, Earle Williams and Robert Gordon have the leading roles.

It is arranged to the exhibitors' liking. It tells concisely what the picture is, gives a synopsis of the story, is profusely illustrated with scenes from the action, and presents a variety of art advertising illustrations to be used for newspaper copy. There are reproductions of the exceptional colored billing, twenty-four sheet, six sheet, three sheet, and three ones, as well as an attractive marquis banner. A special herald is illustrated in the booklet and there are press stories sufficient for all publicity needs.

"Borrowed Husbands" comes to the Liberty Theatre, Kansas City, the week of May 4th.

## "WHICH SHALL IT BE?" NOW "NOT ONE TO SPARE"

The title of "Which Shall It Be?", the Ruzand Hofman production released by Hodkinson, which created a sensation at its Broadway, New York, showing at the Cameo Theatre, has been changed to "Not One To Spare," the title of the poem by Mrs. E. L. Beers on which the picture is based.

"Not One to Spare" is a faithful picturization of the poem, which was first published in the fourth readers of the public schools about twenty-five years ago.

Announcing ~

**PATSY RUTH MILLER**

in a series of  
**ELMER HARRIS**  
Productions for

**HODKINSON RELEASE**  
© 1924-1925 Thirty First Run Pictures





## Appreciation

A letter was mailed out to all First National accounts announcing that the month of May would be designated as "BRANCH MANAGER'S MONTH." The response to our call for additional dates during this month was beyond my expectations.

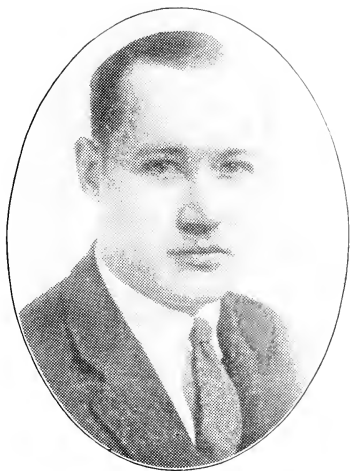
This is very gratifying and encouraging as co-operation such as this will enable our organization to continue supplying you with the high quality of product that we have been releasing in the past.

Please consider this a personal expression of appreciation. I know that the quality of First National Pictures and the service given you by our local exchange will merit the continuance of good will evidenced by you in this drive.

Sincerely yours,

E. C. RHODEN.

Associated First National Pictures, Inc.



---

**\$ea Hawk, \$ecrets, \$undown, \$andra for \$eptember**

# Clear the track for Uni

FIFTEEN TWO-REEL EPISODES

# The FAST EXPRESS

## STARRING WILLIAM DUNCAN



WILLIAM DUNCAN

Get aboard "The Fast Express" for the biggest box office run you ever had! Here is the greatest combination of star, author, star and cast ever incorporated in one chapter play—the dawn of a new era of chapter play production. William Duncan, the greatest chapter play star on the screen today, is the featured player! Courtney Ryley Cooper, known to millions for his stirring adventure stories in The Saturday Evening Post and other magazines, is the author! What a combination for box-office results! Get your patrons steamed up for 15 smashing breath-taking episodes! This is the picture that is going to railroad the biggest business you've ever had—right to your box office. Make your reservation—you can book it now!



EDITH JOHNSON



EDWARD CECIL



# UNIVERSAL FILM EXCHANGE

# al's great feature serial

# PRESS

URING ONE  
E GREATEST  
TER PLAY  
S EVER  
SEMBLED!



WRITTEN BY THE  
FAMOUS SATURDAY  
EVENING POST  
AUTHOR  
**COURTNEY  
RYLEY  
COOPER**



JOE  
DOMINGUEZ



EVA  
GORDON



HARRY  
WOODS



AL  
SMITH

1710 Wyandotte St., Kansas City

## "HONOR YOUR MOTHER" GIVEN ANOTHER TITLE

"The Spirit of the U. S. A." and not "Honor Your Mother" is final title of the fifth Emory Johnson production for the Film Booking Offices.

In a story sent out by F. B. O. last week it was announced that the production tentatively known as "Swords and Plowshares" would be renamed "Honor Your Mother" as a result of the replies received from more than 500 exhibitors, who were sent a copy of the script with a questionnaire asking the theatre owners for their choice of a suitable title. A stenographic error was made in tabulating the votes, and the votes received for "The Spirit of the U. S. A." were credited to "Honor Your Mother."

J. L. Sampson, manager of the Chicago exchange, suggested the winning title, and will receive the prize of \$350.

## LESTER CUNEO HAS OWN THRILLS IN NEW PICTURE

Lovers of thrilling pictures will be satisfied when they see Lester Cuneo's latest feature "Western Grit" released this week by Standard Films.

Cuneo fans who think they are "thrill demons" will get a slant at a new one when they see this star drive four runaway horses with nothing to stand on but two wheels on an axle, with nothing to aid in the stopping of the runaways but two strong arms and one strong voice, and with a handop such as a small leading lady sitting between his feet on said axle, clinging to both legs and pinching him every time he went over a bump.

This also read well to the leading lady in the script, but she didn't think so much of it when she saw a man who large rock caused Cuneo's knee to connect with her chin. After this happened Cuneo, while driving, thought it strange that a lady could keep silent so long, but upon looking down saw that Miss Deer had taken the count from the last bump of his knee, and was peacefully communing with the birds. This, of course, didn't aid Cuneo any in guiding this contraption down a mountain side.

## UNIVERSAL TO PRODUCE "HYSTERICAL HISTORY"

Universal has proposed a new series of laugh-makers each in one reel to be known as the "Hysterical History" series. It will consist of parades and burlesque take-offs of famous events in history, both American and foreign, and is expected to be the screen what "The Comic History of Greece" and "The Comic History of the United States" is to literature.

Bryan Fox, a son of Eddie Fox, the stage comedian, is in charge of the new comedy unit at Universal City. Monte Brice is working on the scenario. Zion Myers of the Universal comedy executive staff, will supervise the series.

This new series was conceived by Fox and Brice. They already have made and tried out several of the one-reelers. The three deal respectively with Columbus and the Discovery of America, Captain John Smith and Pocahontas, and the stay of Benjamin Franklin and his discovery about lightning.

## Moving Along Movie Row

John Rock, general manager of Vitagraph, Inc., was in Kansas City Sunday, and spent several hours with the salesmen and members of the local office. He was accompanied by James Duncan, division manager.

B. C. Cook, manager of Economy Film Service, gave a party Monday night in honor of the Garden Players who close their engagement at the Garden Theatre this week. B. C. looked rather sleepy Tuesday morning, but he says it "was some party."

Eddie Bonns, Goldwyn exploitation chief, is in town lending assistance in putting over "Three Weeks" which begins a run at Newman's Royal Theatre, May 4.

Visitors at the Fox office during the past week include Mr. and Mrs. I. B. Christians of Excelsior Springs, Mo.; W. H. Weber, Great Bend, Kas.; W. M. Goodnight, Holden, Mo., and Phil Krieger, Stambury, Mo.

H. E. Corby, manager of A. H. Blank Film Enterprises, tells us that he will make an important announcement in the near future. We're waiting expectantly.

The Paramount office looked rather deserted last week. Ben Blotcky, R. C. Libean, A. H. Cole, and Bob Gary, and the entire sales force attended a convention in Chicago.

C. A. Smith of Chanute, Kas., was in the Enterprise office last week. He is opening the Orpheum Theatre at Parsons, Kas.

J. J. Newcomb, Burlington, Kas., visited the Hodkinson office Tuesday.

C. A. Malloy is making a very successful trip through Western Kansas for the A. H. Blank Film Enterprises.

"Rubie" Melcher, formerly with Selznick Distributing Corporation, has accepted a position as city salesman with A. H. Blank Film Enterprises. We wish "Rubie" all the luck in his new capacity.

Barney Schultz's new Marlborough Theatre no sooner opened when men sent out by the Operator's Union began picketing. But they were soon stopped when

an injunction was taken out against them. Mr. Schultz's house is in the outskirts of Kansas City, and is in a sparsely settled district.

B. C. Cook, of the Economy Film Service, will go to New York in the near future to buy some new product for the summer season. He will be accompanied by his family.

W. R. Rowell, exhibitor at El Dorado, Kas., was seen along Movie Row bright and early Monday morning.

The Educational and A. H. Blank exchanges have remodeled the interior of their offices. Looks mighty fine.

Fred Young, branch manager for F. B. O. at Des Moines, Ia., and formerly with F. B. O here, paid his old friends an over Easter visit. Fred says that business is right good up Iowa way and was as enthused as ever about the F. B. O. product.

Silver and Son of Princeton, at Spickard, Mo., formerly owned by Ira D. Cooley.

Friends of A. E. Jarboe, Royal Theatre, Cameron, Mo., extend their heartfelt sympathies in his bereavement caused by the death of his father.

F. W. Gelhardt, representing the Yale University Press in the interest of the "Chronicles of America" series distributed by Pathe, spoke Tuesday, April 22 before the Federated Women's Clubs at Junction City, Kas. Mr. Gelhardt has been building up public interest in the "Chronicles of America" in this territory for the past several weeks.

Lloyd Lenhart announces with pride that the remodeling and redecorating of the Roanoke Theatre, 9th and Summit Streets, which he recently acquired has been finished. The seating capacity has been increased from 550 to 800; the front has been remodeled and a marquee built on; the lighting system improved and a large foyer added to allow ample room for overflow patronage.

G. B. Howe, travelling auditor for Universal, is giving things the once over at the local "U" exchange.

Coming Soon  
**BETTY COMPSON**  
 in  
**MIAMI**  
 An Alan Cresland Production  
 Produced by Sifford Cinema Corp.



HODKINSON RELEASE  
 Season 1924-1925 Thirty First-Run Pictures

**CAPITOL  
NEW**

**THEATRE  
YORK**

# You Know It

THE CAPITOL THEATRE in New York has the pick of the world's finest pictures and they book no lemons. Before a picture can pass the test for a CAPITOL run it's GOT TO BE THE GOODS for when you talk about CAPITOL receipts and The CAPITOL'S weekly overhead, you're talking about figures that run up into anywhere between \$35,000 to \$60,000 per week and that's no child's play. So when "Roxy" Rothafel saw and booked TRUART'S Big-time picture—

*"The*

# **UNKNOWN PURPLE**

he knew what he was doing. It went over big, and to prove to you its drawing power in any community, read this: "'UNKNOWN PURPLE' played to capacity business here in the face of one of the worst blizzards that has ever cursed northern Minnesota. My patrons were unanimous in their praise, and considered it the greatest mystery drama that has ever been put to the screen. W. M. Miller, Leb Theatre, Cloquet, Minnesota." With Alice Lake, Henry B. Walthall, Stuart Holmes, Ethel Grey Terry, Frankie Lee and big cast, this great big stage success by Roland West and Carlyle Moore, can be shouted from the housetops.

Directed by ROLAND WEST  
Produced by Carlos Productions

**FILM BOOKING OFFICES OF AMERICA, Inc.**

EXCHANGES EVERYWHERE

Snowier Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.

127 S. Hudson St., Okla. City, Okla.  
106 S. Cross St., Little Rock, Ark.

## "A WOMAN OF HOLLYWOOD" NEXT BLACKTON FEATURE

"A Woman of Hollywood" has been selected as the next J. Stuart Blackton production for Vitagraph. It is a striking drama of life in the film colony among the studios and will include intimate shots of pictures in the making.

The story is laid in Hollywood, and the leading feminine character is a film star, Louise Maurel. She meets a John Strangeway, a wealthy cattleman, who asks her to marry him. In his illness about the studios he meets a Eugene Desvayne, an admirer of Louise. The rivalry between the two men develops into interesting situations which give the story unusually rapid scenes.

Irene Rich has been engaged for one of the three principal roles. Production will begin at the Hollywood studios of Vitagraph soon.

## "MIAMI" COMES TO THE SCREEN ON APRIL 27

"Miami," the big Hodgkinson special starring Betty Compson, which is released April 27, is said to be one of the jazziest high-life stories ever brought to the screen. The print was reviewed by the Hodgkinson officials in New York last week.

"Miami" is a story of millionaires with a millionaire atmosphere, made in Florida under the direction of Alan Crosland, and shows the high jinks of the festive resorts in the "playland of the rich." The story starts right off with a smashing thrill, in which Betty Compson flirts with death in an aquaplane.

## PATHE TO RELEASE LARGE SHORT SUBJECT PROGRAM

An outline of Pathe's production schedule for the coming year was the substance of a statement issued this week by Elmer Pearson, vice-president and general manager of Pathe Exchanges west coast contracts, recent trip to the Hal Roach and Mack Sennett producing companies through which Pathe will acquire its distribution during the new season a volume of short-subject comedies and feature pictures, said to be in excess of any quantity of product ever handled before by the Pathe organization.

Contracts were renewed with the Hal Roach Studios for fifty two two-reel comedies per year, one series of which will include a new comedy line that promises to be a big success in this line. A single-reel Hal Roach will continue to be released, as heretofore. The success of "The King of Wild Horses" has inspired Mr. Roach to repeat with another novelty feature some time in the future; and in addition he will deliver two or three feature length comedies of the standard of "The Fighting Talers."

"We renewed contract with Mack Sennett that call for four series, numbering about forty two two-reel comedies per year," continued Mr. Pearson. "Through present arrangements Sennett comedies will be released at the rate of about three each month. Pathe has provided for sufficient comedy product to supply its release program with two two-reel comedies a week.

"This schedule of one-hundred and four two-reel comedies a year, taken in connection with Pathe's extensive array of single-reel comedies, short-subject dramas, Chronicles of America series, and novelty, cartoon and topical releases, provides ample material to meet the demands of the short-subject market for diversified entertainment during the coming season," said Mr. Pearson.

## F. B. O. HEAD DISCUSSES INDEPENDENT PRODUCTS

"If there is one thing the film industry has needed and needs today, it is a reliable, honest and efficient outlet for the product of the independent producer."

Major H. C. S. Thomson, managing director of the Film Booking Offices, expressed this opinion upon his return from the West Coast in the past week. Years of service and a varied experience in business circles, before entering the film ranks, have given Major Thomson a background of business understanding enjoyed by a few film men.

"The kind of distribution the independent producer has needed is very different from the kind he has received. A producer must be sure of four fundamental business needs; first, of a good selling and distributing organization that will give him equitable treatment; second, that the distributor will show no preference between pictures, for when the attention of the sales department is placed on certain pictures it is done so at a cost to other features and short subjects; third, he must be sure of the money that is due him at the time it is due; fourth, he must be sure that the picture will be properly advertised and exploited, its good points properly developed and brought out.

"Furthermore," Major Thomson added, "The independent producer has never been able to deal with a distributing company possessing judgment and standards. Until F. B. O. entered the field he has never been able to deal with a distributor who was anxious about his future welfare, looking forward to doing with him for years to come. The independent producer has never been able to deal with any one really catering for him and having the backing of reliable people, such as F. B. O. possesses in Grahams of England.

"The production must also be backed by vigorous trade paper advertising," Major Thomson declared. "Trade paper advertising is a service that both the distributor and producer owe the exhibitor. It not only helps him to select his programs, but saves him time in doing so. The exhibitor wants information concerning first runs, the breaking of records, the extending of runs and the results of successful

exploitation campaigns. Trade papers advertising forms an important link in F. B. O.'s merchandising policy, and we have found it profitable to give the exhibitor information he wants in the advertising columns of the trade papers."

Because of the fact that F. B. O. is now organized to offer the independent producer distribution by a strong organization, and because of its studies which are at the disposal of independent producers, Major Thomson believes that F. B. O. is doing a real service to the industry at large.

## "FOOLS IN THE DARK" PROVES "COMEDY PLUS!"

The phrase "Pittsburgh Plus" became a by-word in the steel industry.

The phrase "Comedy Plus" might well go down in film history, as summing up Al Sautell's new F. B. O. production, "Fools in the Dark," according to Roy Churchill, local F. B. O. manager. "If ever there was a plus show, this is it," says Roy. "It is comedy plus thrills—the greatest comedy and the greatest thrills which have been seen on the screen in many a long day.

"If you can think of a greater combination than that, you will pull the wool by the tail with a downhill pull! Make an audience laugh, then make an audience gasp. Repeat that formula for seven reels, at intervals of about one minute, and you have the perfect movies. It's entertainment value will rate far higher than all the scenic spectacles and character studies in the industry."

The story of "Fools in the Dark" lends itself superbly to comedy-dramatic treatment. It deals with the exploits and adventures of Percival Schwartz, son of the inventor and manufacturer of the Schwartz Stayclean Garbage Can. Percy does not like his father's odious career, and doesn't care who knows it. He is interested in writing scenarios for the movies, and the difficulties into which he is plunged eclipse anything which his imagination might have concocted.

## PLASTIGRAMS AS BASIS OF STUDY FOR STUDENTS

Local psychologists at Des Moines, Ia., have been attracted by "Plastigrams," Educational's Third Dimension Movie as a basis for experiments in psychological reactions.

Dr. Sylvester, of Drake University, has had his classes view this picture at the Des Moines Theatre, and the students will prepare analyses of their own reactions and the reactions observed on the part of the spectators.



Coming Soon

HELENE CHADWICK

Starring in a  
series of special  
productions

for

HODKINSON RELEASE

Season 1924-1925 Thirty First Run Pictures

## The BASEBALL BUG



The First National baseball team took the Kansas City, Kas., exhibitors' team into camp Saturday, April 19, when the distributors defeated the consumers to the tune of 18 to 4. The game was played in Heathwood Park, on the Kansas side, and it lasted five innings which was four too many according to the vanquished. The exhibitors declared that they could have won if "Bones" Smith of the Tenth Street Theatre had not struck out three times when bases were full.

The game was professional from the spectators' standpoint—the umpire never being in danger except when a throw from home to second base took place—in such a case both pitcher and umpire hit the dust.

The noisy rooting section consisted of the wife of a player and his three enthusiastic infants. The uniforms ranged from business suits and golf attire to overalls. However, the game created a lot of fun, both teams proving to be good sports.

### The Line-up:

First National:	Exhibitors:
Ricken	1B Beichele
Burke	2B Nester
Thompson	3B Meyn
Byrle	SS Ricksecker
Wiedner	P Sutter-Vaughn
Planck	C Smith
Foust	RF Jenkins
Craddock	LF Cook
	CF Sutter-Vaughn

Editor Reel Journal,  
Well Sir:

That (Bernie) Bernfield has made about all the noise he is going to make at our expense and because of some of the cracks in his letter I am going to pitch a few at him and see if he can withstand the K. O. First, Why does he change his name to Burns when he goes out of town? Why does he always read Sars, Roebuck catalogues and then bloom forth with musical comedy clothes? Why is he always whistling "Sweet Peggy O'Neil"? Why does he go to Wathena to sell pictures and come back and tell the manager that they won't pay over five dollars for the best feature in the world, and why does he deposit part of the war tax of the theatre in that town in his own name? Why did he go to Ed. Pesky and beg him to join the Universal Giants and why didn't those mazzini-giants get busy and accept or reject our challenge? The 25 days is almost up and we are improving every minute. Strange looking strangers who are said to be scouts and good ones too are said to have been seen with some of our players and while we only use five of them, still we want them all to remain in Pittsburg. Now it's up to you. The weather here is hot and we are getting the same

Hatefully yours,

GROGAN, THE GREEK.  
Captain Pittsburg Pugs.

## :: BOX-OFFICE REPORTS ::

**A. H. BLANK ENTERPRISES**  
**Gold Madness**, tiny Bates Post—A good picture. Will please 90 per cent.—Jay Means, Murray Theatre, Kansas City, Mo.

**ENTERPRISE**  
**Watch Him Step**, Richard Tahuadje—Poor. No action. Not up to standard.—L. O. Caldwell, Community Theatre, Crowburg, Kas.

**PATHE**  
**Way of a Man**, serial—A real good chapter play.—L. D. Caldwell, Community Theatre, Crowburg, Kas.

**FILM BOOKING OFFICES**  
**The Fourth Musketeer**, Johnnie Walker—A real good one with a moral.—L. D. Caldwell, Community Theatre, Crowburg, Kas.

**Desert Driven**, Harry Carey—Like all of Carey's, good all the way through.—L. D. Caldwell, Community Theatre, Crowburg, Kas.

**FAMOUS PLAYERS**  
**Manslaughter**, Thomas Meighan—Fine. A credit to any house. Book it.—R. B. French, Liberty Theatre, Humansville, Mo.

**GOLDWYN**  
**Strangers Banquet**, all star—A very, very poor picture. Did not draw at all.—W. P. Sayers, O. K. Theatre, Hill City, Kas.

**His Back Against the Wall**, Raymond Hutton—Good as any program picture. Drew well.—W. P. Sayers, O. K. Theatre, Hill City, Kas.

**FIRST NATIONAL**  
**When a Man's a Man**, John Bowers—Did a big business with this and consider it way above the average picture. Please everyone. No one will make a mistake in booking it.—W. J. Gable, Grand Theatre, Beloit, Kas.

**When a Man's a Man**, John Bowers—A production above the average and one of the best drawing cards we ever had in our house.—Sam H. Blair, Majestic Theatre, Belleville, Kas.

**Song of Love**, Norma Talmadge—Some like it. Some do not. Norma draws.—Jay Means, Murray Theatre, Kansas City, Mo.

**Kindred of the Dust**, Miriam Cooper—A good clean picture, and drew good crowds. Small town patronage.—R. B. French, Humansville, Mo.

**When a Man's a Man**, John Bower—Played to the most phenomenal business I have had this season. This picture did a terrifically big business for me right at the bad season of the year, during Lent and with the weather against us. This picture not only drew the crowds but pleased them 100 per cent.—Glen W. Dickinson, Marshall Theatre, Manhattan, Kas.

**When a Man's a Man**, John Bowers—The past twelve weeks have been the worst we have ever experienced since the Strand Theatre has been opened. Only two pictures have really pulled any business in this period. One was "The Pirth of a Nation" and the other "When a Man's a Man." We should have given this latter picture a longer run and a greater advertising campaign than we did. Not since "The Sheik" have I been so surprised at the drawing power of a picture.

—H. A. McClure, Strand Theatre, Emporia, Kas.

**SELZNICK**  
**Daring Danger**, Pete Morrison—A very tame picture; not enough action.—L. D. Caldwell, Community Theatre, Crowburg, Kas.

**VITAGRAPH**  
**Masters of Men**, Cullen Landis—Meets the approval of the most. A dandy good interesting picture.—L. D. Caldwell, Community Theatre, Crowburg, Kas.

**Midnight Alarm**, Alice Calhoun—Good feature bought for special. Didn't draw.—Harry Roberts, Electric Theatre, Centralia, Kas.

**Front Page Story**, Edward Horton—Splendid. Held interest from first to last and pleased all. Drew a good house.—Harry Roberts, Electric Theatre, Centralia, Kas.

**Silent Vow**, Wm. Duncan—Very good entertainment and pleased 100 per cent.—Harry Roberts, Electric Theatre, Centralia, Kas.

**Saw Mill**, Larry Semon—While not so funny as some, it had an unusual quality in scenery; this is lacking in most comedies and it went over big.—Harry Roberts, Electric Theatre, Centralia, Kas.

**Ninety and Nine**, Colleen Moore, Warner Baxter—Excellent picture. Good entertainment and seemed to please an audience a little larger than the average.—C. K. Marshall, Palace Theatre, Golden City, Mo.

**Ladder Jinx**, Edward Horton—Ordinary comedy-drama overdone in the advertising, and we lost money on this one, with favorable weather and road conditions. Most people pleased, although we expecting a strictly comedy.—Harry Roberts, Electric Theatre, Centralia, Kas.

**Man Next Door**, Special—Best picture that I have played for six months. Every one of my customers gave me a good word for it. Class it for average 98 per cent.—E. W. Johnson, Rex Theatre, Ridgeway, Mo.

**Pioneer Trails**—A very fine picture. Drew a good business and pleased my patrons.—W. H. Hardman, Royal Theatre, Frankfort, Kas.

**No Defense**, Wm. Duncan—Very good picture and story which pleased ninety per cent and drew two-thirds house with weather fine, but roads impassable in the country. Parts well played and action good.—Harry Roberts, Electric Theatre, Centralia, Kas.

**Masters of Men**—They said it was the best in four months, and I know we have had some good ones.—W. A. Burton, Atlanta High School, Atlanta, Mo.

**Masters of Men**—This picture went over fine. Everyone seemed to like it. Business was good.—W. H. Hardman, Royal Theatre, Frankfort, Kas.

**In the Heart of Maryland**—Fine heart-thriller; will attract all women. A real picture with plenty of action.—J. M. Bruger, Rex Theatre, West Mineral, Kas.

**Ninety and Nine**, Cullen Landis—Another Vitagraph special which lives up to Vitagraph. I can honestly say I never was stung on a picture from this company. If all exhibitors would play 100 per cent Vitagraph, everything would be better.—E. W. Johnson, Rex Theatre, Ridgeway, Mo.

## ST. LOUIS TRADE EVENTS

By David F. Barrett

## ST. LOUIS THEATRES

## VICTIMS OF BURGLARIES

Theatres of the St. Louis district were hard hit by burglars and yegemen the past week. On the night of Sunday, April 13, crack-men who had concealed themselves in the Lyric Theatre, East St. Louis, until the house had closed for the night, gained entrance to the office and broke down the steel doors of the theatre vault, escaping with approximately \$4,000, the Saturday and Sunday receipts. To get into the office the robbers had to break down two heavy wooden doors. The same yegs looted the safe of the Liberty Furniture Company, adjoining the theatre. The safe doors were open, the burglars taking a revolver and some small articles.

The same night robbers secured \$400 from the New Shenandoah Theatre, 227 South Broadway, St. Louis, after prying open a side door to the theatre. The money was taken from the projectionist's booth.

At the Melba Theatre, 3600 South Grand boulevard, \$40 was taken from the ticket seller's cage. Neither the Melba nor New Shenandoah carried burglary insurance.

On Thursday night, April 17, a burglar broke into the Samuel Caples Public School, Enclid and Cote Brillante Avenues, and stole a motion picture machine valued at \$200, a \$75 typewriter, two basketballs worth \$25 and a pencil sharpener valued at \$1.

ILLINOIS TOWNS WIN  
FIGHT FOR SUNDAY SHOWS

Two Illinois towns have won fights for Sunday shows. On April 9 the voters of Dixon by a vote of 3,078 to 1,385 turned down a Sunday theatre closing ordinance. The vote was the largest ever cast in the city.

After several years' fight the forces favoring Sunday shows in Paris, Ill., on April 17 routed the blue nosed reformers, the City Council by a majority vote passing an ordinance legalizing Sunday movie picture shows. Mayor E. G. Johnson has announced he will sign the measure.

G. W. Vest, formerly of the Dixie Theatre, Des Arc, Ark., is now operating the Royal Theatre, Marvel, Ark.

C. A. Edwards, owner of the Opera House at Coffeen, Ill., lost his mother through death on April 15.

Mrs. Nellie F. Herzog has purchased the Yale Theatre on Chippewa Street, St. Louis.

"Columbus" and "Daniel Boone" two of the Yale University Press films were shown at Washington University, St. Louis, Tuesday evening, April 15, under the auspices of the Washington University Association.

"The Origin of Life" a four reel film prepared by the American Society for Social Hygiene was shown to the public of St. Louis as part of a hygiene exhibit at 609 Louist street the week of April 14

BRIGHT BITS  
and  
NEWSY NOTES

Mrs. C. A. Sinclair, 5654 Barmer Avenue, St. Louis, wife of Col. C. A. Sinclair, treasurer of the General Film Manufacturing Company, died at her home Saturday night, April 12, after several weeks illness with sleeping sickness. Mrs. Sinclair was a native of St. Louis and had been active in church work. The funeral services were held on Monday, April 14, interment being in Bellefontaine Cemetery.

Charles Brothers, 57 years old, proprietor of a clothing store at Hannibal, Mo., was stricken with heart disease while attending a performance of Earl Carroll's "Vauties" at the American Theatre, St. Louis, on Tuesday night, April 15, and died in a waiting room five minutes later, while those in the auditorium unaware of the tragedy rocked with laughter at the antics of the chief sensation of the show.

Jack Underwood, Enterprise manager, spent several days out in the territory. He obtained some nice contracts.

D. E. Platte of the Pastime Theatre, Kansas, Ill., called at the F. B. O. exchange and signed up for the new series of "Fighting Blood."

Nickie Goldhammer has succeeded R. J. McManis as St. Louis city sales manager for Universal. Goldhammer formerly sold film out of Minneapolis, Omaha and Kansas City, coming to St. Louis from the latter city.

Out-of-town exhibitors seen along Picture Row during the week were: C. E. Brady and Mr. and Mrs. E. M. Doyle of Cape Girardeau, Mo.; Mrs. Paul of the Marvel, Carlinville, Ill.; Tom P. Roman, Play House, Shelbyville, Ill.; Oscar Wesley, Gillespie, Ill.; S. P. Roman, Donald, Ill.; Bob Cluster, Johnston City and Belleville, Ill.; Oscar Hortsman, Chappie, Ill., and L. Ladovsky, Paris, Ill.

Tom Reed of Duquoin, Ill., attended the Democratic state convention at Springfield, Ill., as a delegate from his district.

Mrs. Ruby Heyde will take possession of the Elks Theatre, Olney, Ill., on May 1. No change in policy is contemplated.

J. H. Riley's Cosy Theatre, Mountain Grove, Mo., opened to capacity business on April 15.

W. E. Paterson of Huttick, Ill., has purchased the Star Theatre, Palmyra, Ill.

The Moonshine, Wayne City, Ill., and the Liberty, Logan, Ill., have closed temporarily. The New Grand, Frankfort

Heights, Ill., has re-opened under the management of Sullivan & Gray, who have operated the Rialto at Marion, Ill.

The new Washington Square Theatre, Quincy, Ill., will throw open its doors on June 15 according to the present plans of the management. Artisans and decorators are working night and day to have the house ready on time. "If Winter Comes" will be the opening feature picture.

John Marlowe of Herrin, Ill., expects to have his \$125,000 Herrin Amusement Park open on May 31. It will contain a 2,000-seat burlesque and vaudeville theatre, the largest swimming pool south of East St. Louis in Illinois, dance floor, dining hall and the other usual concessions of such a place.

A local stock company plans to open a 500-seat house in Royalton, Ill., within the next sixty days.

Louis Maroni has purchased the Rialto Theatre, Marion, Ill., from Sullivan & Gray. He plans to remodel the house and operate it as a combination vaudeville and motion picture house.

William Burkhardt of Jackson, Tenn., will open his Grand Theatre in that city next week. It will play high class vaudeville.

William Goldman, owner-manager of the Kings Theatre, St. Louis, has gone to New York.

St. Louis motion picture houses and theatres co-operated with the church in the observance of Holy Week, many of the down-town theatres being used for Good Friday noon services. Rev. C. M. Bishop of Houston, Tex., presided at the Orpheum Theatre services. Rev. Dr. W. F. Hovis of the Maple Avenue Methodist Episcopal Church at the Columbia Theatre; Rev. Dr. Ivan Lee Holt of St. John's M. E. Church at the Criterion Theatre; Rev. L. M. Hale of Delmar Baptist Church at the Rainbow Theatre; Rev. James F. Fowls of Central Presbyterian Church at the Rivoli Theatre; and Rev. H. C. Toelle of Zion Evangelical Church at the Strand Theatre.

The Lyric Theatre, Cavein-Rock, Ill., which closed recently because of a small-pox epidemic has re-opened.

Joseph Walsh, secretary of the Motion Picture Theatre Owners of Eastern Missouri and St. Louis, has purchased the Bridge Theatre, Natural Bridge Avenue, St. Louis, from Worwick & Otto.

Ted Malone of Principal Pictures Corporation, New York, special representative for "When a Man's A Man" spent a few hours in St. Louis enroute west.

E. G. McBride of Shelbyville, Mo., proprietor of the Opera House there which was destroyed by fire the latter part of March plans to rebuild.



**PATRONIZE** THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

**BOLLER BROTHERS**

**THEATRE ARCHITECTS**

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**EVERYTHING FOR THE THEATRE BUT THE FILM**

- CARBONS
- MINUSA SCREENS
- COMPENSATORS
- RHEOSTATS
- OPERA CHAIRS
- MAZDA LAMP EQUIPMENT
- MOTIOGRAPH PROJECTORS

**CHAS. M. STEBBINS**  
Picture Supply Co.  
1822 Wyandotte St. Kansas City, Mo.



Archie Josephson, President

**HOTEL BRAY**

12th Street and  
Ballmore Ave.  
Kansas City, Mo.

*It's foolish to pay more --and risky to pay less.*

Absolutely Fireproof

150 Outside Rooms with Bath  
\$1.50, \$2.00, \$2.50

**PRINTING FOR THE TRADE**

**Keystone Press**

19th & Wyandotte Sts., K. C., Mo.

We Make a Speciality of Serving Exhibitor and Film Men

**THE OWL FLORISTS**

BILL LEVY  
14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

**Opera Supply Company**

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS  
Guaranteed, Non-breakable Steel Standard Opera Chairs.  
**THE CHAIR THAT'S ON THE SQUARE**  
Lowest Prices Quick Delivery

**NEWS NUGGETS**

Hunt Stromberg has started work on the first of the Priscilla Dean productions for Hodkinson release, "The Siren of Seville." The story was written for Miss Dean by H. H. Van Loan, who is the author of "The Virgin of Stamboul."

The Universal feature now being made from "Mitz" the famous French novel by Delly, will be released under the title of "The Rose of Paris." Carl Laemmle has just announced.

Clara Bow, one of the most promi in universal stars, has been engaged by Universal to play an important role in "Wine," an adaptation of the Red Book magazine story by William McHarg.

"Another Scandal," Lois Wilson's latest feature for Hodkinson will be completed this week. The company is at Miami, Fla., where production took place.

Budd Fine and Eddie Baker, well known comedy artists, have been added to the cast of "Hold Your Breath," Al Christie's comedy feature under production for Hodkinson.

Frank Wood's first Hodkinson picture, "What Shall I Do?" has been completed. Dorothy Mackall is the star.

Continuities are now being written on the West Coast under the personal supervision of Albert E. Smith, president of Vitagraph for "The Road That Led Home" by Will E. Nugersoll and "The Garden of Charity" by Basil King.

Ralph Graves, who has achieved considerable prominence as a lead in feature productions, typifying the modern young

American, has been signed by Mack Sennett to appear in a series of two reel comedies for Pathe.

The Battle of Yorktown was "refought" before the camera recently on the same ground that the original decisive battle of the War of Independence was fought. The battle scene was for "Yorktown," one of Pathe's "Chronicles of America" which are being produced by the Yale University Press.

**CLASSIFIED ADVERTISING**

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

**WANTED**  
THEATRE IN TOWN NOT LESS THAN 3000 POPULATION. GIVE FULL PARTICULARS FIRST LETTER. CASH PROPOSITION. ADDRESS GEO. B. WOOLRIDGE, MILAN, MO.

**SITUATION WANTED**  
Violinist—also, newspaper man—our chance to get a real musician for your house; you arrange newspaper work; married. Violinist, 1111 N. Liberty St., Independence, Mo.

**SITUATION WANTED**  
Manager, ten years experience own houses, country and city; married; has always made show; pay; buy into house gradually. Manager, 1415 Hankson Ave., Columbia, Mo.

**WANTED TO LEASE OR BUY**  
Will lease or buy show, town 2,000. No city, sky; tell all first letter; must have capacity, equipment, monopoly; right price. Owner, 1111 N. Liberty St., Independence, Mo.

**FOR SALE**  
Powers Motor Driven Machine; Powers Mazda Lamp house; 110 volt, 60 cycle A. C. Transformer; \$140.00 complete.—Jess Hergert, Otis, Kansas.

**FOR SALE**  
Good theatre in county seat town. Everything in first class condition. No competition. Priced right. Menefee & Sons, Hoxie, Kas. 45

READ THE CLASSIFIED ADS

**CURRENT RELEASES**

- Week of May 3, 1924
- CRESENT
  - Tin Can Alley, Smith (2)
  - Felix Crosses the Creek (1)
  - EDUCATIONAL
  - Fresh Eggs, Christie (2)
  - Fun Shop (1)
  - Kinograms, two each week
  - ENTERPRISE
  - Hell's Edge, Roy Stewart (5)
  - FAMOUS PLAYERS
  - The Breaking Point, Patsy Ruth Miller (7)
  - FILM BOOKING OFFICES
  - Untamed Youth, Lloyd Hughes, Ralph Lewis
  - GOLDWYN
  - True as Steel
  - HODKINSON
  - The Lightning Rider, Harry Carey (6)
  - Fun From the Press
  - PATHE
  - Leatherstocking, No. 7
  - Sporting Swind, Grandlam, Rice Sportlight
  - Publics, Pays, Hal Roach (1)
  - Commencement Day, Our Gang (2)
  - Homeless, Pups, Asop's Fable
  - Pathe Review and Topics of the Day No. 18
  - Pathe News, Nos. 38-39
  - SELZNICK DIST. CORP.
  - Woman to Woman, Betty Campbell (7)
  - Forbidden Fruit, Hezza Liar Cartouso (1)
  - Lobbygwig, Jimmy Aubrey (2)
  - Rider of Mystery Ranch, Art Mix (5)
  - STANDARD
  - UNIVERSAL
  - Riders Up, all stars (5)
  - Storm Dampler, Trussell Dean (6)
  - The Bull Tossor, Western (2)
  - What's the Use, Gump Comedy (2)
  - Teeth Talk, Corbett (2)
  - Fast Express, No. 9
  - International News

SEND IN YOUR BOX-OFFICE REPORTS

# David Belasco Always Wins!

--and here's his latest screen comedy hit.  
a scream on the stage--a knockout on the screen!

## Remember--

"THE GOLD DIGGERS"

—HOW YOUR HOUSE FAIRLY  
ROCKED WITH LAUGHTER  
FROM THIS WHOLESOME  
COMEDY?

—HOW YOUR PATRONS ALL  
LIKED IT?

—WHAT A COMPLETE HIT  
IT MADE?

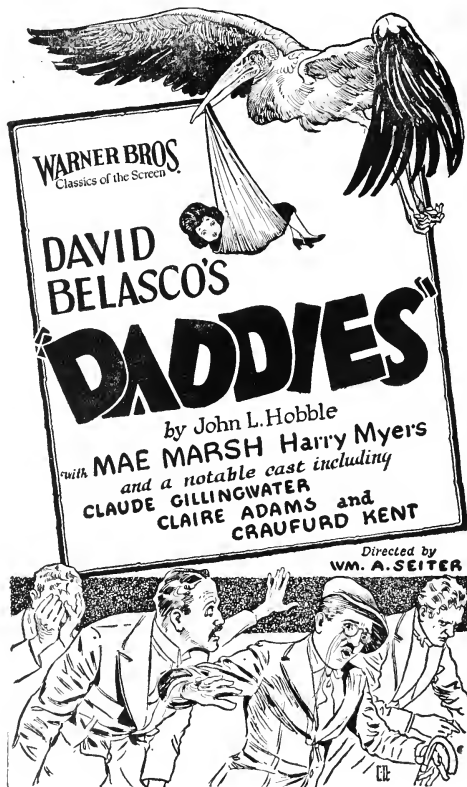
## Well Boys--

"DADDIES," IS ANOTHER  
JUST LIKE IT!—A DELIGHT-  
FUL COMEDY OF BACHELOR  
LIFE.

AND—

## Man, oh Man!

WHAT A SCREAM!



# Film Classics, Inc.

115 WEST 17TH STREET

AL KAHN, General Manager  
M. A. KAHN, Manager

KANSAS CITY, MO.

*The*

# Reel Journal

The Film Trade Paper of the Southwest



Story by Hal Roach  
Directed by Fred Jackman

The Novelty  
Sensation of the  
Day—

**“The King  
of Wild  
Horses”**

**Pathe Exchange, Inc.**  
C. C. VAUGHAN, Branch Manager  
111 West 17th Street Kansas City, Mo.

Carl Laemmle  
takes pleasure in presenting

Miss  
Laura  
LaPlante

As a star in her own right and playing  
the lead in her first big feature.

Directed by ROBT. HILL

PERSONALITY

JUST give your audiences one chance to fall for her sunny smile, sparkling blue eyes and golden hair—and oh, boy! Just give them a single chance to feel the spell of her magnetic, vivacious personality—and sweet mamma!—they'll be slaves for life! You're bound to be the big winner when you play this winsome star in the fastest, funniest, most surprising comedy-drama you have ever seen.



Excitement

A UNIVERSAL PICTURE

UNIVERSAL FILM EXCHANGES, Inc.

1710 Wyandotte Street  
KANSAS CITY, MO.

# ESTER CUNEO IN WESTERN GRIT

AN action picture that will satisfy every "Western" loving patron. Thrills and spectacle! Pep and Punch! And we help you get them into the box-office with the greatest line of A-C-T-I-O-N posters you have ever seen!

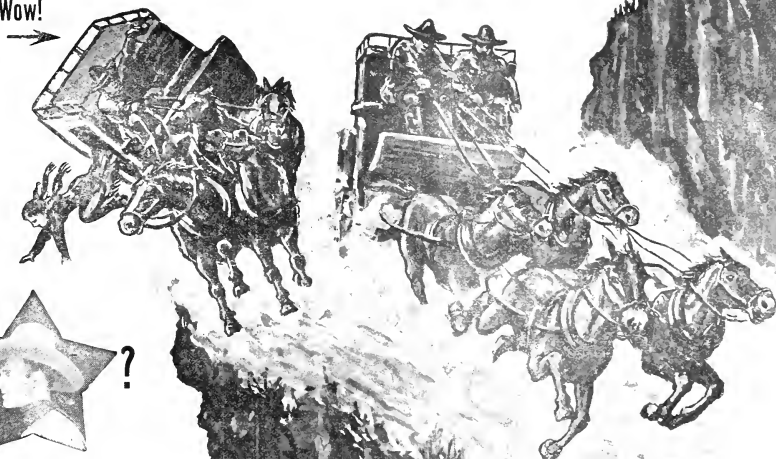
## STANDARD FILMS

111 WEST 18TH ST.

KANSAS CITY, MO.

Here's a Wow!

Actual  
Reproduction  
of Six-Sheet



Watch For This Next Week!



Published Every Saturday by  
REEL JOURNAL PUBLISHING CO.

19th and Wyandotte Sts.  
KANSAS CITY, MO.

**BEN SHLYEN**

Publisher and Editor

Telephone Delaware 9763  
St. Louis Correspondent  
DAVID F. BARRETT  
3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## A Suggestion

The exhibitors of Eastern Missouri and Southern Illinois have done a wise thing in consolidating into one organization, and we wonder why it would not be a good plan for the Motion Picture Theatre Owners of Kansas to bring into their organization the exhibitors of Western Missouri, who seem to be having quite a difficult time in reorganizing themselves, as they some weeks ago set out to do.

The interests of the exhibitors in the western half of Missouri are centered around Kansas City, as an exchange center, just the same as the Motion Picture Theatre Owners of Kansas. The problem confronting the exhibitors of both of these states are alike, except perhaps for probable legislative matters, which may differ to some extent. However, these matters can probably be handled even better and more satisfactorily by a combined organization representing the whole of the Kansas City trade territory, than by one solid organization, and one that seems shot to pieces.

What seems to be holding back the exhibitors of Western Missouri from being able to reorganize is something that we do not know. But we do know that with a strongly organized power behind their efforts to build an organization that can be well organized and be made to function with greater efficiency and to greater satisfaction than if a mere handful of exhibitors mold themselves weakly together.

Again, we say the interests of Western Missouri exhibitors and those of exhibitors in Kansas are similar. And it is our firm belief that a unification of these two divisions should result in a very strong exhibitor's organization that will for a long time hold together.

Exhibitor organizations in other parts of the country have joined hands in this manner and surely, if good has resulted with these, good should also result here.

# Mo. and Ill. Exhibitors Combine

I. W. Rogers Elected President;  
Name Delegates to National  
Convention.

The Motion Picture Theatre Owners of Eastern Missouri and their fellow exhibitors of Southern Illinois merged into one body to be known henceforth as the Motion Picture Theatre Owners of Eastern Missouri and Southern Illinois at a convention held in the Elks Club Hall, St. Louis, Mo., on Tuesday, April 22. The new body will be affiliated with the Motion Picture Theatre Owners of America, and resolutions pledging unwavering and steadfast support to the national organization were passed unanimously. National President Sydney S. Cohen was also roundly praised in suitable resolutions put through without a dissenting vote.

Watts, Springfield, Ill.; Third Vice-President, Charles G. Goodnight, DeSoto, Mo.; Fourth Vice-President, J. C. Hewitt, Robinson, Ill.; Fifth Vice-President, F. E. Yenn, Duquoin, Ill.

L. C. Hehl of the Woodland Theatre, St. Louis, was re-elected secretary and Fred Wehrenberg of the Melba and Cherokee Theatres, will continue as treasurer.

Delegates to the national convention in Boston, Mass., on May 27, 28 and 29, were named as follows: From Missouri: H. M. E. Pasmazoglou, St. Louis; Robert Stempfle, St. Charles, Mo.; Joseph Mogler, St. Louis; Fred Wehrenberg, St. Louis; Spyros Skouras, St. Louis; I. W. Rodgers, Poplar Bluff, I. C. Calvin, Washington, and Fred N. Hoelzer, St. Louis. From Southern Illinois: S. E. Pertle, Jerseyville; W. W. Watts, Springfield; F. E. Yenn, Duquoin; E. T. Loeper, Springfield; O. L. Kern, Buckner; Robert Claster, Belleville; S. Russell, Shelbyville; Steve Farrar, Harrisburg; John Marlowe, Herrin; and Walter Thimmig, Duquoin.

There were one hundred exhibitors present at the gathering and the banquet held at noon was attended by a greater number which included both exhibitors and exchange men.

The business session moved rapidly and smoothly, and little time was consumed by incidentals. Joseph Mogler, vice-president of the Motion Picture Theatre Owners of America, told the delegates of the efforts of the national body to do away with the music and seat taxes. Lieutenant-Governor Lloyd, who was present, declared himself in favor of permitting the general public to act as its own censor. He expressed himself as being opposed to censorship. Elliott Dexter, another guest of the convention, gave a brief talk on strikes of the industry, and Assistant Building Commissioner Christobel complimented theatre owners of St. Louis for their cooperation with the building department of the city in safe-guarding the picture fans.

The theatre owners and managers who registered for the convention of the Eastern Missouri and Southern Illinois Motion Picture Theatre Owners convention at the Elks Club, St. Louis, Tuesday, April 22, included: I. W. Rodgers, Cairo, Ill.; J. C. Hewitt, St. Louis; W. W. Watts, Springfield, Ill.; B. T. Loeper, Springfield, Ill.; P. L. Kern, Buckner, Ill.; N. A. Calbreath, Carthage, Mo.; Charles G. Goodnight, DeSoto, Mo.; J. C. Reeves, St. Louis; C. C. Craven, LeBorne, Mo.; John Bler, New Madrid, Mo.; Noah Bloomer, Belleville, Ill.; F. E. Yenn, Duquoin, Ill.; H. J. Immitz, Newton, Ill.; R. H. Clarke, Effingham, Ill.; H. R. Kosendick, Carter, Ill.; L. C. Hehl, Woodland, St. Louis; J. C. McClain, St. Louis; Mr. and Mrs. A. Hall, Dupu, Ill.; J. L. Calvin, Washington, Mo.; C. H. Horseman, Chaffee, Mo.; H. S. Rehmson, Oran, Mo.; Joe Lewis, Jerseyville, Ill.; S. Russell, Shelbyville, Ill.; A. J. Moeller, New York, N. Y.; R. E. Atkins, Elksville, Ill.; Joe DeQuinn, Dowell, Ill.; F. E. Yenn, Duquoin, Ill.; A. Kewis, New Athens, Ill.; S. E. Pertle, Jerseyville, Ill.; F. Calhoun, St. Louis; William McNamara, Virden, Ill.; J. Robinson, Elm Theatre, St. Louis; Charles Goldman, Rainbow Theatre, St. Louis; Frank Spyros, Marquette Theatre, St. Louis; Harry Nash and Mike Nash, King Theatres, St. Louis; J. E. Rees, Wellsville, Mo.; O. Lehr, Rex Amusement Company, St. Louis; Richard Stempfle, St. Charles.

(Continued on Page 10)



I. W. RODGERS

President-Elect M. P. T. O. of Eastern Missouri and Southern Illinois.

I. W. Rodgers, Poplar Bluff, Mo., and Cairo, Ill., theatre owner was selected as president of the new body. He was formerly president of the Motion Picture Theatre Owners of Eastern Missouri and was chosen for that place with a view of his fitness to fill the chair as the head of a joint body representing exhibitors of both Eastern Missouri and Southern Illinois, as he has theatres in both territories. Heretofore the Southern Illinois exhibitors were part of the Illinois state body, but Chicago was so far away the national organization considered it best to give the Eastern Missouri body jurisdiction over that section of Illinois, south of the Chicago line zone, especially in view of the fact that the exhibitors of that territory obtained film from St. Louis and in other ways had interests identical with those of the Eastern Missouri exhibitors.

The other officers selected were: First Vice-President, John F. Rees, Wellsville, Mo.; Second Vice-President, W. W.

**Do You Know**  
 about our  
**SUMMER PROPOSITION**  
 on such  
**PROVEN SUCCESSES**

AS

<b>"Between Friends"</b>	<b>"Pioneer Trails"</b>
<b>"Borrowed Husbands"</b>	<b>"The Midnight Alarm"</b>
<b>"My Man"</b>	<b>"The Man Next Door"</b>
<b>"Let Not Man Put Asunder"</b>	<b>"Masters of Men"</b>
<b>"Man From Brodneys"</b>	<b>"The Ninety and Nine"</b>
<b>"On the Banks of the Wabash"</b>	<b>"Loyal Lives"</b>
<b>"The Love Bandit"</b>	<b>"The Leavenworth Case"</b>

**We Have a Surprise in Store for You--Write Us**

**VITAGRAPH**

ALBERT E. SMITH PRESIDENT

C. A. SCHULTZ, Manager  
 KANSAS CITY  
 17th and Main Sts.

A. DANKE, Manager  
 ST. LOUIS  
 3310 Lindell Blvd.

*Courtesy and Service Are Our Sincere Aims*

**COMING:** "ONE LAW FOR THE WOMAN"  
 "THE CODE OF THE WILDERNESS"  
 "THE STRENGTH OF DESIRE"  
 "VIRTUOUS LIARS"

## TEN "DREADNAUGHTS" IN FIRST NATIONAL "FLEET"

E. C. Rhoden, manager of the Kansas City exchange of Associated First National Pictures, announces that "the phantom ship 'Summer Shoop' is about to be sunk by 'ten First National dreadnaughts'." And the "ten dreadnaughts" are ten big features, and each one is a "flagship," according to Mr. Rhoden. The "fleet" will first show itself June 15, and will put a new "ship" into view every few weeks.

The titles and their release dates are as follows:

June 15—"The Dub," with Ben Alexander and Lloyd Hamilton.

June 22—"For Sale," with Corinne Griffith.

June 29—"Husbands and Lovers," directed by John M. Stahl and another married life theme.

July 6—"Counterfeit," with Colleen Moore as a temperamental actress who becomes a vamp to "kiss" an enemy.

July 20—"Born Rich," an inside story of "high life," with Claire Windsor and Bert Lytell in it.

August 3—"Single Wives," Corinne Griffith in a companion picture to "Flaming Youth."

August 10—"Sun-down." The greatest of them all.

August 17—"Christine of the Hungry Heart." A poignant love story from the Ince Studios that looks like a real winner.

August 24—"The Lost World." An amazing special—Conan Doyle's story of adventures in prehistoric lands.

August 31—"Belonging." Maurice Tourneur depicts romance in London, Paris and Egypt. From a best seller.

## ARMY OFFICERS O. K. JOHNSON'S BATTLE SCENES

Approving in detail the battle scenes in Emory Johnson's production "Spirit of the U. S. A.," his fifth and biggest for F. B. O. several officers of the U. S. Army, who saw service overseas, lauded the producer for his striking accuracy.

Led by Col. K. I. Taggart, of the Twenty-eighth Infantry, the military group reviewed the battle sequences of "Spirit of the U. S. A." in the projection room at the F. B. O. Hollywood studios last week. They manifested keenest interest in those scenes which portrayed the doughboys and Tommies going over the top and beating back the Hun along the scarlet banks of the Somme.

At least two famous battles of the Great War are shown in some of their most stirring phases in "The Spirit of the U. S. A."

While the production is not essentially a war picture, the army officers expressed deep interest in the development of the war features of the story and also commended the producer for the fine, human qualities of his various leading characters. Mary Carr and Johnny Walker are in the cast.

Vitagraph has issued a most attractive campaign book for "Virtuous Liars," the Whitman Bennett production which is now a Broadway premiere at the Kialto Theatre, New York. It is made up as a rotogravure magazine and profusely illustrated with scenes from the pictures.

## SEDALIA THEATRE TO HAVE ALL SHORT SUBJECT BILL

The first concrete results of E. W. Hammons, president of Educational Film Exchanges, Inc., recently expressed statement that the American public would support theatres devoted to the exclusive showing of Short Subjects, are contained in an announcement from the Sedalia, Mo., "Democrat" to the effect that the Liberty Theatre of that city would inaugurate a novelty program for its Saturday and Sunday show, consisting entirely of comedy and novelty subjects, all in short subject length.

The initial program will consist largely of comedy, but the featured item on the bill will be one of the "Secrets of Life" series, "The Ant," released through Educational Film Exchanges, Inc. In order to carry the necessary appeal to children, the Educational-Juvenile Comedy "Bar-num Jr.," will be included in the opening bill while the Bruce Wilderness Tale, "While the Pot Boils" will add the needed dramatic and scenic quality.

The management of the Liberty Theatre is making an special drive for children's patronage, and all parents in Sedalia are requested to investigate the merits of the short subject program as suitable entertainment for their children.

## WARNER BROS. TO HAVE BIG 1924-25 SCHEDULE

Al Kahn, manager of the Film Classics, Inc., in Kansas City, announces that big stories, popular players, efficient direction, artistic production and box-office "punch" will be conspicuous in the Warner Bros. Classics to be produced for the coming season of 1924-25. Twenty pictures are certain for the coming screen season, and the chances are that Warner Brothers will deliver twenty-four. Mr. Kahn states that the scenario department has been working overtime keeping pace with the fiction publications as they come from the press, and the following titles have already been selected and production will begin in the near future:

"The Age of Innocence," by Edith Wharton; "The Dark Swan," by Ernst Pascal; "The Lighthouse by the Sea," by Owen Davis; "The Eleventh Virgin," by Dorothy Day; "Eve's Lover," by Mrs. W. K. Clifford; "Deburan," the Belasco production by Sacha Guitry; "The Lost Lady" by Willard Cather; "My Wife and I" by Harriet B. Stowe; "The Narrow Street" by Edwin Bateman Morris and "The Dear Pretender" by Alice Ross Colver.

Ernst Lubitsch, who made such a decided success with "The Marriage Circle" is at present working on a Warner special, the title of which has not yet been announced. The cast, however, will include Mary Kay, Avory, Pauline Frederick and Lew Cody.

Warner Bros. have succeeded in obtaining some of the biggest stars and directors, and the 1924-25 schedule will disclose a brilliant array of celebrities.

A new comedy unit is now adding to the hum of production activity at the Mack Sennett studio where two-reel comedies are made for Pathe release. F. Richard Jones having taken up the megaphone and commenced work on the first of a series of two-reel comedies, Mack Sennett will produce featuring Ralph Graves.

## VITAGRAPH ANNOUNCES RELEASES TO JUNE 1

Spring releases of Vitagraph up to June 1 include five super-specials, two David Smith productions, "My Man" and "Borrowed Husbands," one of J. Stuart Blackton's production, "Between Friends," a Whitman Bennett production, "Virtuous Liars," and a Charles E. Blancy melodrama, "One Law For The Woman." The cast of these pictures include some of the biggest box office names ever offered of the exhibitor.

Patsy Ruth Miller and Dustin Farnum have the leading roles in "My Man," and Florence Vidor, Rockefelle Fellowes Earle Williams and Robert Gordon head the cast of "Borrowed Husbands."

Vitagraph engaged for "Between Friends," Lou Tellegen, Anna Q. Nilsson, Alice Calhoun, Norman Kerry (borrowed from Universal), Stuart Holmes and Henry Barrows.

David Powell, one of the most popular of the younger leading men and Edith Allen, whose performance in "Scur-mouche" was so highly praised, head the cast of "Virtuous Liars," Naomi Childers, Dagmar Godowsky, Maurice Costello and Burr McIntosh have important roles.

Charles E. Blancy selected for his melodrama of the West, Cullen Landis, Mildred Harris and Otis Harlan for leading parts.

In preparation at the Vitagraph studios in Hollywood are an adaptation of a novel dealing with the film colony by E. Phillips Oppenheim which Mr. Blackton is directing and a vigorous story of ranch life by Charles Alden Seltzer which is in production by David Smith.

## FAMOUS DOG APPEARS IN DETECTIVE STORY

"Get Your Man" is the title of the next picture which Warner Brothers will make with Rin-tin-tin, the trained police dog, in the featured role. Rin-tin-tin scored such a success in "Where the North Begins," that he was immediately contracted to appear in two Warner productions, which will be part of the twenty on the 1924-25 schedule.

Dog stories have uniformly been set in the great open spaces of the west and northwest. "Get Your Man" will present a point of departure. The action of this detective story is laid in New York City.

This dog player has become so popular with the release of "Where the North Begins," that Warner Brothers have taken steps to copyright the name Rin-tin-tin. In this way they will insure getting the full publicity value implicit in the name, which cannot henceforth be used for trade marks or any other form of commercial enterprise.

"Get Your Man" is one of the two pictures in which this sagacious canine is featured. The title of the other has not yet been selected.

Clarence Brown, Universal director, has just received notice from the National Board of Review that "The Signal Tower," Universal-Super-Jewel production, which he directed, has been placed on the board's roll of honor as a high class picture "for the whole family."



# What a picture!!

## DEATH DEFYING RICHARD TALMADGE

IN



# LET'S GO!

**The Biggest Feast of Thrills This Season!**

**W**ITHOUT the question of a doubt, Richard Talmadge in "LET'S GO!" performs more hair-raising thrills than ANY motion-picture yet filmed. Advertise "LET'S GO" as "A feast of breath-taking, nerve chilling thrills, saturated with yells of laughter, surcharged with big time romance, love, adventure.

Here is a picture that your fans will talk about for weeks. Mouth to mouth advertising alone will bring capacity to you. As a hard boiled exhibitor, you yourself will enjoy this picture just like your fans will "eat it up." Pictures like this build popularity and good will for any house, besides the immediate spot cash net results you'll get. Go to it with both feet. Get it now and boost it like a circus.



**FILM BOOKING OFFICES OF AMERICA, Inc.**

CHANGES EVERYWHERE

Snowier Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.

127 S. Hudson St., Okla. City, Okla.  
106 S. Cross St., Little Rock, Ark.

## "HUNCHBACK" EXPLOITEER RESUMES FORMER POSITION

George Brown, advertising manager for the Universal Pictures Corporation, who devoted himself exclusively to the handling of "The Hunchback of Notre Dame" during the winter months, has resumed direction of the Universal Advertising Department, now that "The Hunchback" has been successfully launched and has reached its general release period.

The launching of "The Hunchback of Notre Dame" was by means of a new and highly efficient method developed by Universal. It first was presented elaborately in a number of big key cities. Then it was road-showed in the lesser key cities. Next it was conditionally released to big first run theatres under a two-day and a \$165 top guarantee. The general release arrangement was the following step.

Under Brown, the "Hunchback" organization consummated the wide-spread distribution of the big picture in first run houses. The picture received a send-off which is said to be without equal in the film industry. Due to its high quality and to the unusual efficiency of its exploitation, "The Hunchback" has been a box-office record breaker in almost every locality. The special presentation methods pursued are said to have done much to stamp the picture as screen offering de-luxe and to have kept it on a high plane such as is rarely enjoyed by a motion picture.

## POPULAR SONG DEDICATED TO LLOYD'S "GIRL SHY"

Charles K. Harris has just taken off the press a song called "Girl Shy," dedicated to Harold Lloyd. Mr. Harris, who wrote "After the Ball," and many other famous ballads, wrote the words to "Girl Shy" and the music is by Elizabeth Church Merrill. It is said to have all the elements of a popular song hit—a biting melody, catchy words, and a rhythm that makes it an ideal fox trot. It was played by orchestras in Florida winter resorts with great success this season. Pathe announces that "Girl Shy" will be on the main stands within a week.

The Mark Strand Theatre, New York City, selected the "Girl Shy" song to be sung on the program for the second week of the run of the Harold Lloyd Pathé picture, which turned the crowds away every day of the first week.

## "ANOTHER MAN'S WIFE" NEW KIRKWOOD-LEE FILM

Linn, noted merchandiser of the screen, Linn Kirkwood and Gladys Lee, are to have a penchant for getting snappy titles for their picture. "Another Man's Wife" is the intriguing title of the third picture the couple will appear in for Hodgkinson release. It follows "Love's Whirlpool" and "My Term of Bonds," their first two productions.

"Another Man's Wife" is from the pen of Elliott Clawson. It will be directed by Frank Mitchell who directed "Whirlpool," and is scheduled for release early in the fall.

W. P. Bernfield, Educational manager, announced its arrival in Omaha last week.

## Moving Along Movie Row

Agnes Strauss, formerly a secretary for Paramount in Kansas City and in Oklahoma City, left last week with the Garden Players for Wichita and Dallas. Miss Strauss is secretary for the Garden company.

W. P. Bernfield, formerly city salesman for Universal, has joined the Hodgkinson forces.

Leo Doty, manager of United Artists, has received word that Paul Lazarus has resigned as general sales manager for the United Artists. He has been succeeded by T. Y. Henry, formerly branch manager here, who assumed charge of the sales department on April 28.

E. A. Robinson of La Harpe, Kas., and C. L. McVey of Herington, Kas., were visitors at the Goldwyn offices last week.

Major J. W. Quillan, vice-president of the Enterprise Distributing Corp., was in town last week. Major Quillan is making a tour of the Enterprise offices, and is contemplating putting in an exchange in Des Moines and Memphis.

"Jimmy" Foland, the new manager of the Selznick Distributing Corp., has been accepted as a member of the Film Board of Trade.

Ed Frazier of Pittsburg, Kas., dropped in at the Pathe office during the past week.

The Film Board of Trade should be congratulated on their accumen in selecting men like "Duke" Wellington. Have you ever noticed that certificate he has framed in his office? "Duke" received that from the Gregg School of Short-hand for displaying 99.04% accuracy transcribing notes in solid dictation.

Syd Rosenthal, formerly of Film Classics, Inc., is now city salesman for Universal.

C. F. Senning, manager of the Midwest Educational Film Exchange, held a private screening the morning of April 24 in Topeka, Kas., for Governor Davis. The picture screened was the Christie comedy "Safe and Sound," an Educational release.

E. S. Meyers of the Princess Theatre, North Topeka, Kas., was in the Keystone Press office Tuesday, where he placed an order for their weekly novelty programs.

Bert Edwards, former Fox branch manager and recent salesman for Selznick, is now a member of Metro's sales force.

Harry Rathner, special representative for Principal Pictures Corporation, is here in the interest of the new Principal product that is being released on the State Right market. A. H. Blank Film Enterprises handled the Principal Pictures in this territory and will in all likelihood distribute this new product.

E. M. Boydston has sold the Victoria Theatre, Hiawatha, Kas., to Harry Neptune, former exhibitor at Robinson, Kas.

Bill Levy of the Owl Florists phoned to inform us that he was prepared to take care of all the boys' orders for Mother's Day, May 11. Bill says just phone, write or wire him and he'll give you special service.

George Reap, formerly assistant manager of the Fox exchange has joined the F. B. O. sales staff.

The Yale Theatre Supply Co., has just issued a new and very attractive 48-page equipment catalog. The printing was done by the Keystone Press.

L. B. Douglas, former owner of the Empire Theatre, 15th and Fremont streets and who has recently been in the house building business, has become an exhibitor once more. Douglas will open the new Mayfield Theatre, 71st and Prospect avenue, on Decoration Day. Work on the construction of the theatre is nearly completed. It will have a seating capacity of about 800.

Alex Schmidt, who is building a new theatre at Marysville, Kas., expects to have it in readiness for opening May 25. Mr. Schmidt has equipped the projection booth with two of the large De Luxe Motiograph projectors with G. F. Mazda equipment and Bausch and Lomb Cinephor new condenser systems.



Coming Soon -

DOROTHY MACKAILL  
in  
"WHAT SHALL I DO"

a Frank E. Woods Special Production

for  
HODKINSON RELEASE  
Season 1924-1925 Thirty-First-Ran Pictures



**“HIS FORGOTTEN WIFE”** starring *Madge Bellamy*

by WM. A. SEITER  
by WILLIAM LAMBERT

Scenario by WILL LAMBERT  
and DEL ANDREWS

You exhibitors who played the first two PALMER pictures “JUDGMENT OF THE STORM” and “THE WHITE SIN,”—need not be on the third PALMER Picture.

You don't have to gamble or trust to luck with PALMER Pictures. Advertised for months in 25 nationally circulating magazines, read more than 40,000,000 people, you've got the most widely publicised and advertised product on the market.

Compare that national advertising with ANY national advertising done on any other product,—yes put all the other national picture advertisements together, and you'll find that the tremendous PALMER national advertising is in itself, more than all other producers' advertising put together. This is a potential powerful force that sends millions to theatres showing PALMER PICTURES, and it don't cost you one penny to show these high grade PALMER pictures backed by this advertising than any other high class features, LET THAT SINK IN DEEP.

Ask for a copy of F. B. O.'s high pressure showman's Press Book on “HIS FORGOTTEN WIFE.” See the matter we've created for you put this picture over for you like the two preceding pictures. We've got the entire country talking about our box office winners and really superior publicity, advertising and exploitation. That's why we say to you—TIE UP TO F. B. O.

Film Booking Offices of America, Inc.

Snowier Bldg., Kansas City, Mo.  
332 Olive St., St. Louis, Mo.  
127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.



*Edgar Lewis*

# EXHIBITORS!

*Something Different*

Here is a six-star showman's picture, if there ever was one. Six honest-to-goodness stars—not "has-beens" or "never-wases," but box-office stars, powerful drawing attractions — at the height of their popularity —

JAMES KIRKWOOD  
DORIS KENYON  
MARY CARR  
ROBERT EDESON  
EDMUND BREESE  
RUSSELL GRIFFIN

*Each one is somebody's favorite*

BOOK THIS PICTURE BEFORE YOUR  
OPPOSITION DOES

Distributed by the  
ENTERPRISE DISTRIBUTING  
CORPORATION

*C. Burr*

# JAMES KIRKWOOD



NOTED  
STAR  
IN

## YOU ARE GUILTY.

MOVING PICTURE WORLD

Reviewed by Roger Ferri

James Kirkwood scores triumphantly in Edgar Lewis' production of Roy Middleton's story, "You Are Guilty," which Mastodon Films, Inc., is releasing in the independent market. The story is melodramatic throughout, with Kirkwood giving such a splendid account of himself that the efforts of everybody else in the picture are of a secondary consideration. As a matter of fact it is the individual effort put into the piece by the various players that wins the attention of the onlooker. There is, for instance, Mary Carr, who makes a splendid mother, and Carleton Brickert, whose heavy work is real art, for he is a finished player, there being rhyme and reason for everything he does, and whatever he does he does successfully in this picture.

The story is cleverly told, for it is not an easy one to relate cinematographically. Particularly true is this of events leading up to the trial of the hero. But this is given increased dramatic value through the splendid work of little Russell Griffin, from whom the industry will probably hear much in the very near future. The production—it is every bit that—has many luxurious settings, interior and exterior. Doris Kenyon as Alice Farrell gives Kirkwood capable support.

The direction by Edgar Lewis was faultless, with the photography acceptable.



Doris  
Kenyon

CLEVER  
STAR

AT HER  
BEST  
IN

## YOU ARE GUILTY

FROM FILM DAILY

Self-sacrifice themes have always held a certain popularity with the picture-going public, so they will probably be well satisfied with this latest Mastodon release, "You Are Guilty," from a story by Roy Middleton, with James Kirkwood playing the most important role, that of a man who assumes the guilt of a theft committed by his half-brother in order that his mother's heart will not be broken.

Director Lewis has managed to sustain the interest satisfactorily, and the use of the flash-back makes a first-rate development in this case. And the material is generally used to the best advantage with a first-rate heart interest in connection with the introduction of the little son of hero's former sweetheart, who is the means of hero's resolve to win back his place in the world.

James Kirkwood can always be relied upon to put over a role such as this, and he does good work at all times. He is ably aided by Doris Kenyon. Mary Carr is the mother and others are Robert Edeson, Russell Griffin, Edmund Breese, Carleton Erickert and William Riley Hatch.

You can probably satisfy the average audience with "You Are Guilty," since the situations contain a certain amount of audience appeal that draws very well with the usual "fan" crowd. They are enthused by the noble hero who sacrifices himself to save his mother from a broken heart. You can always rely upon this twist to gain the sympathy of a typical audience, and this should prove no exception.

## READ THESE COMMENTS

### WORTH BOOKING!

"If you can do business with such stage and screen stars as James Kirkwood, Doris Kenyon, Robert Edeson, Mary Carr, Edmund Breese, Wm. Riley Hatch, and the child star, Russell Griffin, 'You Are Guilty' is worth booking."

—"JED" in *The Billboard*.

### SOMETHING DIFFERENT!

"Edgar Lewis has achieved something different in this story by Roy Middleton—and he has confined it within the space of 5,000 feet. And that is something different, too. He has given us a story of self-sacrifice on the one hand and extreme selfishness on the other, and has told it with steady, gradually cumulating force.

"'You Are Guilty' is a picture and a story that live in the memory longer than does the average subject."

—GEORGE BLAISDELL in *The Exhibitors' Trade Review*.

### HEART APPEAL AND SUSPENSE!

"'You Are Guilty' should prove acceptable to picture-goers. The acting of the principal players and the direction of Edgar Lewis are satisfactory, and the story contains heart appeal and suspense."

—Harrison's Reports

### A FINE CAST!

"The picture is fortunate in having James Kirkwood to portray the leading character.

"There is a fine cast. Mr. Kirkwood bears much of the burden of the picture and does it skillfully. He is ably aided by Doris Kenyon, who not only gives an adequate performance, but who presents a series of fashionable gowns and cloaks, sure to delight the feminine eye, to say nothing of the masculine. Robert Edeson, Mary Carr, Edmund Breese and Russell Griffin all do their bit to help the picture along."

—DOROTHY DAY in *Morning Telegraph*

### INTERESTING—WELL PRODUCED!

"Excellence of cast and some splendid direction on the part of Edgar Lewis are the outstanding features of 'You Are Guilty.' This may be classed as a story which has been well produced and enlivened with interesting incident and some excellent acting."

—C. MOEN in *Motion Picture News*.



## THIS LETTER IS WORTH READING

MR. C. C. BURR,  
Mastodon Films, Inc.,  
133-135 West 44th Street,  
New York City.

October 15th, 1923.

Dear Mr. Burr:

I cannot allow this opportunity to pass without informing you of the very splendid enthusiasm with which "YOU ARE GUILTY" was received at Poli's Palace Theatre, New Haven, last week.

As you probably know, Poli's Palace is a vaudeville house primarily, whose patrons, I know from past experience, are very conservative with their applause. As I entered, however, a burst of applause rang through the house and I was very much surprised that the recipient of this applause was a motion-picture production and that production was "YOU ARE GUILTY." This happened during the trial scene, when little Russell Griffin strode into the court and prevented Kirkwood from being sentenced for a crime he did not commit.

I was anxious to find out whether the same reaction would result at the next performance of the production and I am glad to state that it did. In other words that peculiar "kick" seems to have had a psychological effect on what I consider a hard-boiled audience.

I went to the Palace merely as a spectator, to be amused, and I can certainly say that the packed house that was present proved that "YOU ARE GUILTY" went over with a bang. If it made good in New Haven, which it did, I can see no reason why "YOU ARE GUILTY" should not mop up wherever it is played. I honestly consider it one of the finest productions I have seen in many a year.

Sincerely yours,

(Signed) DAVID E. WESHNER.

DW:MA



Mary  
Carr

BELOVED  
STAR  
IN

# YOU ARE GUILTY

EXHIBITORS HERALD  
By John Spargo

An excellently directed picture, made from an interesting story and with a cast composed of names which in themselves are good drawing cards. An Edgar Lewis production from a story by Roy Middleton, which should please any audience. Length 5000 feet.

"You Are Guilty" is a state right offering that should prove a fine attraction to any programme. Carefully directed and well photographed from a smooth running and logical story and with a cast of unusual merit, it should do more than well.

The cast is headed by James Kirkwood and Doris Kenyon, and supporting these favorites are the popular film mother, Mary Carr, Robert Edeson, Edmund Breese, Carleton Brickert, William Riley Hatch, and last but by no means least, except in size and years, little Russell Griffin.

"In spite of the fame of other members of the cast, Director Lewis would have made no mistake had he elevated this wonderful Griffin youngster to stardom. In the parlance of the trade he 'steals the picture,' during this he displays histrionic ability scarcely less marked than that of the adult members of the cast. The story is a holding one of heart interest."

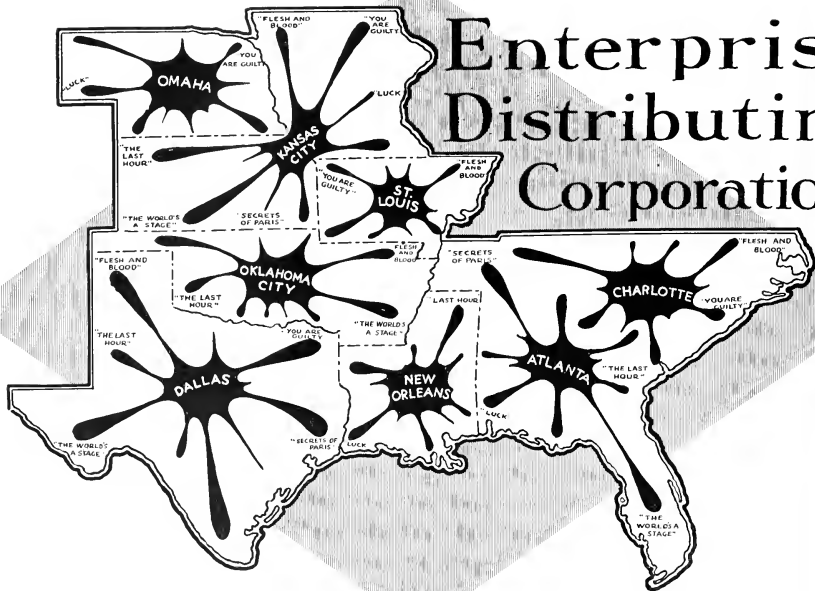


**A CRITIC SAYS:**

The honors of the picture are in a large measure stolen by little Russell Griffin, who reveals here a winning personality and a great histrionic gift. Totally without camera consciousness he enters thoroughly into the spirit of the piece and cultivates it maternally.

-J. C. MUIR *Motion Picture News*

# Enterprise Distributing Corporation



## 1,080,000 SQUARE MILES

Every nook and corner of this huge territory covering 1,080,000 square miles between the Atlantic coast and the Rocky Mountains is served by the Enterprise Distributing Corporation through its eight branch offices.

The policy of the Enterprise Distributing Corporation is to serve only the best big pictures, all C. C. Burr Specials, the best Westerns and the best short subjects. "Luck," "Secrets of Paris," "You are Guilty," "The Last Hour," "I Am the Law," "The World's a Stage," and "Flesh and Blood" are examples of the big pictures that are now having a wonderful success.

Western subjects by William Desmond, Franklyn Farnum, Roy Stewart, Richard Talmadge, William S. Hart, Neal Hart, George Larkin, Jack Livingston, Bill Patton, Pete Morrison and others are examples of the best Westerns. There is a new Western release each week.

The best short subjects include serials, travelogues, scenics, sacred films, novelty comedies and two-reel comedies featuring Ben Turpin, Chester Conklin, Al St. John, Slim Summerville, Charlie Murray and many other well known stars.

Get in touch with the nearest Enterprise Office for booking on these splendid subjects.

Atlanta, Ga.  
1811 Walton St.  
John W. Quillian,  
Branch Manager,  
Geo. H. Goodale,  
Asst. Branch Manager

Charlotte, N. C.  
220 North Blount St.  
James M. Har's,  
Branch Manager,  
R. Cameron Price,  
Asst. Branch Manager

New Orleans, La.  
1400 P. Julia St.  
R. A. Kelly,  
Branch Manager,  
T. R. Leonard,  
Asst. Branch Manager

Dallas, Texas  
385 South Broadway St.  
M. S. White,  
Branch Manager,  
R. H. Roberts,  
Asst. Branch Manager

Oklahoma City, Okla.  
700 West Reno St.  
Walter Watkins,  
Branch Manager,  
Mark M. Holstein,  
Asst. Branch Manager

St. Louis, Mo.  
520 Euclid Boulevard,  
J. R. C. Johnson,  
Branch Manager,  
Clement Paine,  
Asst. Branch Manager

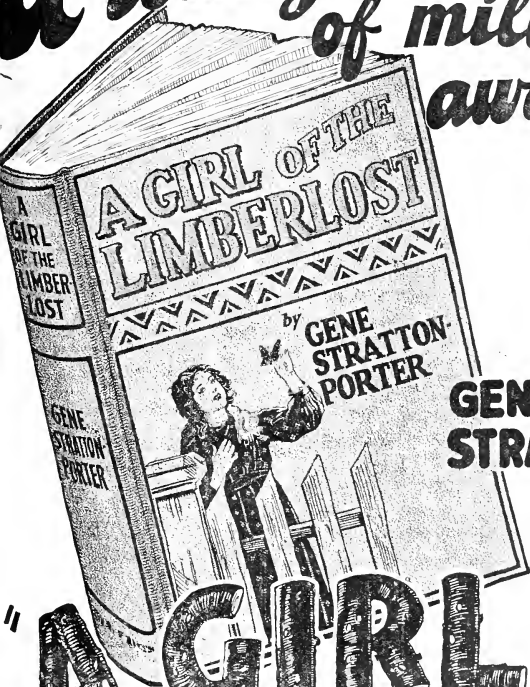
Kansas City, Mo.  
189 1/2 West 7th St.  
Tully B. Williams,  
Branch Manager,  
S. A. Hamilton,  
Asst. Branch Manager

Omaha, Neb.  
1222 Harney St.  
John J. Hoover,  
Branch Manager,  
V. S. Jeschke,  
Asst. Branch Manager

### ENTERPRISE DISTRIBUTING CORPORATION

WILLIAM K. JENKINS, *President*  
JOHN W. QUILLIAN, *Vice Pres.*

*A ready made audience  
of millions  
awaits*



**GENE  
STRATTON -  
PORTERS**

OWN PRODUCTION OF  
HER OWN FAMOUS NOVEL  
DIRECTION BY JAMES LEO MEEHAN

**"A GIRL  
OF THE  
LIMBERLOST"**

A TEST  
To prove to yourself the tremendous drawing power of "A GIRL OF THE LIMBERLOST" ask any school girl, high school girl, young woman, or any woman who reads books at all and you'll get the surprise of your life for you will find that 7 out of every ten have read "A GIRL OF THE LIMBERLOST" and will be eager to see the picture.

With GLORIA GREY — CULLEN LANDIS — RAYMOND McKEE — RUTH STONEHOUSE — ALFRED ALLEN —  
EMILY FITZROY — GERTRUDE OLMSTEAD — VIRGINIA TRUE BOARDMAN

istributed By

**Film Booking Offices** Of America Incorporated

Snowier Bldg., Kansas City, Mo.  
332 Olive St., St. Louis, Mo.  
127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

## VITAGRAPH CONGRATULATED ON "BETWEEN FRIENDS"

Genuine spontaneous applause greeted "Between Friends," the latest J. Stuart Blackton production, at a pre-showing for reviewers of trade and fan publications and exhibitors at Wurliizer Auditorium, New York City, Monday, April 14. Comments of those in attendance declared that this picture establishes Mr. Blackton as a pre-eminent story teller of the screen for all time. Vitagraph was congratulated on the extraordinarily beautiful sets which are a feature of the production.

Vitagraph provided a cast of exceptional box office power headed by Lou Tellegen, Anna Q. Nilsson, Alice Calhoun, Norman Kerry (borrowed from Universal), Stuart Holmes and Henry Barrows. P. S. Harrison, publisher of Harrison's Reports, said after the showing:

"Mr. Blackton has handled this picture wonderfully well; never before has he produced a picture with such smooth continuity, such well sustained interest and one so well directed, acted and photographed."

## POSTPONE ANNOUNCEMENT OF THE "MYSTERY STAR"

F. J. Warren of the Standard Film Company, has delayed a complete announcement of his "mystery" star in "The Rider of Mystery Range" for another week, as he is greatly enthused over the production announced last week "Western Grit," featuring Lester Cuneo.

After screening this picture, Mr. Warren was so enthused over its action and thrilling episodes that he wished to, as much as possible, bring before the exhibitors at least one of the daring stunts shown in this production. And although he has been accustomed to announcing a new release each week, he is announcing for a second time this production, and his advertisement in this issue shows one of the thrilling scenes that we described in our issue last week, and which also is contained in the attractive 6-sheet.

Mr. Warren believes that colorful advertising paper is a great aid in drawing patronage, and from the reproduction in the advertising this week, it can readily be seen that he has some real action paper on "Western Grit."

## LLOYD STARTS ON NEXT INDEPENDENT FOR PATHE

After an eight weeks' lay-off, following the completion of "Girl Shy," which was released by Pathe on Easter Sunday, Harold Lloyd has started operations on his second independent production for Pathe. The comedian is setting out to produce a straight comedy, with laughs paramount to story. In pursuing this plan he is following his established policy of varying his types of production. "Girl Shy," which was completed two months ago, is a romantic comedy with a well developed story furnishing the basis for the laughs.

Sam Taylor, Thomas J. Gray, and Tim Whelan are responsible for the story, which is as yet untitled. Robert A. Golden is assisting Fred Newmeyer in the production.

## "FORTY HORSE HAWKINS" NEW HOOT GIBSON FEATURE

Universal announces for release this week a new Hoot Gibson Special entitled "Forty Horse Hawkins." It is another of the comedy western type of feature in which Hoot Gibson has become especially popular during the past six months. The picture is in six reels.

"Forty Horse Hawkins" was written by Edward Sedgwick and Raymond L. Schrock, who have collaborated in a number of hilarious Gibson comedy-westerns. Sedgwick is Gibson's director, while Schrock is one of the leading scenarists at Universal City.

The picture is a worthy successor to similar Gibson hits such as "Blinky," "Out O' Luck," "The Rambler Kid," "Courtin' Calamity" and others. It deals with the adventures of a boozish young fellow in a western village who runs the station bus, the hotel desk, and the back stage operations of the local "opry house." He falls in love with the ingenue of a road show and follows her to New York. His adventures head from one funny situation to another.

Anne Cornwall is Gibson's leading woman in this picture. It is the first appearance of Miss Cornwall in Universal pictures for several years.

## STRONG SUPPORTING CAST FOR PRISCILLA DEAN

Priscilla Dean has a galaxy of illustrious names in her supporting cast for "The Siren of Seville," which is now in work at the Thos. H. Ince studio under the direction of Jerome Storm.

Alan Forrest who appeared with Mary Pickford in "Dorothy Vernon of Haddon Hall" will play the male lead opposite Miss Dean, while Stuart Holmes is cast as the "heavy." "The Siren of Seville" is a Hodkinson release.

## IRVING BERLIN IN TIE-UP WITH HODKINSON RELEASE

One of Irving Berlin's most popular song hits has found a little playmate of the screen. "What'll I Do?" the new song sensation of The Music Box Review, Berlin's New York playhouse, will be incorporated in the musical setting and used as the melodic theme of "What Shall I Do?" the Frank Woods production starring Dorothy Mackail, released through Hodkinson.

A co-operative exploitation deal has

been effected between Hodkinson and Irving Berlin whereby the picture and the song will be jointly advertised. "What Shall I Do?" is described as a "heart throbbing story with an unbacked angle," and gives Miss Mackail the biggest opportunity of her meteoric career.

## A. H. BLANK TO RELEASE "THE JUNGLE GODDESS"

The exhibitors who have played the "Santa Fe Trail" released by the A. H. Blank Film Enterprises have been so enthusiastic over its success that A. H. Blank has decided to release the "Jungle Goddess."

This serial is considered the greatest wild animal serial ever released and was made by Col. Selig. In the next issue of The Reel Journal there will be a large advertisement announcing this new production. It has already been booked in some of the larger key centers.

A. H. Blank Film Enterprises will also announce two new James Oliver Curwood productions entitled "Jacqueline" and "Broken Silence."

These are big special productions, and are to be released ahead of a new block of big productions to be announced shortly. Mr. Corlynn who is manager of this office is very enthusiastic over the prospects of his product in this territory.

## GARRICK PICTURES FOR FIRST NATIONAL RELEASE

Associated First National Pictures, Inc., will distribute the first production of the recently formed Garrick Pictures Corporation, a New York State corporation, capitalized at \$200,000 with offices at 247 Park avenue.

The picture is "Born Rich" by Hughes Cornell, a story which has been running serially in sixteen Hearst newspapers, and which is about to be issued in novel form. Through the courtesy of E. L. Smith, Will Nigh has been signed as the director of this picture, which is to be made at the Biograph studios in New York with T. A. Persons as production manager. The cast includes Claire Windsor, Bert Lytell, Cullen Landis, Barney Sherry and Francis Morgan.

The officers of the corporation are Jess Smith, who is well known as a representative of many famous stars and directors and Leland Hayward, a former newspaper man who has been associated for a number of years with United Artists.

**COMING SOON**

**HOLD YOUR BREATH**


an Al Christie Feature with

**Dorothy Devore**

Walter Hiers, Tully Marshall,  
Jimmie Adams Priscilla Bomer  
and Jimmie Harrison

**HODKINSON RELEASE**

Season 1924-1925 Thirty First-Run Pictures



TO SEPARATE YOU FROM YOUR WORRIES  
**BOBBY VERNON**  
 IN  
**"RENO OR BUST"**  
*Christie Comedy*  
 Educational Pictures

Electro No. 3152-E Mat No. 3152-M

**LLOYD HAMILTON**  
 in  
**"MY FRIEND"**  
 HAMILTON  
 COMEDIES  
*Educational Pictures*

Electro No. 3160-E Mat No. 3160-M

JACK WHITE PRODUCTION  
**FAMILY LIFE**  
 A MERMAID COMEDY  
*Educational Pictures*

Electro No. 3155-E Mat No. 3155-M

**ARNUM JUNIOR**  
 A Juvenile  
 COMEDY  
 WITH  
**Johnnie Fox Jr.**  
*Educational Pictures*

Electro No. 3157-E Mat No. 3157-M

The **NEW SHERIFF**  
 A Tuxedo Comedy  
 WITH  
**"Poodles" Hanneford**  
*Educational Pictures*

Electro No. 3149-E Mat No. 3149-M

AN EXTRA BIG LAUGH FEATURE  
**NEAL BURNS**  
 IN  
**"BUSY BUDDIES"**  
*Christie Comedy*  
 Educational Pictures

Electro No. 3130-E Mat No. 3130-M

**LLOYD MILTON**  
 in  
**Some**  
**MILTON**  
 Educational Pictures

Electro No. 3128-E Mat No. 3128-M

**JIMMIE ADAMS**  
 A FAST STEPPING  
 COMEDY SCREEN  
**"AGGRAVATING PAPA"**  
*Christie Comedy*  
 Educational Pictures

Electro No. 3123-E Mat No. 3123-M

A JACK WHITE PRODUCTION  
**NECK AND NECK**  
 A MERMAID COMEDY WITH  
**LIGE CONLEY**  
*Educational Pictures*

Electro No. 3113-E Mat No. 3113-M

BEST COMEDY CYCLONE EVER SCREENED  
 JACK WHITE PRODUCTION  
**FLYING FINANCE**  
 A MERMAID COMEDY  
 Educational Pictures

Electro No. 3089-E Mat No. 3089-M

Your Advertising Makes  
**100% APPEAL**  
 Only When It Tells About  
**The Whole Program**

The two big surveys just conducted by the Motion Picture News show conclusively that picture patrons, as well as exhibitors, want the diversified program.

The expression of one prominent public official—"I wouldn't go four blocks to see the so-called super-special, but I would walk a mile to see a good comedy and a news reel"—is typical of the attitude of millions of movie patrons.

You are neglecting this large percentage of your patronage unless you advertise your comedies and other Short Subjects.

**FILL THOSE  
 EMPTY SEATS**

By Booking Educational's Comedies and Advertising Them

Newspaper Ads such as those shown on this page prepared for YOU on every Two-Reel Comedy

ELECTROS AT NOMINAL COST, MATS FREE  
 Order from Your Exchange by Number

*Educational Pictures*  
 Are the Only Nationally Advertised  
 Short Subjects

**Clyde Cook**  
 IN  
**"THE MISFIT"**  
*Educational Pictures*

Electro No. 3161-E Mat No. 3161-M

**DOROTHY DEVORE**  
 GETTING  
**GERTIE'S GOAT**  
*Christie Comedy of Speed-Thrills-Laugh*  
 Educational Pictures

Electro No. 3139-E Mat No. 3139-M

A JACK WHITE PRODUCTION  
**WIDE OPEN**  
 A MERMAID COMEDY  
 WITH  
**LIGE CONLEY**  
 Educational Pictures

Electro No. 3140-E Mat No. 3140-M

A Juvenile COMEDY  
**"ABOUT FACE"**  
*Educational Pictures*

Electro No. 3120-E Mat No. 3120-M

HAVE YOU EVER COMMITTED MATRIMONY?  
**DOROTHY DEVORE**  
**"STAY SINGLE"**  
*Christie Comedy*  
 Educational Pictures

Electro No. 3116-E Mat No. 3116-M

'ONE NIGHT IT RAINED'  
 A Tuxedo Comedy  
 WITH  
**HARRY TIGHE,  
 NED SPARKS,  
 DORIS DEANE**  
*Educational Pictures*

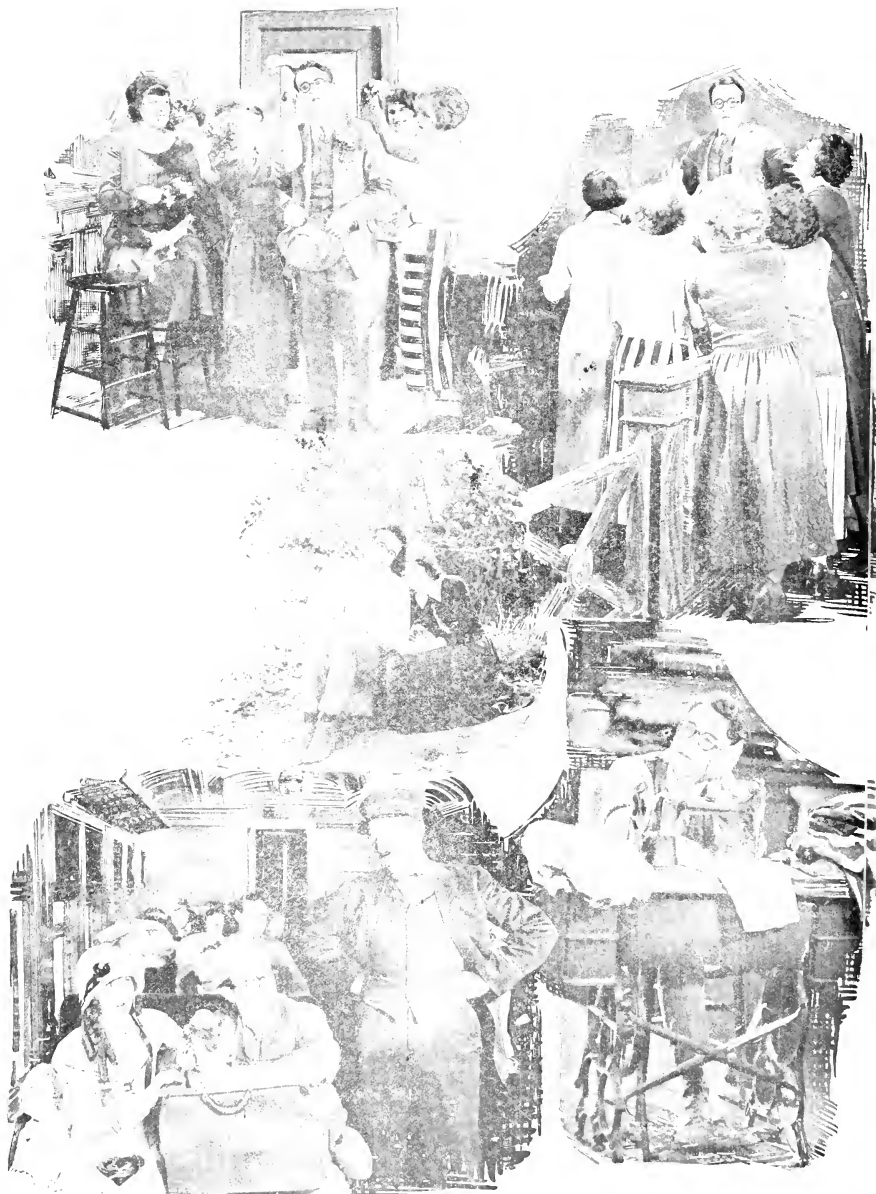
Electro No. 3105-E Mat No. 3105-M

WAY OUT WEST IN COMIC VEIN  
**BOBBY VERNON**  
**"RIDE 'EM COWBOY"**  
*Christie Comedy*  
 Educational Pictures

Electro No. 3092-E Mat No. 3092-M

*Educational Pictures*  
 THE SINCE OF THE PROGRAM

EDUCATIONAL  
 FILM EXCHANGES, Inc.  
*E. W. Heston*  
 President



6. "The 'H. H. H.' performance, Co. Patton, with 'G. L. S.' " (1914). (Lined April 20, 1914). Patton class, opposite by



# Results

## Count



### HARMON THEATRE

Geo. B. Wooldridge  
Proprietor and Manager  
Milan, Mo.

April 1, 1924.

The Reel Journal,  
Kansas City, Mo.

Gentlemen:

In looking over The Reel Journal I note there was a mistake in my ad. It should have been NOT less than 3000 population. Would you kindly correct this error in The Reel Journal this week. If there is any charge for this correction kindly notify me and I will mail you check for same.

The Reel Journal ads certainly get results as I have been swamped with letters from exhibitors in towns from 250 to 1000 population.

Thanking you, I remain,

Very truly,

GEO. B. WOOLDRIDGE.

## That's Why

# IT PAYS TO USE



REEL JOURNAL

## Classified Ads

## NEWS NUGGETS

First National's determination to make "For Sale" a big production in every sense is attested by additions to the cast which already counts Claire Windsor, Adolphe Menjou, Robert Ellis, Mary Carr and Tully Marshall.

Constance Bennett who has made a decided hit in the George Fitzmaurice production "Cythera," has been signed by Eastern Productions, Inc., to appear in support of Helene Chadwick in the Ethel M. Dell story, "Her Own Free Will." Paul Seardon will direct it for release through Hodgkinson.

Al. Christie's first feature "Hold Your Breath" is nearing completion, and the release date has been set for May 25. Dorothy DeVore heads the cast which includes a great array of comedy favorites.

Gertrude Ohmstead will take the place of Clara Bow who was originally announced to play an important part in "Babbitt," Warner Brothers forthcoming production. Clara Bow is now waiting for her part in another production, and Harry Beaumont, director, could not wait. Production is well under way.

Truett Film Corp., will release early in May, Sir A. Conan Doyle's novel "The Tragedy of Korosko," the picturization title of which will be "The Eternal Riddle." The entire production was made in Egypt with the full cooperation of the British Government. Wanda Hawley,

Niel Barrie, and Pedro de Cordoba are the principals.

"Missing Daughters" is the title of a new production to be released through the Selznick Distributing Corp. It is a tale of the underworld on the West Coast and in Mexico.

Prints of "One Law For the Woman," the Charles Blaney melodrama for Vitagraph release, are being shipped to all branches. This vigorous story of the West adapted from one of the famous Blaney stage plays has Cullen Landis, Mildred Harris, and Otis Harlan among its principals.

Lige Conley, screen comedian took part in the latest episode of F. B. O.'s "Telephone Girl" series. Conley was on his vacation, but Mal St. Clair talked him into creating a little fun in "Bee's Knees," episode No. 9 of the series.

Herbert Breunon will produce "Peter Pan" for Paramount, according to Jesse L. Lasky. There has been much debate as to whom this production would be entrusted.

Lois Wilson has returned to Hollywood from the East and will begin work at once on "The Man Who Fights Alone."

William de Mille has completed the filming of Clara Beranger's mystery drama.

The production has a full and good line of accessories and posters that Mr. Goldman believes have genuine pulling power.

### GOLDMAN ANNOUNCES NEW COLORED CAST PRODUCTION

Lawrence Goldman of the Monarch Production Co., has just returned to Kansas City after spending several months with his company which has just completed "The Flaming Crisis," a melodrama featuring a well selected cast of prominent colored artists. Forest Nine, who for six years served as local manager for Vitagraph, has been retained as special representative for Mr. Goldman and will leave for a two months' trip visiting Eastern and Southern cities.

"The Flaming Crisis" merits the favorable reviews that have been given it by eastern colored papers. The Pittsburg Courier, the largest race paper in the country, acclaims the production as the most powerful colored drama ever screened. The Kansas City Call states that the picture is superior to any other film so far made with a colored cast. Other colored publications have been as liberal in their comment.

From the story angle, "The Flaming Crisis" is said to be as entertaining for a white audience as it is for the audiences for which it was originally designed. The drama commences with the wrongful conviction of Robert Mason, a newspaper editor for the murder of a negro politician. Mason escapes prison and fleas to Oklahoma where he starts life anew as a range rider. He becomes embroiled in a series of thrilling adventures and finally comes out victorious, being cleared of the murder, by the confession of a dying gunman.

### TIE UP WITH BOOK STORES ON "GIRL OF LIMBERLOST"

As a suggestion for securing extra business on "A Girl of the Limberlost," Roy Churchill, local branch manager for Film Booking Offices, says, "Don't overlook the tie-up with your book stores."

"Here is one story, because of its extreme popularity and the manner in which it is still selling everywhere, that will get you the cooperation of every store in your town selling books.

"Call on the proprietors of these stores, tell them that you're showing the picture, that you expect to advertise it quite extensively and that the showing of this picture and its attendant advertising will unquestionably enhance the sale of the book. Ask them to make a drive on the sale of this book, giving it window displays, in connection with the picture. Ask them to call attention of their mailing list patrons to this picture and the book. Allow them to sell copies of the book in your lobby and in your theatre, if they want to. It will be a great ballyhoo for the picture and impress its importance on your people.

"There is big business in this cooperation for both of you and you shouldn't have any trouble in selling the idea to your book store proprietors."

M. A. Vliet of the Rex Theatre, Joplin, Mo., was seen at the offices of the Stebbins Picture Supply Co., purchasing some supplies.

# :: Kansas City Trade Directory ::

Here is a List of Leading Film Exchanges and Dealers of This Territory.  
Deal With These Recognized and Established Firms.

## EXCHANGES

### NATIONAL DISTRIBUTORS

### STATE RIGHTS

### EQUIPMENT

#### ASSOCIATED EXHIBITORS, Inc.

111 West 17th St.  
Dan Martin, Manager  
V. D. Shea, Booker  
Telephone—Harrison 8645

#### METRO PICTURES CORP.

1706-08 Wyandotte St.  
A. H. McLaughlin, Mgr.  
Telephone—Harrison 7030

#### CRESCENT FILM CORP.

115 West 17th St.  
M. A. Kahn, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

#### COLE THEATRE SUPPLY CO.

Powers Machines  
109 West 18th St.  
T. F. Cole, Manager  
Telephone—Harrison 2231

#### ASSOCIATED FIRST NATIONAL PICTURES, Inc.

1712-14 Wyandotte St.  
E. C. Rhoden, Manager  
T. O. Byerle, Asst. Mgr.  
Ralph J. Heit, Booker  
Telephone—Harrison 8923

#### MIDWEST EDUCATIONAL FILM EXCHANGE, Inc.

130 West 18th St.  
C. F. Senning, Manager  
R. C. Borg, Asst. Mgr.  
and Booker  
Telephone—Grand 2886

#### ECONOMY FILM SERVICE

The Mail Order Exchange  
No Contracts  
117 West 17th St.  
Bernard C. Cook, Manager  
Telephone—Harrison 4661

#### CHAS. M. STEBBINS PICTURE SUPPLY CO.

Motograph DeLux  
Machines  
1818-22 Wyandotte St.  
C. M. Badger, Manager  
Telephone—Grand 0134

#### A. H. BLANK FILM ENTERPRISES

130 West 18th St.  
H. E. Corbyn, Manager  
J. T. O'Neil, Booker  
Telephone—Grand 5151

#### PATHE EXCHANGE, Inc.

111 West 17th St.  
C. C. Vaughan, Manager  
V. D. Shea, Booker  
Telephone—Harrison 8645

#### FILM CLASSICS, Inc.

115 West 17th St.  
Al Kahn, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

#### YALE THEATRE SUPPLY CO.

Simplex Machines  
108 West 18th St.  
C. D. Struble, Manager  
Telephone—Grand 2923

#### FILM BOOKING OFFICES OF AMERICA, Inc.

Snowier Bldg., 18th & Balt.  
Roy E. Churchill, Mgr.  
J. A. Masters, Office Mgr.  
Charles Oliver, Booker  
Telephone—Harrison 3257

#### SELZNICK DISTRIBUTING CORPORATION

1820 Wyandotte St.  
J. E. Foland, Manager  
L. B. Lewis, Booker  
Telephone—Harrison 9180

#### PREFERRED PICTURES

115 West 17th St.  
R. L. King, Booker  
Telephone—Harrison 4661

#### K. C. SCENIC CO.

Drops and Curtains of  
all Kinds  
24th & Harrison Sts.  
Telephone—Harrison 2735

#### FOX FILM CORPORATION

1901 Wyandotte St.  
M. A. Levy, Manager  
A. M. VanDyke, Asst. Mgr.  
Ed. Soliz, Booker  
Telephone—Harrison 7253

#### UNITED ARTISTS CORPORATION

7th Floor Davidson Bldg.  
F. B. McCracken, Mgr.  
L. J. Doty, Asst. Mgr.  
Chair Woods, Booker  
Telephone—Grand 1822

#### RICHARDS & FLYNN FILM EXCHANGE

113-115 West 18th St.  
Bernard C. Cook, Mgr.  
Fred Thompson, Booker  
Telephone—Harrison 8351

#### THE KEYSTONE PRESS

Printing For the Trade  
Heralds, Programs, Etc.  
19th & Wyandotte Sts.  
Telephone—Delaware 9763

#### GOLDWYN-COSMOPOLITAN DIST. CORP.

Snowier Bldg., 18th & Balt.  
W. E. Truog, Manager  
W. C. Haynes, Asst. Mgr.  
"Gill" Jones, Booker  
Telephone—Harrison 3725

#### UNIVERSAL FILM EXCHANGE

1710 Wyandotte St.  
Harry Hollander, Mgr.  
L. E. Harned, Booker  
Telephone—Harrison 5624

#### STANDARD FILMS

111 West 18th St.  
E. J. Warren, Gen'l Mgr.  
Jack Langan, Mgr. and  
Booker  
Telephone—Grand 1318

#### W. W. HODKINSON CORPORATION

111 West 18th St.  
Charles Knickerbocker,  
Mgr.  
C. M. Parkhurst, Booker  
Telephone—Harrison 0919

#### VITAGRAPH, Inc.

3rd Floor Davidson Bldg.  
C. A. Shultz, Manager  
C. W. Allen, Asst. Mgr.  
L. F. Durland, Booker  
Telephone—Harrison 8304

This directory will be published in  
the first issue of each month.

Changes of copy must be in our  
office one week in advance of pub-  
lication date.

BOX-OFFICE REPORTS

ASSOCIATED FIRST NATIONAL

**When a Man's a Man**, John Bowers—Best box-office attraction this year for us Pleased; some said better than the book—Frank Davidson, Royal Theatre, Cherryvale, Kas.

**Boy of Mine**, Ben Alexander—Excellent one. Pleased nearly 100 per cent.—Raymond Gear, Mayflower Theatre, Florence, Kas.

**Love Master**, Strongheart—Went over good. But is not quite as good as other Strongheart pictures.—Frank Davidson, Royal Theatre, Cherryvale, Kas.

FAMOUS PLAYERS

**Heritage of the Desert**, Bebe Daniels—Good. A better class outdoor story.—Frank Davidson, Royal Theatre, Cherryvale, Kas.

**Humming Bird**, Gloria Swanson—Our patrons voted this the best Swanson ever did.—Frank Davidson, Royal Theatre, Cherryvale, Kas.

**Blood and Sand**, Rodolph Valentino—A line picture, well acted, but too much catholicism for our town.—R. B. French, Liberty Theatre, Humansville, Mo.

**Shadows of Paris**, Pola Negri—Good picture, but followed Humming Bird too close. They are much alike.—Frank Davidson, Royal Theatre, Cherryvale, Kas.

**Singer Jim McKee**, William S. Hart—Our patrons do not like Hart any more, although they said the picture was fair.—Frank Davidson, Royal Theatre, Cherryvale, Kas.

**The Humming Bird**, Gloria Swanson—Will measure up with the best that Gloria has ever made.—Raymond Gear, Mayflower Theatre, Florence, Kas.

**West of the Water Tower**, Glenn Hunter—My patrons did not care for this. Business poor.—Raymond Gear, Mayflower Theatre, Florence, Kas.

FILM BOOKING OFFICES

**Has the World Gone Mad**, all star—Good picture. Play it if your patrons like jazz features.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

**The Mailman**, Lewis-Walker—Great small town box-office attractions.—A. R. Zimmer, Liberty Theatre, Marysville, Kas.

**Why Men Forget**, Star Cast—Poor picture, English made.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

FOX

**If Winter Comes**, Percy Marmont—Excellent but too long and draggy. Did not draw well.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

GOLDWYN

**Green Goddess**, George Arliss—A picture for the few. Business off.—A. R. Zimmer, Liberty Theatre, Marysville, Kas.

**Steadfast Hearts**—Fine picture, but no box-office value. A. R. Zimmer, Liberty Theatre, Marysville, Kas.

HODKINSON

**Dollar Devils**, Star Cast—Good program picture.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

**Slim Shoulders**, Irene Castle—Out of late fashion show. Look out.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

METRO

**Three Ages**, Buster Keaton—Drew well, audience opinion divided.—A. R. Zimmer, Liberty Theatre, Marysville, Kas.

**Long Live the King**, Jackie Coogan—Excellent picture, but not his best. Box-

office value below others he made.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

PATHE

**Chronicles of America**, Yale series. Doing fine at special school matinees.—A. R. Zimmer, Liberty Theatre, Marysville, Kas.

UNIVERSAL

**Men in the Raw**, Jack Hoxie—A poor excuse for a picture.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

**Pure Grit**, Roy Stewart—Average Stewart feature. Pleased.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

**The Acquittal**, Claire Windsor—Trailer helped pull good business. Audience opinion divided.—A. R. Zimmer, Liberty Theatre, Marysville, Kas.

**The Wild Party**, Gladys Walton—A real good program offering. Will please Walton fans.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

**Lady of Quality**, Virginia Valli—Didn't bring film rental in two days.—A. R. Zimmer, Liberty Theatre, Marysville, Kas.

VITAGRAPH

**A Woman's Sacrifice**, Corinne Griffith—A little rough but a good picture; had the largest house with this picture we have had this winter.—Robert Schell, Star Theatre, Osburg, Kas.

**On the Banks of the Wabash**, Mary Carr—Drew well, and pleased generally.—A. R. Zimmer, Liberty Theatre, Marysville, Kas.

**The Silent Vow**, Win Duncan—A dandy good picture for any house.—Robert Schell, Star Theatre, Osburg, Kas.

**Man Next Door**, all star—This is the kind of picture which should appeal to all exhibitors for the simple reason that it has a story that will appeal to the highbrow as well as the roughneck. All Vitagraph specials are giving the best of satisfaction to my patrons. My advice to you boys is to sign on the dotted line for all their specials, especially if your service comes from the K. C. exchange.—K. A. Kuhn, Crystal Theatre, Ellis, Kas.

**Rainbow**, Alice Calhoun—This picture is full of genuine human element. The old characters are real and they bring several heart tugs as well as the merriment. The story, while simple, rigs true. The continuity to our notion fol-

lows smoothly and is easily followed. The finish is as good as any we ever showed and will bring a good laugh. Recommend it as a family entertainment. We found Rainbow a lot more pleasing than a lot of other so-called specials.—Gym Theatre, Bushton, Kas.

**Where Men are Men**, Wm. Duncan—A very good picture with plenty of action Pleased 100 per cent.—E. Rodgers, Township Hall, Palco, Kas.

**The Man Next Door**, Alice Calhoun—The picture broke my house records. Everybody liked it. One of the best programs I have ever had.—Earl L. Vance, Liberty Theatre, LaCygne, Kas.

**Man Next Door**, Alice Calhoun—Good picture and should please any audience. Don't be afraid to get behind this picture.—E. M. Johnson, Mainstreet Theatre, Chanite, Kas.

**Masters of Men**, Cullen Landis—No town can go wrong in showing this release and a good entertaining picture which does not drag, not the latest release but all photoplays are new until you have played them. Do not be afraid of Vitagraph; they will always give you a square deal.—M. W. A. Soldier, Kas.

**The Midnight Alarm**, Percy Marmont—It is a thriller; my patrons went away well pleased.—Earl L. Vance, Liberty Theatre, LaCygne, Kas.

**Pioneer Trails**, Cullen Landis—Patrons declare it compares with Covered Wagon. Broke house records. A real good show.—L. D. Caldwell, Community Theatre, Crowbeurg, Kas.

**Smashing Barriers**, Wm. Duncan—Good entertainment, especially enjoyed by the children and patrons who like westerns. The last of the reel was very poor and absolutely nothing to it. Would put it in the vault as it hurts your reputation.—M. W. A. Soldier, Kas.

WARNER BROS.

**The Gold Diggers**, Hope Hampton—Pleasing picture, and all liked it.—Frank Davidson, Royal Theatre, Cherryvale, Kas.

**Where the North Begins**, Rin-tin-tin—A very pleasing picture. Business satisfactory.—Raymond Gear, Mayflower Theatre, Florence, Kas.

**Country Kid**, Wesley Barry—Barry no drawing card with us, but pleased all who came.—Frank Davidson, Royal Theatre, Cherryvale, Kas.

Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL, 19th & Wyandette Kansas City, Mo.

My opinion on pictures recently played here is as follows.

Title .....	.....
Star .....	..... Producer .....
Remarks .....	.....
Title .....	.....
Star .....	..... Producer .....
Remarks .....	.....
City .....	.....
If Every Exhibitor Does His Duty There Will be No Mediocre Pictures	Theatre .....
	Exhibitor .....

-:-

## ST. LOUIS TRADE EVENTS

-:-

By David F. Barrett

MOVING PICTURE RECORD  
OF EXPOSITION ACCEPTED

On the twenty-fifth anniversary of the grand mass meeting in the old Music Hall, St. Louis, at which \$1,000,870 was subscribed toward securing the Louisiana Purchase World's Exposition for St. Louis, thirteen of the original world's fair committee gathered at Jefferson Memorial in Forest Park on Wednesday, April 23, to accept for the Missouri Historical Society a moving picture record of the great exposition. The pictures were arranged by William Goldman, owner-manager of the Kees Theatre, St. Louis, and the gift was made possible through his efforts.

The pictures were taken about two years ago when Goldman was manager of the Missouri Theatre and were shown at that theatre. The fair opened on May 1, 1904. Of the original committee of ninety-three prominent citizens but twenty-eight survive. Ten of the survivors no longer reside in St. Louis.

BUILDERS OF GOLDMAN'S  
THEATRE INCORPORATED

The Metropolitan Theatre Corporation with a capital of \$600,000 has been incorporated in St. Louis. It is the company that will build William Goldman's big St. Louis Theatre, Grand boulevard and Morgan street, construction work on which has already started.

The incorporators and their listed holdings are: David Summers, 1250 shares; E. S. Strawn, 1500 shares; J. Ackerman, 100 shares; E. A. Fremberg, 100 shares; Sam Koplar, 1399 shares; Sam Lewis, 250 shares; and Lambert E. Walther, 1 share.

FAMOUS EX-SHOWMAN  
DIES IN SANITARIUM

Zachariah Wainwright Tucker who made more than a million dollars as a St. Louis theatre builder and brewer, subsequently lost it in railroad and coal land in Oklahoma and Arkansas, but refused to "lose any sleep over it," although nearly 70 years of age, died suddenly at the Missouri Baptist Sanitarium, St. Louis on April 19. Following the loss of his fortune Tucker got a job in the United States Internal Revenue Collector's office as an estate tax examiner in 1918.

Tucker built the old Bijou Theatre, 600 Washington Avenue, St. Louis, first "high class motion picture palace." A feature of that house was a glass stair way with running water under it lighted by varied colored electric light bulbs. Prior to that with Frank K. Tate, Tucker built the Columbia Theatre, Sixth and St. Charles street, giving St. Louis its first big train yard-style house. He later built the Gem Theatre on Sixth Street near Market and also was interested in the Grand Opera House at one time. He was also active in the promotion of the St. Louis World's Fair in 1904.

This funeral was held on Tuesday, April 22nd.

BRIGHT BITS  
and  
NEWSY NOTES

Jack Underwood, manager for the local Enterprise office reports that he is still on speaking terms with his neighbors in the Plaza Hotel. Recently Jack took up banjo lessons and his many friends feared, that would cause complications at the hotel. However, when Jack got out his banjo and starts to tune up the boy next door turns on his electric piano. Others use saxophones, radios and phonographs to drown out Jack's efforts. Musically the Plaza is progressing.

J. Danke is the new manager for Vitagraph, succeeding W. Cullingsworth who has gone into New York City.

Romaine Fielding, Director-General for the General Film Manufacturing Company, has started work on a 6-reel feature picture entitled "Man's Woman." Fielding and Joan Arliss have the leading roles. Mr. and Mrs. Jimmy Douglas are working on the second of a series of six domestic comedies of the Sidney Drew type. Its title is "A Quiet Sunday."

Theodore P. Davis has re-opened the Fourth Street Theatre, Moberly, Mo.

Bob Herschfeld plans to open an air-dome in St. Clair, Mo., early in May. He purchased his equipment from the St. Louis Exhibitors Supply Company during the past week.

Exhibitors seen along Picture Row since the big convention included: Green Luttrell, Jacksonville, Ill.; C. C. Jones, American, Cambria, Ill.; E. B. Vandiver, Star, Kennett, Mo.; Gus Glingentuf, Opera House, New Athens, Ill.; H. Barnes, Opera House, Montgomery City, Mo.; G. A. McCormick, Lyceum, Portlar Bluff, Mo.; G. W. Hughes, New Haven, Mo.; H. C. Tuttle, Desloge, Mo.

John Biler of New Madrid, Mo., plans to erect a 1000-seat theatre in that city to cost upwards of \$20,000. Preston J. Bradshaw, well known St. Louis architect, was in New Madrid recently to confer with Biler about plans for the theatre.

The beautiful new \$75,000 motion picture house at Conway, Ark. was formally opened on Monday, April 21, with Dr. B. W. Torres, president of the Arkansas State Normal College as the speaker. A capacity audience turned out for the first show.

Russell Armentrout of the I. P. Theatre, Pittsfield, Ill., has added the Star Theatre, Berry, Ill., to his string.

William Chadet, manager of the local United Artists office has resigned his position. He plans to enter business in New York City. He will be succeeded by William A. Barron for the past five

months a salesman for United Artists in this territory. Both Barron and Chadet are nephews of Hiram Abrams. Chadet was married during the past Summer, his bride being from the East. For that reason New York appeals to them.

Mrs. Ruby Heyde takes charge of the Fels Theatre, Olney, Ill., on May 1.

Harry Rathner, special representative for Sol Lesser was a visitor.

Adam Gebrig has purchased the Lyric Theatre, Salisbury, Mo., from R. M. Shelton.

Mrs. Hurley B. Gould of Lawrenceville, Ill., came in April 26 to arrange her Summer programs. She was accompanied by her husband.

Louis Maroni is now operating the Roland Theatre at Marion, Ill.

Parents and teachers are operating a picture show of their own in the Clayton, Mo., high school, giving shows every Tuesday night. When the innovation was first started last November the shows proved a failure because too many educational and not enough entertaining pictures were put on the screen. A special committee was then appointed to work out that problem in conjunction with St. Louis film exchange managers so that now the proper balance of educational and entertaining films of a wholesome nature is maintained. Since then the attendance has been very good and there has been a marked betterment in the grades made by the pupils who attend the movies regularly.

BOX-OFFICE  
REPORTS

Written by  
the  
Exhibitor  
are a  
REAL  
Booking  
Guide

Send Yours in Regularly

Use the Blank on Page 25

**PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::**

**BOLLER BROTHERS**

**THEATRE ARCHITECTS**

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**BAUSCH-LOMB**  
**NEW CINEPHOR CONDENSING**  
**SYSTEM FOR ARC LAMP**  
**HOUSES**

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

**CHAS. M. STEBBINS**

Picture Supply Co.  
1822 Wyandotte St. Kansas City, Mo.

**KEEP YOUR**  
**LOBBIES**  
**BRIGHTER**

**"SHURE--BRITE"**

The newest brass polish works quicker, shines brighter, costs less. Used by Frank Newman's Royal Theatre, Westgate Hotel, Bray Hotel, Unity Inn and others.

\$1.00 Per Gallon, Prepaid

**SHURE CHEMICAL PRODUCTS CO.**

304 West 9th Street Kansas City, Mo.

**Smiling Service!**



Archie Josephson, President

**HOTEL BRAY**

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's to olish to pay more --and risky to pay less.*

Absolutely Fireproof

150 Outside Rooms with Bath  
\$1.50, \$2.00, \$2.50

**KC Engraving & Colorplate Co.**  
8th and Walnut - Kansas City  
Perfect Plates for all Printing Purposes  
"on time" service  
**Main 4707**  
J. M. STEPHENSON - J. L. STEPHENSON - W. A. RODGERS

Write—Wire—Phone your Order for **MOTHERS' DAY, May 11**

**THE OWL FLORISTS**  
**BILL LEVY**

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

**Opera Supply Company**

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

**Guaranteed, Non-breakable Steel Standard Opera Chairs.**  
**THE CHAIR THAT'S ON THE SQUARE**

Lowest Prices Quick Delivery

**CLASSIFIED ADVERTISING**

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

**FOR SALE**

Theatre building, fully equipped, in thriving oil town; seats 325. No competition; can show you it is a money maker; reason for selling: time all occupied with Ford Agency. priced right—H. C. Mahon, Grodley, Kas.

**FOR SALE**

Picture Show for sale; fast growing suburban town, 30 miles from Kansas City. Now 2,000 people to draw from; good equipment. Long lease, price \$2,750—\$1,200 cash; balance monthly payments. W. W. Weldon, Overland Park, Kas. 5-10

**FOR SALE**

Set of five foot twin Johnson Ventilating fans, variable speed motor with speed control; twenty gauge galvanized metal housing; used only one summer; best of condition. O. K. Mason, Regent Theatre, Newton, Kas. 5-10

**WANTED**

**THEATRE IN TOWN NOT LESS THAN 3,000 POPULATION. GIVE FULL PARTICULARS FIRST LETTER. CASH PROPOSITION. ADDRESS GEO. E. WOODRIDGE, MILAN, MO.**

**SITUATION WANTED**

Violinist—also newspaper man—good chance to get a real musician for your house; you arrange newspaper work; married. Violinist, 1111 N. Liberty St., Independence, Mo.

**SITUATION WANTED**

Manager, ten years experience own houses, country and city; married; has always made show pay; buy into house gradually. Manager, 1415 Hankland Ave., Columbia, Mo.

**WANTED TO LEASE OR BUY**

Will lease or buy show, town 2,000. No Evesky; tell all first letter; must have capacity, equipment, monopoly; right price. Owner, 1111 N. Liberty St., Independence, Mo.

**CURRENT RELEASES**

Week of May 11, 1924

**ASSOCIATED FIRST NATIONAL**  
Cathara, all star (7)

**CRESCENT**

The Bill Collector, Joe Rock (2).

**EDUCATIONAL**

Going East, Hamilton (2).  
Out Bound, Cameo (1).  
The Lady Bird, Secrets of Life (1).  
Kinograms, two each week  
**FAMOUS PLAYERS**  
Bluff, Agnes Ayres (6).

**FILM BOOKING OFFICES**

Spirit of the U. S. A., Emory Johnson, Carr-Walker.

**FOX**

Following the Hunt, Educational (1)

**HOKINKSON**

What Shall I Do? Dorothy Mackaill (6).

Fun From the Press

**PATHE**

Leatherstocking, No. 8.  
North of Fifty-Fifty, Dippy Do Dad (1).  
Near Dublin, Star Lany (2).  
When Winter Comes, Aesop's Fable.  
Pathe Review, No. 19.  
Topics of the Day, No. 19.  
Pathe News, Nos. 40-41.

**SELZNICK**

Flapper Wives, Myrtil Johnson (7).  
Strike Breaker, Hezka Liak Cartoon (1).  
Hayseed, Aubrey Combs (2).

**STANDARD**

Crashing Through, Eddie Perrin (5).

**UNIVERSAL**

Ridgeway of Montana, Jack Hoxie (5).  
The Lone Round-up, Western (2).  
Trailing Trouble, Century (2).  
Fiddling Doll, No. 1, Fast Steppers (2).  
Fast Express, Episode 10.  
Universal Comedy (1).  
International News, Nos. 41-42.

**VITAGRAPH**

Between Friends, all star (7).

There are  
a Lot of

**REAL TIPS**  
**ON PAGE 25**

Turn Back **NOW**  
and Profit by Them



**A**SIDE from releasing consistently good product, WARNER BROS. have endeavored to make each production a better one than the one preceding.

**WARNER BROS.**

Classic of the Screen

Present in

## “Beau Brummel”

a production, that is not only consistently good---but, that ranks as one of the screen achievements of the year.

PLAYING AT THE  
**NEWMAN THEATRE**

Kansas City, Mo.

The Week of May 4th

# Film Classics, Inc.

115 WEST 17TH STREET

AL KAHN, General Manager  
M. A. KAHN, Manager

KANSAS CITY, MO.

3

*The*

# Reel Journal

**The Film Trade Paper of the Southwest**

*“The Greatest Serial Ever Made”*

Says ELMER PEARSON  
General Manager of Pathe

MR. PEARSON WOULD NOT MAKE THAT  
REMARK IF IT WERE NOT TRUE

*“The Fortieth Door”*

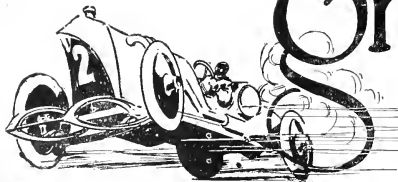
PATHE'S NEXT TEN-EPIISODE SERIAL  
By Mary Hastings Bradley

is beyond a doubt the best thing that has ever been  
done in serials.

Let us screen it for you as positive proof.

**Pathe Exchange, Inc.**

C. C. VAUGHAN, Branch Manager  
111 West 17th Street Kansas City, Mo.



# Grab it !

is our advice  
to every wide  
awake exhibitor

# "Sporting Youth"

starring

## REGINALD DENNY

is the sensation of the season

It's off to a flying start and going like a house afire. Everywhere it's playing this Universal Jewel is giving picture patrons a new idea of speed, excitement and entertainment

In **CHICAGO**

"Almost brings the audience to its feet in suspense"  
EVENING POST

In **LOS ANGELES**

"You'll get a dynamic thrill out of it"  
EXAMINER

In **MILWAUKEE**

"Brimful of dash, excitement and merriment"  
SENTINEL

In **PORTLAND**

"Broke all records for attendance"  
COLUMBIA THEATRE

More big ones  
Coming! Get  
them quick!

**FOOLS HIGHWAY**

Starring **MARY PHILBIN**

**The LAW FORBIDS**

with a great cast of stars

**The STORM DAUGHTER**

Starring **Priscilla DEAN**

**EXCITEMENT**

Starring **LAURA LA PLANTE**

How's that for a start? We're telling you it's one of those pictures that comes once in a dog's age. You just can't help making money with it

## Universal has the pictures

Presented by **CARL LAEMMLE**

UNIVERSAL FILM EXCHANGES, Inc.

1710 Wyandotte Street, Kansas City, Mo



# First National First

with

## 20 DREADNOUGHTS

*To Beat the Phantom Ship "Summer Slump"*

### IT'S A MAN'S A MAN

From the Famous Novel by  
HAROLD BELL WRIGHT

### THE LOVE MASTER

Featuring "STRONGHEART," the  
Wonder Dog

### GOING GOLD

By Rex Beach. Featuring  
MILTON SILLS & ANNA Q. NILSSON

### WHY MEN LEAVE HOME

A John M. Stahl Production  
With LEWIS STONE and  
EILENE CHADWICK

### THE GALLOPING FISH

A THOS. H. INCE FARCE COMEDY

### FILIES OF THE FIELD

Starring CORINNE GRIFFITH  
and CONWAY TEARLE

### THE GOLD FISH

CONSTANCE TALMADGE

### EMERALGE CHEAT

A Thos. H. Ince Production  
Percy Marmont, Leatrice Joy and  
Adolphe Menjou in the cast.

### SON OF THE SAHARA

With Bert Lytle, Claire Windsor, Walter  
Criss, Rosemary Theby and Montague  
Love.

### THE WOMAN ON THE JURY

With Sylvia Breamer, Lew Cody, Frank  
Mayo, Mary Carr, Bessie Love, Hobart  
Bosworth, Roy Stewart, Myrtle Steadman,  
Ferry B. Walthall and Ford Sterling.

### THOSE WHO DANCE

Directed by John Griffith Wray  
Featuring Blanche Sweet, Bessie Love  
and Warner Baxter.

### CYTHEREA

By Joseph Hergesheimer  
A Samuel Goldwyn Production with a Big  
Star Cast

### THE WHITE MOTH

A Maurice Tourneur Production  
Featuring Barbara La Marr, Conway  
Tearle and Charles de Roche.

### THE PERFECT FLAPPER

With COLLEEN MOORE and a  
Big Supporting Cast

### THE SELF-MADE FAILURE

Starring BENNIE ALEXANDER

### FOR SALE

Claire Windsor and Adolphe Menjou  
head the cast

### HUSBANDS AND LOVERS

A John M. Stahl Production  
With Florence Vidor, Lewis Stone and  
Lew Cody

### BORN RICH

With CLAIR WINDSOR and BERT  
LYTLE

### SINGLE WIVES

With CORINNE GRIFFITH

### COUNTERFEIT

With COLLEEN MOORE and CONWAY  
TEARLE

# A POWERFUL FLEET

Are You Going to Fight With Them or Against Them?

Associated First National Pictures, Inc.

KANSAS CITY—1712-14 Wyandotte St.

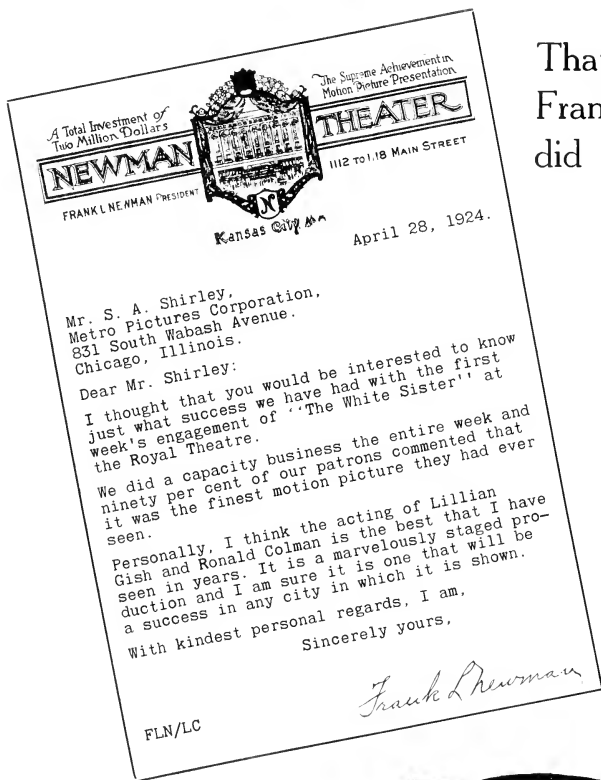
3319 Locust St.—ST. LOUIS

# CAPACITY BUSINESS!

That's What  
Frank L. Newman  
did

w  
i  
t  
h

READ  
what  
he says  
about it



And it played to big  
business during its  
SECOND WEEK too!



## METRO PICTURES CORPORATION

KANSAS CITY  
1706-08 Wyandotte St.  
A. H. McLaughlin, Mgr.



ST. LOUIS  
3318 Lindell Blvd.  
Chas. Werner, Mgr.

# TWO BIG SUCCESSES

Broke Records at  
Goldman's Kings Theatre, St. Louis

**BETTY COMPSON**

—IN—

**“WOMAN TO WOMAN”**

JUST FINISHED A WEEK OF  
BIG BUSINESS AT THE LIB-  
ERTY THEATRE, KANSAS CITY

—O—

IT'S A BIG PICTURE--  
AND A GOOD ONE!



*Woman to Woman*  
SELZNICK DISTRIBUTING CORPORATION

## “DAUGHTERS OF TODAY”

THE BOX-OFFICE SENSATION OF THE YEAR!

Making and breaking box-office  
records as no other production has  
ever done. It's a genuine clean-up!

And look at this cast:—

PATSY RUTH MILLER	RALPH GRAVES
EDWARD HEARN	ZAZU PITTS
GEORGE NICHOLS	

Booked for Goldman's Kings Theatre, St. Louis for  
run beginning May 31

Booked by Frank L. Newman for First Run in  
Kansas City, at the Newman Theatre, June 22.



*DAUGHTERS  
OF TO-DAY*  
SELZNICK DISTRIBUTING  
CORPORATION

## Selznick Distributing Corporation

KANSAS CITY  
1830 Wendette Street  
J. E. FOLAND, Mgr.

ST. LOUIS  
332 Olive Street  
J. B. DERBY, Sales Mgr.



Published Every Saturday by  
REEL JOURNAL PUBLISHING CO.

19th and Wyandotte Sts.  
KANSAS CITY, MO.

BEN SHLYEN

Publisher and Editor

Telephone Delaware 9763

St. Louis Correspondent

DAVID P. BARRETT

3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Now Is the Time

Now is the time to begin thinking about the summer. In most communities, the summer is only a seasonal drop. However, a great many exhibitors have found ways of operating their theatres at a profit during the "lean" period.

Some of the distributing companies have announced the sale of big pictures during the summer instead of holding them until fall. This would help. And then again there are many other things the exhibitor can do to keep things busy all the time.

There is a general feeling of the season for re-educational entertainment. A little paint on the walls, a change of frames, a complete change of lights, and a little decoration on the interior, if it needs it, will be well appreciated, and it is surprising how much it will do for business.

And you must not forget it. Give the exhibitor a good picture, and then on the other side of the coin, behind your program, put the truth.

Some exhibitors will short subject material, but they will not lose their better. Set aside one or two days for such a program. Offer a special price. Keep it up.

There are several other things that can be done, but they are more than a day to go. And if you are not sure, ask for such a program to be sent to you. And we'll give it with glad heart.

### BOX-OFFICE REPORTS

ARE A GUIDE

TO PROFIT

SEE PAGE 26

## TAX ABOLITION IN SIGHT SAYS M. P. T. O. HEAD

In a statement made last week by Sydney S. Cohen, president of the Motion Picture Theatre Owners of America, the approaching of the abolition of the admission tax was thoroughly discussed.

"It must be very gratifying to exhibitors generally," said Mr. Cohen, "to realize that the repeal of a substantial portion of the admission tax and all of the seat tax had been advanced one very important step closer to the final goal, through the adoption of the House Committee schedule by a practically unanimous vote in the Senate on Friday."

"This makes the admissions to theatres up to and including fifty cents free from tax when the revenue measure reaches final consideration in both Houses and is signed by President Coolidge.

Mr. Cohen attributes the success of this move to the cooperation of the theatre owners of the country whose persistence secured the support of Secretary Mellon in making the proper recommendations to Congress. Mr. Cohen states the fact that the tax abolition is actually in sight is a great triumph for the Association, and that the theatre owners are grateful, not only to the organization but also to the officials of the National Government who helped to bring about the move, and for their courteous treatment to theatre owners during the proceedings.

"This elimination of theatre taxation places the motion picture theatre in practically the same class as the newspapers and magazines in the eyes of all government officials," said Mr. Cohen. "As this principle becomes more firmly fixed in the official mind it will result in the setting aside of all theatre tax in nation and state, the abolition of censorship and making of the motion picture screen a recognized medium of expression."

## ISIS THEATRE TO PLAY MARY PICKFORD'S LATEST

"Dorothy Vernon of Haddon Hall," Chas. Major's story reproduced into a photoplay by Mary Pickford, will open its premiere showing at the Isis Theatre, Kansas City, on May 18th, for a period of 14 days with an admission ranging from 15 cents to \$1.65.

Miss Pickford admits that Dorothy Vernon is her best photoplay and is really proud of it. She has spent a tremendous amount of money in the reproduction of this wonderful novel, and has spared nothing to make it perfect.

One of the largest music publishers in New York has published a song, "Love Has a Way" written especially for Dorothy Vernon of Haddon Hall and Miss Pickford suggested the adopted title.

One of the largest book publishing companies has recently published a photoplay edition of this novel and the book covers are unable to take care of the demand for this book.

Never has there been such a tremendous amount of publicity given freely to any picture as Miss Pickford's latest photoplay. The United Artists Corporation will spend in the Kansas City territory more money in the exploitation of the picture than any picture which has ever been released by them.

## ADVISORY BOARD OF T. O. D. C. ANNOUNCED

Reporting progress and promising an important announcement regarding pictures to be released by Theatre Owners Distributing Corporation in the near future, William A. True, president of the new organization, gives out the following names of prominent exhibitors as members of his Advisory Board enrolled to date:

Thomas Arthur, executive committee-man M. P. T. O. A., Mason City, Iowa; E. J. Bingham, executive committee-man, M. P. T. O. A., Indianapolis, Ind.; Maek J. David, member M. P. T. O., Washington, Fort Angler, Wash.; Merel Davis, president M. P. T. O. of Montana, Butte, Mont.; Fred J. Dolle, national committee-man M. P. T. O., Louisville, Ky.; Lawrence E. Goldman, member M. P. T. O., Missouri, Kansas City; Cliff Griffin, president M. P. T. O., No. California, Oakland; H. J. Hermann, secretary M. P. T. O., Louisiana, New Orleans; H. E. Huffman, president M. P. T. O., Colorado, Denver; J. E. Kirk, secretary M. P. T. O., Nebraska, Omaha; M. C. Kellogg, executive committee-man M. P. T. O., Lead, S. D.; C. M. Maxfield, vice-president M. P. T. O., Connecticut, New Hartford; Joseph Mogler, vice-president M. P. T. O. A., St. Louis, Mo.; Joseph Phillips, executive committee-man M. P. T. O. A., Fort Worth, Texas; John A. Schwalm, treasurer M. P. T. O., Ohio, Hamilton; Charles T. Sears, director M. P. T. O. A., Nevada, Mo.; Howard J. Smith, executive committee-man, M. P. T. O. A., Buffalo, N. Y.; Don Thornburg, member M. P. T. O. A., Iowa, Marshalltown; John M. Urbansky, executive committee-man M. P. T. O. A., Cleveland, Ohio; Joseph W. Walsh, president M. P. T. O., Connecticut, Hartford; E. J. Walton, member M. P. T. O., Florida, Tampa.

President True of Theatre Owners Distributing Corporation is giving all of his time to the work of the organization and is said to have made such rapid headway that a statement of more than ordinary importance to the industry may be expected shortly.

## "WOMAN TO WOMAN" SCORES IN KANSAS CITY

Jimmy Foland, local branch manager for the Selznick Distributing Corporation, says that 75 per cent of those who saw Betty Compson in "Woman to Woman" at the Liberty Theatre in Kansas City Easter Week, went out of their way to express themselves regarding this subject.

"Nothing but high praise was expressed by the patrons," said Jimmy. "Many were of the opinion that this was one of her best efforts."

Selznick will release another Betty Compson picture soon, "White Shadows" is its title and it is reported to be even better than "Woman to Woman." Mr. Foland says that exhibitors who play this popular star's pictures will undoubtedly be on the look out for "White Shoulders" which he believes is an excellent production in every respect.

# HERE HE IS!



ART MIX



ART MIX



ART MIX



ART MIX

## ART MIX

PRODUCTION

# "The Rider of Mystery Ranch"

(Booked to the Regent Theatre, K. C., Mo., Week of May 29)

52



Released

Western

Season

Features

1924-25

Mystery, thrills and comedy with the coming star of Western Features.

Have You Taken Out Your Weekly Insurance For the Summer?

## STANDARD FILMS

111 W. 18th St.

Kansas City, Mo.

NEXT WEEK--Jack Perrin in "Crashing Through"

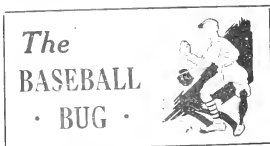
## VITAGRAPH SUMMER DRIVE PROVING SUCCESSFUL

Vitagraph, too, each drive for summer business in all exchanges is now in its third week. Gains in all territories are being reported. John B. Rock, general manager, upon his return from a flying visit to the middle west and north west, announced his great satisfaction at the results in the territories he visited.

Four specials are to be released by Vitagraph this summer, "Borrowed Husbands," "Between Friends," "The Code of the Wilderness," and "The Strength of Desire." In these pictures the exhibitor is getting brand new productions for summer run. "Between Friends" will have its Broadway premiere at the Rivoli Theatre on May 18, and "Borrowed Husbands" will have a Broadway run shortly after. David Smith, producer for Vitagraph, is now finishing "The Code of the Wilderness," pictured from the novel by Charles Alden Seltzer, and J. Stuart Blackton is in the last week of shooting "The Strength of Desire," adapted from the novel by E. Phillips Oppenheim.

In addition to these Vitagraph specials, Whitman Bennett's "Virtuous Liar," a women's drama, and "The Law For the Woman," a thrilling melodrama adapted by Charles F. Blaney from his famous stage play, are open for looking dates.

These offerings are proving a tremendous stimulant to the drive now being conducted by Vitagraph. It is the exhibitor's opportunity to get new subjects for summer business.



Reel Journal Editor,  
K. Stone Bldg.,  
Cin.

Dear Sirs:

The following items we feel has grabbed much of our team. We suppose that he is arranging to play date; it is such for the season, the Mad on Giants the exhibitor on earth, challenge this Bernie and his new team. We mean business, and we claim to be the coolest bunch of players in the state.

We require no deposit but lay the cash down as you can see it before starting the game.

Awaiting your reply,

I BOL-ASKO

The following four subjects won a victory over the Circuit and United Artists last week and this. The score was 6 to 3. They are: "General All-Beavers' Look," "The Girl of the Year," "The Girl of the Year," and "The Girl of the Year."

"The Girl of the Year" is one of the most popular of the new releases. It is a genuine comedy. The story is that the great first prize winner of the year is a girl who is not only a beauty but also a very good girl. She is a girl of the year, and she is a girl of the year. It is a picture for one outfit or for the next.

## Moving Along Movie Row

M. A. Levy, local manager for Fox Film Corporation was out in the territory last week.

\* \* \*

R. A. Whyte, general sales manager for Fox Film Corporation paid a visit to the local Fox office last week.

\* \* \*

Visitors on Movie Row last week included G. L. Hooper and Maurice Jenks, Orpheum Theatre, Topeka, Kas.; T. C. Goodnight, Star Theatre, Warrensburg, Mo., and N. W. Hubbell of Trenton, Mo.

\* \* \*

The Grand Theatre at Wichita, Kas., has been renovated.

\* \* \*

F. D. Kielmann, formerly exploitation man for Goldwyn in this territory, is now photoplay editor for the Topeka Capital.

\* \* \*

H. E. Jameyson, formerly exploitation man for Universal here, and also publicity manager for the Liberty and Doric Theatres, has bought himself a beautiful home in Wichita, Kas. Mr. Jameyson is now advertising manager for the Miller Theatre in that city.

\* \* \*

Jean Belasco, exploitation manager for Universal, has been out in the territory for the past two weeks.

\* \* \*

The local Universal office will hold a special screening of "The Signal Tower," one of their current releases, for the railroad men of the city. The screening will take place in the near future.

\* \* \*

H. L. Hollander, manager of the local Universal office, will make his first trip into the territory in a few days. Mr. Hollander has been here only a few weeks.

\* \* \*

L. W. Alexander, local manager for the Hodgkinson Corporation, attended a sales meeting in Chicago last week.

\* \* \*

Eddie Boms, special representative for the Goldwyn-Cosmopolitan Corporation who has been with the local office during the past month, has returned to New York.

\* \* \*

J. C. Terry of Green Valley, Mo., was a visitor in the Vitagraph office last Monday.

\* \* \*

George Lodge, who for the last two

years has been shipper for the Hodgkinson exchange has been promoted to booker. His former position will be taken by Bobby Giles.

\* \* \*

George Monray, of the Park Theatre, St. Joseph, Mo., was seen on Movie Row Tuesday.

\* \* \*

W. E. Truog, district manager for Goldwyn was in St. Louis last week.

\* \* \*

The local Educational office has received word that Larry Semon comedies will soon be distributed by the Educational exchanges.

\* \* \*

G. L. Rung, formerly of Troy, Kas., has purchased the Vine Street Theatre, 24th and Vine Streets, from Mr. Costa, who will henceforth devote all of his attention to the Bonaventure Theatre, Independence and Park avenues.

\* \* \*

John Hicks, general manager for Famous Players-Lasky in Australia, was here this week on a business tour on which he is attending the various sales conventions being held by Paramount. Mr. Hicks is well known in this territory, having at one time been local manager for the General Film Co. Mr. Hicks was also branch manager here for Paramount.

\* \* \*

E. E. Sprague of the Lyric at Goodland, Kas., C. M. Patee of the Patee at Lawrence, Kas., and Lee Gunnison, Royal, Atchison, Kas., held an old timers reunion at the Selznick offices with Jimmy Foland, Selznick branch manager, Monday.

\* \* \*

Bernard C. Cook, of the Economy Film Service left Tuesday for New York. Mr. Cook promises some big news upon his return from the metropolis.

\* \* \*

If you've been wondering why Al Kahn of Film Classics hasn't been in his office all week, just remember that he's advancing in Masonry—taking his Scottish Rite.

\* \* \*

J. Wienchuk of the Penn Valley Theatre, 2124 Jefferson street, has just recovered from a belated attack of the mumps. However, "Izz" is looking fine and says that he's feeling younger than ever.

Coming Soon

**BETTY COMPSON**

in "MIAMI"

An Alan Crosland production

HODKINSON RELEASE

FIRST RUN PICTURES

# HERE IS THE SERIAL YOU HAVE BEEN WAITING FOR Animals - Action - Humor - Thrills

NOTE—You will all remember that Colonel Selig was the man who made the "LOST CITY," which went down in history as a great success. This serial surpasses the "LOST CITY" and is the last word in magnificent acting and beautiful photography. No such scenes of animals have ever before been taken.



## "The JUNGLE GODDESS"

ELINOR FIELD & TRUMAN VAN DYKE

THE THRILLER OF THRILLERS

A Great Line of Accessories

A Wonderful Business Building Press Book

Book This One Early and Avoid the Rush

# A. H. BLANK FILM ENTERPRISES

Phone Grand 5151

130 West 18th Street

Kansas City, Mo.



MOTION PICTURE  
**NEWS**

MOVING PICTURE  
**World**

EXHIBITORS  
**HERALD**

MARTIN J. QUIGLEY  
PUBLISHER & EDITOR

**"THE JUNGLE GODDESS"**  
(EXPORT & IMPORT)

**"THE JUNGLE GODDESS"**  
(15 Episode Serial-Selig-Export & Import)

AFTER you have witnessed a portion of this serial and felt its thrills and watched the animals—the equipment of the Selig zoo—you feel like going out in front of the house shouting—"Hold your horses, here comes the parade!" Serials have come and gone, will come and go again, but "The Jungle Goddess" quite surpasses them all when it comes to measuring out thrills by releasing a bunch of wild animal stunts. \* \* \* The spectator is in for open-eyed entertainment. \* \* \* The onlooker doesn't have to wait for things to start. The elephants, tigers, lions and apes come on and bring the suspense with them. What matters it if the story is wildly melodramatic. One isn't looking for the human touch in a serial. What one does expect is unadulterated action. From the moment that the child is whisked up in a balloon and deposited in the jungle—to be adopted by a barbaric race of blacks, the spectator is held in a tight embrace of suspense. \* \* \* It is a fascinating jungle picture and exhibitors in the state rights here are certain to tug their money bags to the bank after playing it. For it is found to attract the crowd.—*LUCRENCE KRID.*



Serials have come and gone, will come and go again, but "The Jungle Goddess" quite surpasses them all when it comes to measuring out thrills by releasing a bunch of wild animal stunts. \* \* \* The spectator is in for open-eyed entertainment. \* \* \* The onlooker doesn't have to wait for things to start. The elephants, tigers, lions and apes come on and bring the suspense with them. What matters it if the story is wildly melodramatic. One isn't looking for the human touch in a serial. What one does expect is unadulterated action. From the moment that the child is whisked up in a balloon and deposited in the jungle—to be adopted by a barbaric race of blacks, the spectator is held in a tight embrace of suspense. \* \* \* It is a fascinating jungle picture and exhibitors in the state rights here are certain to tug their money bags to the bank after playing it. For it is found to attract the crowd.—*LUCRENCE KRID.*

There are several sequences that furnish a real thrill where the lions and leopards get into action. The first is where the lions are turned loose to see if they will destroy the little white child who falls into the kingdom of wild Africa in a balloon, and the second is where a full grown leopard leaps on a jungle woman and hurls her to the ground. The first thrill in a way resembles that in "Theodora," where the lions pounce around the body of the prostrated hero. \* \* \*

The story is unusually good. This one looks like a money getter. \* \* \* —*DANNY*

**"JUNGLE GODDESS"**

A Hair-Raising Animal Serial Stated  
Righted by Export and Import  
Film Corporation

REVIEWED BY ROGER FRIEL.  
When Col. William N. Selig gave exhibitors of the country "The Lost City" the general impression in the trade was that he had reached the pinnacle of serial production. But his current offering of fifteen episodes, "The Jungle Goddess," is far more elaborate in production, more daring in presentation and representative of the investment of considerable money. Picturesque and pretentious, "The Jungle Goddess" establishes a high mark in serials, for in this one there are three villains instead of the usual one, each making his appearance as soon as his predecessor is killed off.

If this serial doesn't make your patrons love your house nothing else will, for it is one of those episode productions that has a logical story, plenty of human interest and is literally clocked with hair-raising, relentlessly sensational stunts in which you are kept at a most important role. There are fights among the animals; in fact, the audience, in one episode, actually sees a huge elephant crush the life out of a ferocious lion. The serial gets under way from the very beginning of the first episode with a sensational balloon flight. There is a battle in the air that is by far the most fearless and best reflected on the screen. There are enough animals shown to terrorize the entire country if let loose.

For genuine, honest-to-goodness thrills this serial is hard to beat. Once your patrons see one episode they will flock to your house to see the serial through to its finish. The acting is splendid, particularly that of Eleanor Field and Truman Van Dyke. The savages look dangerous enough to keep any one from wanting to penetrate the interior serials or want thrills that will knock them out of their seats you cannot afford to overlook booking this one. The photography is excellent, as is also the direction. If you liked Col. Selig's "The Lost City" or "Miracles of the Jungle," you'll go wild over "The Jungle Goddess."

**"The Jungle Goddess"**

NOW READY FOR RELEASE

WIRE OR WRITE

A. H. Blank Film Enterprises

130 West 18th Street  
KANSAS CITY, MO.

This is a thriller of thrillers in the way of a wild animal jungle serial. Col. Wm. N. Selig's trained animals are utilized in providing hair-raising escapes of a pretty heroine and a capable hero. Should be a big winner where serials are liked.

Probably few of even the wildest flights of fancy by writers of thrillers ever conceived as many or more intricate near-death situations as did Agnes Johnston and Frank Dacey in preparing the script from which Colonel Selig made "The Jungle Goddess."

Impossible situations, from which the heroine is always rescued in the nick of time, by the bravery and resourcefulness of the da-bung hero, is meat and drink to the lovers of serials. In "The Jungle Goddess" they have many a tall meal, with several kinds of desert thrown in for good measure. \* \* \* "The Jungle Goddess" should prove a highly lucrative box-office attraction for exhibitors whose patrons are keen for the thrills of the serial.

EXHIBITORS  
TRADE  
**REVIEW**

SELIG SERIAL HAS THRILLS  
AND COMEDY

Suspense in Fifteen-Episode Wild Animal Chapter Play Is Relieved by Antics of Apes

There is a real thrill in almost the opening scene of "The Jungle Goddess," Colonel William N. Selig's latest contribution to the field of wild animal serials, in which department of motion picture production, among others, that veteran producer has had so wide an experience. \* \* \*

Miss Field has a charming personality, and this statement goes whether she is arrayed in the more or less scant garb of the jungle or the habiliments of civilization. Mr. Van Dyke is athletic and youthful. It is a good combination. \* \* \*

"The Jungle Goddess" is a wild animal serial in fact as well as in name, and if the remaining eleven hold up to the average of quality established in the four episodes seen, the result should be completely satisfactory to exhibitors and to serial fans.

The story and script are the work of Agnes Johnston and Frank Dacey, and it has been well done.

—*GEORGE BLAISDELL.*



With Johnny Hines, Violet Mersereau, Robert Edeson, Edmund Breese, Charlie Murray, Flora Finch, Polly Moran, Warner Richmond and Harry Fraser.

# EXHIBITORS!

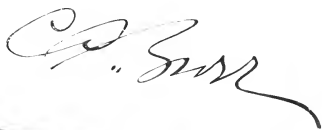
Don't Miss This  
Chance to Bring

# "LUCK"

In Real Money  
to Your Theatre

Distributed by the  
ENTERPRISE DISTRIBUTING  
CORPORATION

*Book it Now!*





**Here is "LUCK" at a glance**  
(With Apologies to K. C. B.)

A smashing story...  
with JOHNNY HINES...  
and VIOLET MERSEREAU...  
the daintiest actress...  
with a brilliant cast...  
like EDMUND BREESE...  
and ROBERT EDESON...  
both of whom are starred...  
now on Broadway, New York...  
in stage productions...  
and DON'T forget  
FLORA FINCH of...  
John Bunny fame...  
and POLLY MORAN...  
and last BUT not...  
least CHARLIE MURRAY...  
the BELOVED comedian...  
who isn't unknown...  
THEN COMES...  
A FOOT RACE...  
A FIGHT...  
A PRIZE FIGHT...  
A MINE EXPLOSION...  
A FUNNY REAL ESTATE GAME...  
A TENDER LOVE STORY...  
A RACE AGAINST DEATH...  
A CIRCUS...  
WILD ANIMALS...  
OLD FASHIONED VILLAINS...  
LUCK is...  
a CORKING, SMASHING...  
ROLLICKING, COMEDY...  
It'll bring TEARS...  
of JOY and SCREAMS...  
and GALES of LAUGHTER...  
OUR ADVICE is...  
STRENGTHEN the roof of...  
your theatre or...  
the LAUGHS will...  
BLOW it OFF...

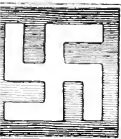


### Read What Roger Ferri Says About "Luck"

If you want a comedy melodrama replete with a series of sure-fire dramatic climaxes, clean, wholesome and original humorous gags, plus a cast of players that work at a pace consistent with the smooth, entertaining rapidity with which the story is unfolded, land on C. C. Burr's "Luck," starring Johnny Hines—and land on it hard. Remember what we said about "Burn 'Em Up Barnes," and "See Fire Flint." Well, "Luck" is far better than you mopped up on each one. And you well remember how you mopped up on each one. Well, "Luck" is far better than either one. It is snappier, dramatically more valuable than "See Fire Flint" and just as funny as either.

We would like to enumerate the many original bits which in our humble opinion are above the ordinary, but limited space prevents this. However, your patrons—no matter what their taste be—will enjoy this picture immensely. It has drama, romance, melodrama, thrills and hundreds of real laughs.

"Luck" is the peppiest American comedy melodrama on the market today. It is a bit of "Get-Rich-Quick Wallingford," "Seven Keys to Baldpate," "Broadway Jones" and "Lillian." It is a story of humans as they really exist.



Scene from "LUCK,"  
Johnny Hines' latest.

## Ray Murray, in Exhibitors' Herald Hines Rings the Bell Again with a Bang-Up Comedy

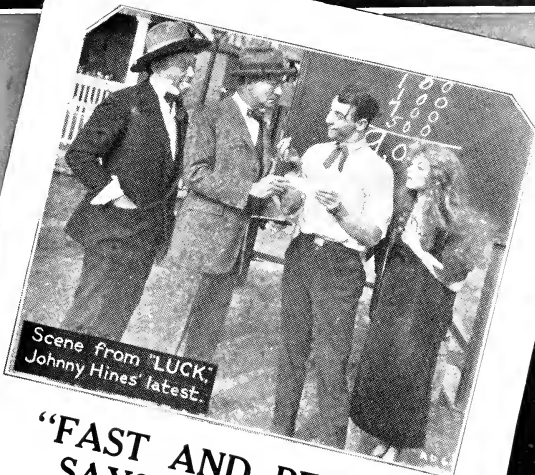
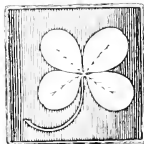
He Puts This One Over, as Usual, with His Personality, His  
Individuality and His Originality. It Is Chockful of  
Good Humor and There's a Chuckle or  
a Roar Every Minute.

It is impossible to detail the various clever and laughable incidents of "Luck." Suffice to say that it is the best of the Hines comedies thus far, which is going some. There is something done every minute, the continuity is good and the subtitles by Ralph Spence each carry their own punch. At no point does the action drag and, as usual, there is a "grand stand" finish, with Hines winning a wager and the girl.

Hines always gets every particle of humor out of a funny situation, and his expression, activity and evident earnestness put over many scenes that would otherwise appear commonplace if in the hands of anyone else.

Violet Versereau appears opposite the star in the heroine part, and is quite as charming as ever. Other notables in the cast are Charles Murray, Flora Finch, Polly Moran, Robert Edeson, Warner Richmond and Edmund Breese. An all-star cast if there ever was one.

Advertise this picture and it will advertise itself. Tell them it is Hines at his best, mention the prize fight, one of the funniest ever staged, and the love-sick youth who built a town and named it "Sykeama" in honor of his best girl. It contains enough humor and action to keep any audience rocking in its seats.



Scene from "LUCK,"  
Johnny Hines' latest.

## "FAST AND PEPPY" SAYS FILM DAILY

"It is a fast moving feature with plenty of lively incident and some pretty fair comedy business. They will probably like the melodramatic climax in which the hero saves the girl from the mine cave-in and wins her father's support in his town-building scheme, thereby making it possible for him to collect the ten thousand necessary to win the wager. Johnny Hines works hard to put the picture over and his following will probably like "Luck." The appearance of Charles Murray, Flora Finch and Polly Moran is another good feature and Violet Merserau is a suitable heroine. For the regulation comedy liking crowd, "Luck" will probably prove a satisfying feature and it is sufficiently fast and peppery to get over."



### POSITIVE RIOT!

"LUCK." Beg, borrow or steal enough money to get this one or, as a matter of fact, any of Johnny Hines' pictures. They're all positive riots. Don't miss 'em.—Al Hamilton, Rialto Theatre, South Norwalk, Connecticut.  
*From Exhibitors Herald Aug 18, 1923*

### PLEASED 100 PERCENT!

"LUCK." A good clean picture. Plenty of action and comedy. Pleased 100 percent.—O. W. Harris, St. Dennis Theatre, Sapulpa, Oklahoma.  
*From Moving Picture World Aug 4, 1923*

### A REAL TONIC!

"LUCK." Something different; a real tonic. Hines always there with his personality. Lots of action, comedy, and all the entertainment elements.—E. E. Blair, State Theatre, Uhrichville, Ohio.  
*From Moving Picture World July 14, 1923*

### DON'T MISS THIS ONE!

"LUCK." Exceedingly interesting picture with plenty of humor and fun. If you enjoy a hearty laugh and real thrills, don't miss this one.—William Noble, Empress Theatre, Oklahoma City, Oklahoma.  
*From Moving Picture World Aug 8, 1923*



The Victoria Theatre, Philadelphia, had to run a special midnight show to accommodate the crowds who wanted to see "LUCK."

### PLEASED EVERYBODY!

"LUCK"—A hoorah comedy that pleased everybody and attracted good business. Usual advertising brought excellent attendance.—Dave Seymour, Pontiac Theatre Beautiful, Saranac Lake, New York.

—From *Moving Picture World*, Aug. 18, 1923

### DREW WELL!

"LUCK"—This is good and drew well, as Johnny Hines as Torchy is a favorite here. Believe your patrons will like it.—Chancellor Bros., Dreamland Theatre, Arcanum, Ohio.

—From *Exhibitors Herald*, July 4, 1923

### ENTERTAINMENT!

"LUCK." Good comedy entertainment.—T. H. Whittemore, Newcastle, California.

—From *Moving Picture World*, Aug. 25, 1923

### GOOD COMEDY-DRAMA!

"LUCK"—A good comedy drama. Sent them out laughing.—J. J. Casselman, Colonial Theatre, Tracy, Minnesota.

—From *Exhibitors Herald*, July 1, 1923

# ENTERPRISE

## Distributing Corporation



**“Be ye cold or be ye hot**

**You must have Westerns weather or not”**

**T**HOSE burn the ground, blaze away, rip snorting action Western subjects, by popular stars, are served to you in the greatest numbers and of the highest quality by the eight exchanges of the Enterprise Distributing Corporation.

**T**HRILL your audiences with stories of the great out doors, where the quick think n', quick shootin', hard ridin' romantic West of the past lives again.

**E**NTERPRISE release one Western of superior quality each week featuring William Desmond, Franklyn Farnum, William S. Hart, Jack Livingston, Fete Morrison, Jack Richardson, George Larkin, Roy Stewart, Richard Talmadge and others.

**F**OR the best Westerns and the best big pictures communicate with the nearest Enterprise office.

**E**NTERPRISE also specializes in the best big pictures, for example these big pictures are now having wonderful success: “Luck,” “Secrets of Paris,” “The Last Hour,” “You Are Guilty,” “I Am the Law,” “The World’s a Stage” and “Flesh and Blood” and all

**C. C. Burr Specials.**

Atlantic City  
104 Walnut St.  
John W. Matlock, Jr.  
Branch Manager  
Geo. G. Goodale  
Asst. Branch Manager

Charlotte, N. C.  
226 South Tryon St.  
James M. Hill  
Branch Manager  
R. Cameron Price  
Asst. Branch Manager

New Orleans, La.  
1007 Poydras St.  
R. A. Kelly  
Branch Manager  
J. R. Lamotte  
Asst. Branch Manager

Dallas, Texas  
208 South Harvard St.  
M. S. White  
Branch Manager  
H. H. Robinson  
Asst. Branch Manager

Oklahoma City, Okla.  
229 West Reno St.  
Wallace Warfield  
Branch Manager  
Marie M. Bodeau  
Asst. Branch Manager

St. Louis, Mo.  
2526 Lambert Boulevard  
J. R. Underwood  
Branch Manager  
Frances Kaseh  
Asst. Branch Manager

Kansas City, Mo.  
100 1/2 West 18th St.  
Travis H. Winters  
Branch Manager  
S. A. Hamilton  
Asst. Branch Manager

Omaha, Neb.  
1222 Barnum St.  
John J. Bob  
Branch Manager  
V. S. Deane  
Asst. Branch Manager

**ENTERPRISE DISTRIBUTING CORPORATION**

**WILLIAM K. JENKINS, President**  
**JOHN W. QUILLIAN, Vice Pres.**



# ALL TRUARTS

## ALL WINNERS

and all now being distributed by  
**FILM BOOKING OFFICES**

of America, Inc., Snower Bldg., Kansas City, Mo.

Exchanges Everywhere



# LET'S GO

The story of a ne'er-do-well who made good in the face of tremendous odds, who beat down his opposition with the force behind two fists . . . all for a girl. The daring **RICHARD TALMADGE**—the man who does not know fear, performs death-defying feats never before attempted. And for every thrill there is a laugh—this is real entertainment. Produced by Carlos Productions. Directed by W. K. Howard.

# Women Men Marry



A story of single women who would be married, and married women who would be single—a tale of foolish husbands and wise wives. A sex story—and sex stories spell packed houses. With E. K. Lincoln, Hedda Hopper, Julia Swayne Gordon, Emilie Fitzroy and a host of other distinguished artistes. Produced and directed by Edward Dillon.



# THE EMPTY CRADLE

Adapted from Leota Morgan's "Cheating Wives." What wife really knows her husband—what husband really knows his wife? This and other absorbing questions are answered in the dramatic sensation "The Empty Cradle" directed by Burton King, and featuring Mary Alden and Harry T. Morey.

# BROADWAY GOLD



Here is the greatest romance of New York's glittering Great White Way—hard-working chorus girls, gold diggers, rich "daddies," sweet mamas, all the rest. Elaine Hammerstein is supported by Elliott Dexter, Kathlyn Williams, Harold Goodwin and others. Directed by Edward Dillon, from the W. Carey Wonderly story in Young's Magazine.

ALL TRIED AND PROVEN PRODUCTIONS — BOOK AND PLAY THEM ALL!

## RHODEN ANNOUNCES CURRENT FIRST NATIONAL RELEASES

Considerable attention is being attracted by the "Twenty First National Dreadnoughts" that are listed in First National's advertisement in The Reel Journal this week. According to this line-up of pictures the exhibitors will have unusually strong attractions to combat the summer season. Heretofore it has been the custom of many of the large distributing organizations to hold-up the release of their bigger attractions through the summer and release them in the fall. However, First National has broken this precedent, releasing as high a quality of product during the summer season as they do during the remainder of the year. Possibly the primary reason for this is that First National is an exhibitors organization and they realize that they must have stronger attractions to make their houses profitable during the summer months.

The list of "Twenty Dreadnoughts" is headed by the Harold Bell Wright story "When a Man's a Man." From reports received by First National on this production, many exhibitors have broken their house records and every theatre has reported a tremendous business where it has played.

The next production listed is Strongheart's last picture "The Love Master." This popular dog actor has never failed to play to capacity houses. Strongheart is said to surpass his work in "The Silent Call" and "Braven of the North" in "The Love Master."

"Flaming Gold," one of the latest Rex Beach stories, is particularly suited to this territory. Heading the cast is Milton Sills, Anna Q. Nilsson and Bert Woodruff. The picture is said to be an exceptional piece of entertainment, backed with real audience appeal.

"Why Men Leave Home" is the latest John M. Stahl production. This director has turned out a worthy successor to the "Dangerous Age." "Why Men Leave Home" was selected by Stanley Chambers of the Miller Theatre at Wichita, Kas., as his offering for the Fourth Anniversary program of the Miller Theatre.

"Galloping Fish," the latest Thos. H. Ince production was also selected by Mr. Chambers and played at the Miller Theatre during their Anniversary Week. "Galloping Fish" is a fast and furious comedy, featuring four of the screen's greatest comedians.

"Lilies of the Field," starring Corinne Griffith and Conway Tearle, has proven to be one of the most successful pictures released this year. It was the opening picture of the Mainstreet Theatre when they inaugurated their new policy, and played to capacity business the entire week.

"The Gold Fish," is a Constance Talmadge production and in this picture Connie is said to get back into her old style of work, as it ranks with such successes as "In Search of a Smarter," "Dangerous Business," and "The Love Expert." "The Marriage Cheat," a Thos. H. Ince production is a current release and contains an extraordinary cast including Percy Marmont, Lorraine Kay, Adolphe Menjou and others. "The Last Word," a Constance Talmadge production, also features an

unusual cast including Bert Lytell, Claire Windsor, Walter McGrath, Rosemary, Thelma and Montevio Lovv.

"The Woman on the Jury" is said to be one of the strongest dramatic productions First National has released. The following cast is pertinent to comment that it must be exceptional: Sylvia Brainer, Lew Cody, Frank Mayo, Hobart Bosworth, Mary Carr, Bessie Love, Myrtle Stedman, Henry B. Walthall, Roy Stewart and Ford Stealing.

"Those Who Dance," directed by John Griffith Wray, features Bessie Love, Blanche Sweet and Warner Baxter.

One of the most outstanding attractions announced for release is "Athletic," which as a Joseph Hergesheimer novel was the biggest seller of 1922. The national trade papers' reports are unanimous in declaring it a 100 per cent box office attraction. It has an unusual cast including Lewis Stone, Alton Ribens, Constance Bennett, Irene Rich, Norman Kerry and Betty Bouton.

"The White Moth," a production featuring Barbara LaMarr, Conway Tearle, Ben Lyon and Charles de Roche is a story of theatrical life, giving Barbara LaMarr her greatest opportunity. The trade paper reports so far received, give this production high endorsement.

"The Perfect Flapper" brings the "Flaming Youth Girl," Colleen Moore, back to the screen in the type of picture in which she is best suited. From advance reports her work in "The Perfect Flapper" even excels her work in "Flaming Youth." She is supported by Frank Mayo, Sydney Chaplin, Phyllis Haver and Mary Carr.

"The Semi-Made Failure," starring Bennie Alexander shows excellent work by this star. Bennie Alexander because of his fine work in "Penrod and Sam" and "Boy of Mine" is now established as one of the best drawing cards in this territory.

"For Sale," a title that has unlimited exploitation possibilities is a New York society drama directed by George Archambaud. The cast includes Claire Windsor, Adolphe Menjou and a host of able stars.

"In-Bands and Lovers," a John M. Stahl production, featuring Lewis Stone, Lew Cody and Florence Vidor.

"Born Rich" features Claire Windsor and Bert Lytell. A title which has unusual possibilities and should be an important angle at the box office.

"Single Wives" will be Corinne Griffith's third picture under the First National banner. Milton Sill supports her in this production. The success Corinne Griffith obtained in "Black Oxford" and "Lilies of the Field" will be outlined in this production, it is predicted.

"Comedies" will end Colleen Moore and Conway Tearle playing together. LeRoy Scott is the author of the story.

All of the above attractions will be released and available to all exhibitors prior to August 1. The August releases of First National will include the Western spectacle, "Snowdown," Alton Ribens of the "Humay Heart," a Thos. H. Ince production, "The Last Word" by A. Conan Doyle, "Belonging," a Maurice Tourneur production,

## A. H. BLANK TO RELEASE TWO CURWOOD STORIES

H. E. Corlyen, manager of A. H. Blank Film Enterprises is organizing advertising on the two James Oliver Curwood productions which the Blank office is about to release.

The first one will be "Jacqueline" which is throughout remarkable cast: Lew Cody, Margaret Courton, Edmond Breeze, Effie Shannon, Sheldon Lewis, Gus Winkler, Barney Sherry, Paul Panzer, and Taxi the wonder dog.

This picture has in it the greatest forest fire ever produced. It was taken in Canada, and the photoplay and acting will delight any audience.

The second release is another James Oliver Curwood picture, entitled "The Broken Silence." This picture stars Zena Keefe supported by J. Barney Sherry, Robert Elliott and Gypsy O'Brien.

The snow scenes in this picture are some of the best ever produced for the screen, and they are bound to please all types of audiences, especially during the hot months.

## LOIS WILSON TRIUMPHS IN "ANOTHER SCANDAL"

Codrigde Streeter of the Hodgkinson production department who is now in Miami, Florida where "Another Scandal" starring Lois Wilson has just been completed reports that Miss Wilson "has scored another distinct triumph" in the Cosmo Hamilton story that will be released by the Hodgkinson Corporation on June 20th.

"In the filming of Cosmo Hamilton's story "Another Scandal" the screen has at last received a true treatment of the primary factors in happy married life," says Mr. Streeter in his report to the Hodgkinson officials. "The picture has many points and possibilities that stand out; but above all it is intensely human and the public will see in its characters, close personal friends or reflections of their lives."

"In "Another Scandal" Cosmo Hamilton deals primarily with the fact that love, romance, loyalty, and humor are absolutely essential to insure the enjoyment of married life to its fullest extent."

The picture was produced under the direction of F. Hallows Griffith for the Tiltford Cinema Corporation at Miami, Florida and an early trade screening is being arranged by Hodgkinson.

## "BLACK OXFORDS" HEADS PATHE CURRENT RELEASES

Heading Pathe's release schedule of May 18 is a Mack Sennett comedy entitled "Black Oxford," which is said to be filled with side-splitting incidents; a Spat Family offering, "Bottle Babies"; and the ninth chapter of the Chronicles of America series "The Pilgrims." In addition to these, others on the program of eleven subjects available are Grantland Rice's Sportlights, "Fishin' Fever"; chapter nine of "Leatherstocking" a Charles Chase comedy vehicle "April Fool"; and Aesop Fable "The Jealous Fisherman"; issue No. 20 of Pathe's Review and Topics of the Day; and Pathe News editions Nos. 42-43.

Do You Know  
 about our  
**SUMMER PROPOSITION**  
 on such  
**PROVEN SUCCESSES**

AS

- |                              |                        |
|------------------------------|------------------------|
| “Between Friends”            | “Pioneer Trails”       |
| “Borrowed Husbands”          | “The Midnight Alarm”   |
| “My Man”                     | “The Man Next Door”    |
| “Let Not Man Put Asunder”    | “Masters of Men”       |
| “Man From Brodneys”          | “The Ninety and Nine”  |
| “On the Banks of the Wabash” | “Loyal Lives”          |
| “The Love Bandit”            | “The Leavenworth Case” |

We Have a Surprise in Store for You-Write Us

# VITAGRAPH

ALBERT E. SMITH PRESIDENT

C. A. SCHULTZ, Manager  
KANSAS CITY  
17th and Main Sts.

A. DANKE, Manager  
ST. LOUIS  
3310 Lindell Blvd.

*Courtesy and Service Are Our Sincere Aims*

COMING: “ONE LAW FOR THE WOMAN”  
 “THE CODE OF THE WILDERNESS”  
 “THE STRENGTH OF DESIRE”  
 “VIRTUOUS LIARS”

## "WHITE SISTER" HAS BIG TWO-WEEKS' RUN AT ROYAL

"There's reason to be happy," says A. H. McLaughlin, local Metro branch manager, when asked, "Why the broad stunt?" "The White Sister," our current special release has just finished its second week at Frank Newman's Royal Theatre with good business after paying to capacity the entire first week of its showing.

Yes, "Mac" has reason to be proud, for "The White Sister," which features Lillian Gish, not only played to unusually good business in its first run in Kansas City, but elicited unusual praise from the public and the newspaper critics as well. "Mac," continues McLaughlin, "Metro has a lot else to be proud of." And he goes on to tell of the line-up of product that will be released through Metro when the closing of the merger with Goldwyn becomes effective.

A partial list of the stars who will be seen in pictures of the new organization includes the following: Renee Adoree, Edith Allen, T. Roy Barnes, Monte Bue, Betty Byrnie, Eleanor Boardman, Hobart Bosworth, Mae Busch, Francis X. Bushman, Lew Cody, William C. Coker, Jr., Jack Coogan, Pedro de Cordoba, Virginia Lee Corbin, Wynnan H. Crane, Viola Dana, Marjorie Daw, Robert Edison, Leon Errol, George Fawcett, Louise Fazenda, W. C. Fields, Lynn Fontanne, Robert Frazier, Paulette Goddard, Lillian Gish, Huntly Gordon, Ralph Graves, Creighton Hale, Mahlon Hamilton, Raymond Hatton, Walter Hiers, Stuart Holmes, Hedda Hopper, Jobyna Howland, Gail Kane, Buster Keaton, Norman Kerry, Kathleen Key, James Kirkwood, Barbara La Marr, Alred Lund, Edmund Lowe, Percy Marmont, Tully Marshall, Adolphe Menjou, Janie Morrison, Mae Murray, Conrad Nagel, Ramon Navarro, Pat O'Malley, Zasu Pitts, Aileen Pringle, Alma Rubens, Oscar Shaw, Norma Shearer, Wynnyan Standing, Anita Stewart, Lewis Stone, Ruth Stenhouse, Blanche Sweet, Laurette Taylor, Anne Terry, Johnnie Walker, George Walsh and Claire Windsor.

Among current productions of the combined companies are "A Boy of Flanders," "Don't Doubt Your Husband," "Happiness," "Maude's Little Midnight," "Name the Man," "The Beautiful Cloak Model," "Recall," "René," "Scarabonche," "Second Youth," "Sherlock Jr.," "The Great White Way," "The Rejected Woman," "The Shooting of Dan McGrew," "The Uninvited Guest," "The White Sister," "Three Weeks," "Through the Dark," "Thy Name Is Woman," "Tru as Steel," "Under the Red Rose," "Unseeing Eyes," "Wild Oranges" and "Women Who Give."

Other titles announced for Metro-Goldwyn-Mayer productions are "A Cigarette Maker's Romance," "Danger," "Enemies by Command," "Every Woman's Experience," "Flames of Blue Rider," "Foolish Youth," "Greater Light," "Is Marriage a Failure?," "Judgment of Men," "Married Strangers," "Nothing to Wear," "Playthings of Desire," "Span of Life," "The Bitter Cup," "The Great Divide," "The Hero," "The Middleman," "The Snob," "The Trail of '98," "The Volunteer Organist," and "Watch Your Wife."

"Ramshackle House" will be Betty Compson's second picture for Hodkinson release. Harmon Wright, who directed George Arliss pictures, has been engaged for "Ramshackle House."

## CAMPAIGN UNDERWAY ON EIG JOHNSON FEATURE

The Film Booking Offices announce the definite release date of the Emory Johnson production "The Spirit of the U. S. A.," co-starring Mary Carr and Johnnie Walker, was May 12. The advertising and exploitation campaign has already been started on the big Johnson feature, which promises to be one of the real box-office attractions of the year.

The initial stunt on "The Spirit of the U. S. A.," was a recruiting tie-up with the 212nd Artillery, Anti-Aircraft, of the New York National Guard. An encampment was held in Times Square, more than 1,000 soldiers, 400 horses and riders, motor lorries, tanks, machine guns and other equipment of modern warfare taking part in the stunt. Banners advertising the forthcoming John on production were tied onto the motor lorries and tanks and carried by the regimental band. 35,000 heralds, advertising the picture on one side, and the 212th artillery on the other were distributed by the soldiers. This stunt on Times Square is only the start of the exploitation campaign in New York City and throughout the country.

The various commanders have indicated their willingness to help first run and subsequent runs in repeating the recruiting stunt. In addition to this they will lend the theatres all kinds of war paraphernalia, guns, gas masks, wagons, horses and a thousand and one things that an exhibitor can use as a lobby display and for ball, boo purposes.

This stunt can be pulled in any city in the United States, says F. B. O. A help to the exhibitors in securing the cooperation of National Guard commanders, is the fact the huge battle scenes in the picture were filmed with the complete cooperation of the U. S. Government at the army reservation in San Francisco, while more than 600 feet of battle scenes were contributed by the war department, the scenes having been filmed by dough-boys under fire in France. These pictures have never before been shown on the screen.

Outlining the phase of "The Spirit of the U. S. A.," which deals with war, Mr. Johnson comments: "The production will not be a war picture. War scenes will merely furnish a background for some strikingly dramatic scenes. The picture will be essentially a deeply human and moving story. Chiefly, we shall drive home the fact that our nation has never gone to war for a selfish purpose. America, if you will look back over the pages of history, has never gone to war except with motives of the highest character.

That, I think, is one of the biggest themes ever undertaken in the annals of picture-making."

## UNIVERSAL TO RELEASE FOUR FEATURES IN MAY

Universal announces a strong schedule of feature releases for the month of May. Four pictures will be released one each week. They will include one picture with an all star cast, one made by Jack Hoxie, one by Herbert Rawlinson and one by Laura La Plante.

In the order of their release, they are "Riders Up" with Creighton Hale and Ethel Shannon, "Ridgway of Montana," starring Jack Hoxie, "The Dangerous Blonde," starring Laura La Plante, and "High Speed," starring Herbert Rawlinson.

"Riders Up" was adapted from "When Johnny Comes Marching Home," a Red Book story by Gerald Beaumont, who also wrote in stories from which Universal's "Fast Steppers" series is being made. "Riders Up" also is a race-track story. It was directed by Irving Cummings, one of Universal's jewel directors.

"Ridgway of Montana" is from a story by William MacLeod Raine, a popular novelist. It was adapted by Raymond L. Sbrock and directed by Clifford S. Smith, who directed most of William S. Hart's westerns.

Supporting Hoxie in the picture were Olive Ha-brouck, Herbert Fortier, Lou Meehan, Charles E. Thurston, Pat Harmon and Pierre Gendron. It is reported as the best thing Hoxie has done to date.

"The Dangerous Blonde," by Hulbert Footner, is Laura La Plante's latest Universal feature. It is a high speed comedy in which Laura has a chance to act with all the charm and vivacity she displayed in "Sporting Youth."

Supporting Miss La Plante are Edward Hearn, Rolie Sedan, Philo McCullough, Arthur Hoyt, Margaret Campbell, Eve Southern, Dick Sutherland, Hal Stevens and Frederick Cole.

"High Speed," the Rawlinson release for the month, is the best thing by far that Rawlinson has ever done. It is a farce comedy drama, packed with laughs, in which Rawlinson takes his place as one of the funniest comedians on the screen. Fred Jackson wrote the story. He is a master of farce and "High Speed" is Fred Jackson at his best. Herbert Blache directed the picture and took full advantage of Jackson's humorous situations. Supporting Rawlinson are Carmelita Geraghty, Bert Roach, Otto Hoffman, Percy Challenger, Jules Cowles, and J. Buckley Russell.

COMING SOON

HOLD YOUR BREATH

an Al Christie Feature with

Dorothy Devore

Walter Hiers, Tully Marshall,  
Jimmie Adams, Priscilla Bonner  
and Jimmie Harrison

HODKINSON RELEASE

Season 1924-1925 Thirty First-Run Pictures



# FRED THOMSON



World's Champion  
Athlete and Stunt Man  
in MONOGRAM PICTURES, Produced by Harry J. Brown and Directed by Albert Rogell has

made a tremendous hit with thousands of exhibitors all over the country. Exhibitors everywhere have booked F. B. O.'s series of Big Six Western and you couldn't buy those contracts for double their price today. If you

haven't played "THE MASK of LOPEZ"—"NORTH of NEVADA"—"GALLOPING GALLAGHER" do so without delay, then play this latest winner "THE SILENT STRANGER" and follow up with the last two to come and you will have built up a clientele for

Western pictures you never believed possible. THOMSON does the Doug Fairbanks stuff unlike any

Western star in the business, in fact there is no other Western star who even approaches Thomson, and with SILVER KING, Thomson's remarkable horse, you've got a crowd pulling combination. Get busy—Book—

# "THE SILENT STRANGER"

A  
MONOGRAM  
PICTURE

The 4th of F. B. O.'s Big Six Westerns

Presented by MONOGRAM PICTURES CORP., Andrew J. Callaghan, President  
A HARRY J. BROWN Production, Directed by Albert Rogell, Distributed by

FILM BOOKING OFFICES

Snowier Bldg., Kansas City, Mo.  
312 Olive St., St. Louis, Mo.  
127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

OF AMERICA,  
Incorporated  
Exchanges  
Everywhere

## NEWS NUGGETS

Louis B. Mayer, newly elected vice-president in charge of all production activities of the amalgamated Metro-Goldwyn-Mayer Corporation, has arrived with his staff at the California studios of his company and assumed charge of the numerous producing units at work there. Production plans being laid are the most extensive in the history of the combined organizations.

"Daring Love," Elaine Hammerstein's next starring vehicle for Trust, is rapidly nearing completion. This is an adaptation of the novel "Druitwood" by Albert Payson Terhune. In the supporting cast are Huntly Gordon, Walter Long, Cissy Fitzgerald and Gertrude Astor.

Vitagraph announces "The Code of Wilderness" as the final title for the David Smith production in which John Bowers, Alice Calloun, Otis Harlan and Alan Hale have the leading roles. "The Strength of Desire" is the title for J. Stuart Blackton's production featuring Irene Rich, Marguerite DeLaMotte, Harry Myers and Rosemary Theby.

Jack Dempsey, world's heavyweight champion and latest recruit of the screen, is to have two directors in his forthcoming series of comedies at Universal City. Jess Robbins and Erle Kenton, both well known comedy directors, will alternate as Dempsey's director, one man preparing a script while the other shoots his picture.

Al Santell's new production for F. B. O., "Fools in the Dark," starring Matt Moore and Patsy Ruth Miller, has been completed. It concerns the adventures of a scenario writer and contains a blending of romance, thrills and comedy.

The first print of the M. Christie big feature comedy, "Hold Your Breath" was given a try-out with two extreme types of audiences in Los Angeles and Santa Monica. Reports received at the Hodgkinson offices state that it went over with a "bang." The subject is scheduled for release by Hodgkinson on May 25.

Work has been completed on "Un-guarded Women," the Alan Crossland production for Paramount, with Bebe Daniels and Richard Dix in the featured roles. The picture, adapted from the Saturday Evening Post story "Face," is said to be rich in oriental atmosphere, many of the

scenes being laid in Peking, China, and is strong in drama.

"I Will Repay," a story of the French Revolution, starring Holmes Herbert will be released by F. B. O. on June 30. "The Great Well," another Henry Kolker production, a society drama starring Sena Owen, will be released on July 14.

Miles Gibbons, short subject sales manager for Pathe, has left for an extensive tour of the Pathe exchange system, which will take him from Coast to Coast. His mission will include a national survey of conditions in the field for the purpose of studying the needs of exhibitors in the matter of short subject entertainment.

Constance Bennett who has just made a decided hit in the George Fitzmaurice production "Cytherea" has been signed to appear in support of Helene Chadwick in the Ethel M. Dell story "Her Own Free Will."

"Tiger Love," George Melford's latest production for Paramount, which co-features Antonio Moreno and Estelle Taylor, has been completed. It is said to be the most colorful drama of Spanish life which has been filmed since "Blood and Sand." It is the love story of a famous bandit and the daughter of an aristocrat.

"The Desert Sheik" is the title that has been given to the Tom Terriss production made from Sir A. Conan Doyle's novel "The Tragedy of the Korosko." It will be nationally released about the middle of May and will be distributed by the F. B. O. exchanges in this territory.

Among the famous plays and books that Metro has secured for pictures next season has been included "Rust," Robert R. Presnell's popular Broadway play. "Rust" has been recognized by the New York critics as one of the seriously powerful plays of the season.

Conan Doyle's fantastic story "The Lost World," which deals with the experiences of a party of English explorers who find a lost world where still roam antediluvian monsters, is to be transferred to the screen, under Earl Hudson's supervision for First National. Just where First National is to dig up its animal actors for this picture has not yet been announced.

## WILD ANIMALS APPEAR IN "THE JUNGLE GODDESS"

H. E. Corby, manager of the Kansas City branch of A. H. Blank Film Enterprises, reports that the critics of the leading trade papers of the industry unreservedly recommend "The Jungle Goddess," the thrilling wild animal serial released through A. H. Blank exchanges. "The Jungle Goddess" was produced under the personal supervision of Col. Wm. N. Selig, and the entire resources of his world famous zoo are exhibited in this serial production.

For eighteen months Col. Selig and his staff worked on the production of this hair-raising jungle adventure serial. Over seven hundred of the most ferocious wild animals appear in its thirty-one reels. Over one million dollars were spent before the finished negative was finally shipped from the studio. Over one thousand extras were used. Four hundred and fifty thousand feet of film were "shot" from which the fifteen episodes were finally cut.

Danny in the Film Daily says: "The story is unusually good. This one looks like a money center."

The Moving Picture World states that "for genuine honest-to-godness thrills this one is hard to beat."

## NEW STAR APPEARS IN "RIDER OF MYSTERY RANCH"

The Standard Films are releasing this week an Art Mix production "The Rider of Mystery Ranch" with a new star from whom big things are expected. Mix is a wonderful rider who vaults into the saddle with perfect ease, and he is capable of using his fists skillfully.

Art Mix is surrounded by a good cast, and the story contains sufficient comedy to please all classes of audiences. The feature makes an ideal entertainment.

## PATHE OFFICERS RE-ELECTED AT ANNUAL MEETING

The annual meetings of the stockholders and Board of Directors of Pathe Exchange, Inc. were held on April 24 at the Pathe Home Office, New York City. Last year's Board of Directors and officers were re-elected. The officers are: Edmund C. Lynch, Chairman of Board of Directors; Paul Fuller, Jr., president; Elmer Pearson, vice-president and general manager; Bernhard Benson, vice-president; Lewis Incurrarity, secretary; and John Humm, treasurer.

Pathe's plans for the coming year were discussed, and though they are of a magnitude greater than any heretofore contemplated, it was the unanimous opinion of the members that Pathe, in view of its past achievements and the especially good business outlook, would carry through these plans to a successful and prosperous consummation. The volume of business during 1924 is expected to surpass by thirty-five or forty per cent that of 1923.

"Single Wives," a modern society story, to be released as a First National special, will go into production next week as a costarring vehicle for Clarence Griffith and Milton Sills. This is Miss Griffith's first picture since "Lilies of the Field."



Coming Soon -

DOROTHY MACKAIL

in  
"WHAT SHALL I DO"

a Frank E. Woods Special Production

HODKINSON RELEASE  
Season 1924-1925 Thirty-Four-Run Pictures

## ST. LOUIS TRADE EVENTS

By David F. Barrett

### ARREST FAKE FILM STOCK PROMOTER IN ST. LOUIS

Carl James, 28 years old, who tried to float the Future Film Company, Central National Bank Building, on bonds alleged to have been obtained on a forged draft, quickly drifted on financial rocks and ended in jail in St. Louis. Detectives are now hack-tracking on his trail.

So far as the police have been able to trail him, a man answering James' description negotiated with Stern Brothers investment brokers of Kansas City, Mo., for \$75000 worth of Government bonds. Next day he came and said he would take but \$5000 of the bonds and would call or send for the others. Another man called. He claimed to be R. E. Preston and the bonds were delivered to him when he handed over a draft for \$507443. The draft was found to be a forgery.

Two days later James appeared at the Industrial Loan Company, St. Louis and asked for a loan of \$750 on a \$1000 bond. The company made inquiries and ascertained the bond was one of those obtained from Stern Brothers. A canvas by detectives is said to have revealed that James also borrowed \$750 on a \$1000 bond at the Vandergriff Trust Company and checked out all but \$86 of the money. He also alleged to have presented one of the bonds for \$500 in payment of a photograph.

When arrested in Granite City, Ill., James told the police that he obtained the bonds from a man named Weeks he met in Kansas City, Mo., and who employed him at a salary of \$50 a week and 10 per cent commissions to operate the film agency. He denies obtaining the bonds from Stern Brothers.

### GOVERNMENT ASSESSES BIG FINE ON KENNEDY SHOWS

Claims that the Con T. Kennedy Shows failed to pay the Government tax of 10 per cent on admissions and now must forfeit over 65 per cent of the admissions was made in a suit filed in the Federal District Court at St. Louis against the shows a few days ago. The tax lien amounts to \$70,684.13. The suit comes from Austin, Tex., and purports to cover admissions from August 19 to December 19 inclusive. The Government attorneys claim that the 10 per cent tax was evaded and that the Government now has the right to assess a penalty of 50 per cent of the total admission, add to that 25 per cent of the 50 per cent and assess an additional 5 per cent a month with interest. The shows have been putting on a St. Louis for the American Legion in St. Louis.

Edward D. Smith, former manager of the American Theatre, St. Louis, has been appointed general Pacific Coast representative for the A. L. Erlanger theatre enterprises. His headquarters will be in Los Angeles. He will manage two theatres in Los Angeles, the Mason Opera House and the Biltmore. Prior to coming to St. Louis in 1921 Smith was for 17 years the general manager for five Shubert theatres in Boston.

### BRIGHT BITS and NEWSY NOTES

R. A. Whyte, general sales manager for Fox Films was a visitor of May 3.

Mr. and Mrs. O. W. McCutcheon of Sikeston, Mo., came to town for films to round out their Summer shows.

Frank Wagner will manage the new Kirkwood Skydome, Kirkwood, Mo. Several prominent business men of Kirkwood are behind the enterprise.

Tom Curley of the Wellston Theatre, Wellston, Mo., plans to open an air dome to be known as the Midland Airdome.

J. D. McIvor, special representative of the Jane Novak pictures stopped off en route to New Orleans.

Elliott Dexter, well known film star was host to the local F. B. O. organization at a dinner last week. Dexter appeared at the Orpheum Theatre during the week.

C. D. Hill, manager of the local W. W. Hodgkinson exchange attended a sales conference in Chicago Sunday and Monday, May 4 and 5.

John F. Paine, district manager for Selznick is in town during the week. He has charge of the Middle Western district.

Floyd Lewis, district manager for Associated Exhibitors has gone to Indianapolis for a few days.

Poor business has forced Steve Farrar to close one of his houses at Eldorado, Ill.

Charles Skouras of Skouras Brothers Enterprises attended the First National franchise holders convention at New Orleans. He has just returned from the Crescent City.

Billy Sohn of Quincy, Ill., was a visitor of the week, as was Mrs. Curley B. Goull of Lawrenceville, Ill.

The Playhouse, Shelbyville, Ill., which closed on April 27 for repairs and redecorating is to be re-opened on May 10.

The Roseland, Flat River, Mo., is to close on Sundays during the Summer months. The Lamree, Worden, Ill., is closing on Wednesdays and Thursdays. The Lyric, Elkhart, Ill., is closing two nights a week.

W. H. Owens has taken over the Isis Theatre, Brunschwic, Mo. R. C. Williams is now in charge of the Puritan Opera House, West Salem, Ill.

Theatres in the St. Louis district that are closed or will close for the Summer shortly are: Opera House, Davenport, Ill.

Annex Theatre, Harco, Ill.; Bijou Theatre, Carrollton, Ill.; Huntsville, Ill.; Theatre: Star Theatre, Palmyra, Ill.; Liberty, Logan, Ill., and Pershing Theatre, Duquoin, Ill.

Tom McKean of F. B. O. was forced to abandon his automobile in the muds of Illinois near Quincy, Ill., on April 29. He started out to make Quincy, Springfield and intervening points in his bus. The road is concrete all the way with the exception of some 17 miles. Tom was fortunate enough to hit that stretch when a four days' rain was at the best.

The University Presbyterian Congregation of which Rev. Dr. James Hardin Smith is pastor has rented the Pershing Theatre, Delmar boulevard near Hamilton avenue, St. Louis, owned by the St. Louis Amusement Company, for Sunday morning and evening services during the month of May. The congregation is building a church in University City and probably will use the Pershing until the new structure is ready.

The Missouri Theatre baseball team won the first game of the inter-theatre championship series on April 29, defeating the Liberty Music Hall team at Fairgrounds Park, score 9 to 5. Heavy hitting by the Missouri squad featured the game.

Douglas MacLean will within the next few weeks finish "Never Say Die," his forthcoming starring vehicle for Associated Exhibitors distribution. It is an adaptation of the great William Collier stage vehicle of the same name, which had long runs in New York, London and other great centers.

## BOX-OFFICE REPORTS

Written by  
the  
Exhibitor  
are a  
REAL  
Booking  
Guide

Send Yours in Regularly

Use the Blank on Page 26

## :: BOX-OFFICE REPORTS ::

### ASSOCIATED EXHIBITORS

**The Courtship of Miles Standish**, Chas. Ray—Our patrons liked it. The up with your schools on this one.—R. B. Rice, Electric Theatre, Chillicothe, Mo.

### CRESCENT

**Conductor 1922**, Johnny Hines—Boys, here's an honest to goodness comedy that will please them all. Johnny has the goods. Book it.—R. B. Rice, Electric Theatre, Chillicothe, Mo.

### ENTERPRISE

**Texas**, Franklin Farman—Good western that sustains suspense from start to finish. Has some good comedy situations also.—Electric Theatre, Chillicothe, Mo.

### FIRST NATIONAL

**Man of Action**, Douglas MacLean—This picture pleased a good attendance. Business good. We think this picture will please in any house. Hoping to get more just as good.—H. E. Garber, Elite Theatre, Baxter Springs, Kas.

**Peck's Bad Boy**, Jackie Coogan—Picture was enjoyed by good crowd. Print good.—H. B. Stephenson, Star Theatre, Westphalia, Kas.

**Her Reputation**, May McAvoy—Good picture. Pleased our patrons. Condition of print, good.—E. K. Lucy, Royal Theatre, Hoisington, Kas.

**Sunshine Trail**, Douglas MacLean—This feature was very good. Good house and pleased 100 per cent. Advertising fine. Best we have had, clean and new. The kind of service we like.—Chris Smith, Community Theatre, Edna, Kas.

**The Hottentot**, Douglas MacLean—Extra good. Pleased all. Advertising good. I ran "Safety Last," but Hottentot pleased 50 per cent more people.—Vin Goodnight, Lyric Theatre, Holden, Mo.

**Her Reputation**, May McAvoy—A real picture, full of tense and interesting moments, business fair but weather very bad. This picture should give satisfaction everywhere. Book it and exploit to the limit. Print in very good condition.—H. R. Hulse, Isis Theatre, Anacosta, Kas.

**Anna Christie**, Blanche Sweet—A very good picture. Business fair. Print in good condition.—D. Filzola, Empress Theatre, Ft. Scott, Kas.

**Mamma's Affair**, Constance Talmadge—Very good picture. Pleased small crowd on account of ten show. Print and accessories good.—R. D. Strickler, Wickiser Theatre, Craig, Mo.

**Circus Days**, Jackie Coogan—Very clever picture; fine for children and the grown up's too. Print in fair shape. Accessories good.—J. E. Courter, Courter Theatre, Gallatin, Mo.

**The Infidel**, Katherine MacDonald—Have heard no kicks on the picture. Print and accessories good.—H. S. Bourne, Opera House, Delphus, Kas.

**Wonderful Thing**, Norma Talmadge—The picture pleased the people fine. Print fine. Accessories good.—Warren Great-house, Social Hall, Coville, Kas.

**Scars of Jealousy**, Marguerite DeLaMotte—This picture pleased most of my patrons and seemed somewhat above the average. The copy received was in good condition physically and run fine.—J. C. McKee, Electric Theatre, Bolivar, Mo.

**Brawn of the North**, Strouthheart—Was liked very much and reels were in first

class condition.—C. R. Nolan, Gem Theatre, Hingotou, Kas.

**Lilies of the Field**, Corinne Griffith—Very good picture. Good many comments on it. Print and accessories good.—W. J. Galich, Grand Theatre, Bclott, Kas.

**Circus Days**, Jackie Coogan—Regular adult attendance. Little heavier on children. Did not please as well as "Pent and Sam" but drew a little larger crowd on account of title. We are very well pleased but not quite as large a picture as we paid for. Print excellent.—M. J. Aley, Regent Theatre, Eureka, Kas.

**Man of Action**, Douglas MacLean—Print and picture good. Accessories good.—James W. Wright, Cozy Theatre, Pierce City, Mo.

**One Clear Call**, Claire Windsor—Good picture. Pleased all who saw it. Many good comments on it. Print and accessories good.—W. E. Stepp, Regent Theatre, Pleasanton, Kas.

**When a Man's a Man**—Best business this year. Drew like a mustard plaster. Am looking forward to more of the Harold Bell Wright productions. Print and accessories fine.—A. R. Zimmer, Liberty Theatre, Marysville, Kas.

**Circus Days**, Jackie Coogan—Fine show film in good shape. Small house but a good booster for following First National shows.—Alonzo Cox, Healy Theatre, Healy, Kas.

### METRO

**The Eternal Struggle**, Earle Williams—Wonderful picture of the Canadian Northwest. Book it and boost it.—R. B. Rice, Electric Theatre, Chillicothe, Mo.

### PATHE

**Our Gang Comedies**—Here is a series of comedies that you can advertise as by your feature. They please 100 per cent.—R. B. Rice, Electric Theatre, Chillicothe, Mo.

### STANDARD

**A Rider of My Iery Ranch**, Art Mix—Good western packed with splendid horse man-ship and a wealth of thrills.—R. B. Rice, Electric Theatre, Chillicothe, Mo.

### UNIVERSAL

**Millions to Burn**, Herbert Rawlinson—Trite subject, made passable by good acting.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

**Stolen Secrets**, Herbert Rawlinson—Good crook drama. Rawlinson shines in this kind of picture. You can buy it right too.—R. B. Rice, Electric Theatre, Chillicothe, Mo.

**Merry Go Round**, Mary Philbin—Wonderful picture but has no drawing power for small house.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

### VITAGRAPH

**Let Not Man Put Asunder**, Pauline Frederick—Can't be better. Pleased 100 per cent. Book it and boost it and watch them come.—Martin Finkelstein, Apollo Theatre, Kansas City, Mo.

**Masters of Men**, Earle Williams—This is an extra good picture. We add approval to all the good renor's gone before. Use the trailer.—Oleon Theatre, Hardin, Mo.

**My Man**—Make more like this one. Fine picture. Pleased 100 per cent of patrons. You can't go wrong in booking pictures like "My Man"—P. Krieger, Princess Theatre, Stanberry, Mo.

**The Midnight Alarm**, Alton Jones—Better than we expected. We are very much liked. We think Vitagraph has the correct policy and are sure to prosper. Fewer productions, better pictures, better stars, reasonable prices, more lenient contract, new prints, attractive paper a prompt service. The police that in you scratch an end for that opinion.—Dickman Bros., Dickman Theatre, Lura, Kas.

**Ninety and Nine**, Colleen Moore—A splendid picture. Every exhibitor should show it.—W. A. Hillhouse, Lyric Theatre, Glasco, Kas.

**Ninety and Nine**, Colleen Moore—On of the best I ever ran. Pleased my patrons 100 per cent. No kicks or knock on this one.—J. M. Bruzer, Rex Theatre, West Mineral, Kas.

**No Wedding Bells**, Larry Semon—These comedies sure get the money and please. Best comedy on the market today.—Martin Finkelstein, Apollo Theatre, Kansas City, Mo.

**Man Next Door**, Alice Calhoun—I never ran a better picture than this one in a long time, and have run some big features of all kinds. Butm say "Man Next Door" has all of them bsted for good entertainment and pleased all who saw it. Don't fail to book this one for it is a real picture.—P. Krieger, Princess Theatre, Stanberry, Mo.

## Mail in Your Film Report Today For the Next Issue

### THE REEL JOURNAL

19th & Wyandotte Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....	.....
Star .....	..... Producer
Remarks .....	.....
Title .....	.....
Star .....	..... Producer
Remarks .....	.....

If Every Exhibitor Does His  
Duty There Will be No Mediocre  
Pictures

City .....

Theatre .....

Exhibitor .....



# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### BAUSCH-LOMB NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

### CHAS. M. STEBBINS

Picture Supply Co.  
1822 Wyandotte St. Kansas City, Mo.

### KEEP YOUR LOBBIES BRIGHTER

### "SHURE--BRITE"

The newest brass polish works quicker, shines brighter, costs less. Used by Frank Newman's Royal Theatre, Westgate Hotel, Bray Hotel, Unity Inn and others.

\$1.00 Per Gallon, Prepaid

### SHURE CHEMICAL PRODUCTS CO.

304 West 9th Street Kansas City, Mo.

Smiling Service!



Archie Josephson, President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

### PRINTING FOR THE TRADE

## Keystone Press

19th & Wyandotte Sts., K. C., Mo.

Write—Wire—Phone your Order for

MOTHERS' DAY, MAY 11

THE OWL FLORISTS

BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel  
Standard Opera Chairs.

THE CHAIR THAT'S ON THE  
SQUARE

Lowest Prices Quick Delivery

### MANY EXHIBITORS REPLAY- ING "HUMAN WRECKAGE"

Roy Churchill, manager of the Kansas City branch of Film Booking Offices, reports that a large number of exhibitors are replaying Mrs. Wallace Reid's "Human Wreckage" with great success.

New exploitation and publicity methods are also being used on the production. At a recent benefit showing of the film given by the W. C. T. U., several women's organizations joined in sending the children from the tenement district to the matinee. The committee in charge of tickets sold them to the various clubs and churches who gave them to the children. The newspaper publicity secured on this stunt proved a big thing. A special showing of the film was recently given before the insurance men, who were especially invited guests. These suggestions may be of aid to exhibitors in this territory who desire to replay Mrs. Reid's anti-narcotic film.

### "THE COVERED WAGON" TO BE RELEASED SEPT. 8

Upon his return from Chicago last week Ben Blotcky, Kansas City manager for Famous Players-Lasky Corp., announced that "The Covered Wagon" would be released for all exhibitors September 8.

To date this production has never played in a motion picture theatre.

### CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

#### OPERATOR AT LIBERTY

Experienced in all branches of the theatre. No. experiments steady, reliable and married. Screen results guaranteed. Best references. Salary secondary condition. Can come immediately. Address W. B. Herrick, Box 53, Ewing, Mo. 5:37

#### FOR SALE OR TRADE

One 110 Volt D. C. Generator, will exchange for 60 Volt D. C. Address Box 313, Beverly, Kas. 5:31

#### FOR SALE

Theatre building, fully equipped, in thriving all town, seats 325. No competition; can show you it is a money maker; reason for selling, time all occupied with Ford Agency; priced right—H. C. Mahon, Gridley, Kas.

#### FOR SALE

Set of five foot twin Monsoon Ventilating fans, variable speed motor with speed control; twenty gauge galvanized metal housing; used only one summer; best of condition. O. K. Mason, Regent Theatre, Newton, Kas. 5:10

#### FOR SALE

Beautiful theatre and equipment in town 300 population and county seat. Only theatre in the country doing good business and making money; no competition, strictly modern and fire-proof; equipment new; building built in 1902; reasons for selling, want to retire. Some cash and terms—W. R. Bratton, Council Grove, Kas.

#### SITUATION WANTED

Manager, ten years experience own houses, country and city, married, has always made show pay; buy into house gradually. Manager, 1415 Hinkson Ave., Columbia, Mo.

### CURRENT RELEASES

- Week of May 18, 1924  
ASSOCIATED FIRST NATIONAL  
The White Motic, Barbara La Marr.  
EDUCATIONAL  
Nerve Tonic, Christie Comedy (2).  
The Bonchard, Tuxedo Comedy (2).  
A Time Four of the U. S. A., Hodge-Podge (1).  
Lost Chords, Sing Them Again (1).  
Kinograms, two each week.  
FAMOUS PLAYERS  
The Moral Sinner, Dorothy Dalton (6).  
FILM BOOKING OFFICES  
The Woman Who Sinned, Mae Busch, FOX  
The Trouble Shooter, Tom Mix (5).  
The Circus Cow Boy, Buck Jones (5).  
The Recoil, Rex Beach, GOLDWYN  
HOPKINSON  
Fun From the Press.  
FATHE  
Black Oxforde, Mack Bennett (2).  
Bottle Babies, Spat Family (2).  
Chronicles of America, The Pilgrims, Chap. 9.  
Fishes, Fever, Sportlight (2).  
Leatherstocking, Chap. 9.  
April Fool, Chas. Chase (1).  
The Jealous Fisherman, Assop Fable.  
Fathe Review, No. 20.  
Topics of Day, No. 20.  
Fathe News, Nos. 42-43.  
SELZNICK  
Daughters of Today, Patsy Ruth Miller (7).  
Nature Faker, Hezra Liar Cartoon (1).  
Butinsky, Jimmy Aubrey (2).  
STANDARD  
Fighting Odds, Bill Patton (5).  
UNIVERSAL  
The Dangerous Blonde, Laura La Plante (5).  
Fast Express, No. 11.  
Hide Business Men, Century (2).  
Hour of Men, Western (2).  
VIAGRAF  
Virtuals Liars, David Powell (6).

# Summer Slump

Will Be an Unknown Quantity

When You Play These

## PROVEN BOX-OFFICE WINNERS

### WHERE THE NORTH BEGINS

Featuring RIN-TIN-TIN, the Wolf Dog  
Directed by Chester Franklin

### LITTLE JOHNNY JONES

Starring JOHNNY HINES  
A Geo. M. Cohan Success

### THE GOLD DIGGERS

A David Belasco Production  
With Hope Hampton, Alec Francis and  
Louise Fazenda

### THE PRINTER'S DEVIL

With WESLEY BARRY, HARRY MYERS  
and a Selected Cast

### TIGER ROSE

David Belasco Production  
Starring LENORE ULRIC

### FLAMING PASSION

A Kathleen Norris Story  
With IRENE RICH and MONTE BLUE

### THE COUNTRY KID

With WESLEY BARRY and HARRY MYERS

### DADDIES

David Belasco Play  
With MAE MARSH, MONTE BLUE  
and HARRY MYERS

### CONDUCTOR 1492

With JOHNNY HINES, DORIS MAY  
and DAN MASON

### GEORGE WASHINGTON, Jr.

WESLEY BARRY SPECIAL

### BEAU BRUMMEL

Featuring JOHN BARRYMORE  
Mary Astor and Irene Rich

Every One a

**WARNER BROS.**  
Classic of the Screen

of Known Value

# Film Classics, Inc.

115 WEST 17TH STREET

AL KAHN, General Manager  
M. A. KAHN, Manager

KANSAS CITY, MO.

**The****Reel  
Journal****The Film Trade Paper of the Southwest****THE 40<sup>TH</sup> DOOR**  
WITH ALLENE RAY

*Exhibitor after exhibitor has come  
out of our projection room saying:*

***"Immense!"--Great!"***

IT WILL DO MORE THAN ANY PAST SERIAL EVER RELEASED  
TO MAKE SERIAL FOLLOWERS OUT OF THE PATRONS.

One exhibitor remarked the first three episodes were as good  
as any feature he had ever run, plus the necessary  
thrills to make it a big serial success.

**THE 40<sup>TH</sup> DOOR**  
WITH ALLENE RAY**Pathe Exchange, Inc.**

111 West 17th Street

Kansas City, Mo.

C. C. VAUGHAN, Branch Manager

**We asked Exhibitors:**

"What picture  
would you like  
to have us  
reissue to  
help your Spring  
and Summer business?"

**Back came the  
answer —**

# "Blind Husbands"

**Von Stroheim's  
Greatest Production**

**Universal Jewel Reissue • Presented by Carl Laemmle**  
**GET YOUR DATES NOW!**

**Universal Film Exchanges, Inc.**

HARRY HOLLANDER, Branch Manager

1710 Wyandotte St.

Kansas City, Mo.

---

***Here's an Opportunity--***  
**To Again CASH IN on These**  
**Box-Office Knockouts--**

**“THE RIVER'S END”**

A Marshall Neilan Production  
James Oliver Curwood's Great Story Featuring Lewis  
Stone and Marjorie Daw

**“DINTY”**

Featuring Wesley Barry and Colleen Moore  
Directed by Marshall Neilan

**“GO AND GET IT”**

Featuring Pat O'Malley, Wesley Barry and  
Marjorie Daw  
A Marshall Neilan Production

**“NOMADS of the NORTH”**

A James Oliver Curwood Story  
Featuring Lon Chaney, Lewis Stone and Betty Blythe

**“THE HOTTENTOT”**

A Thomas H. Ince Production  
The Fun Riot Featuring Douglas MacLean and  
Madge Bellamy

**Re-Issued, BUT---**

They'll put joy into your box-office and profits into  
your purse.

NEW PRINTS AND ACCESSORIES

**They Made Money for you Before--They'll Do It Again!**

**Associated First National Pictures, Inc.**

KANSAS CITY—1712 Wyandotte Street

3319 Locust Street, ST. LOUIS

---



Published Every Saturday by REEL JOURNAL PUBLISHING CO. 19th and Wyandotte Sts. KANSAS CITY, MO.

BEN SHLYEN Publisher and Editor

Telephone Delaware 9763 St. Louis Correspondent DAVID F. BARRETT 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise some copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

Another Service for the Exhibitor

Beginning with the June 29 and immediately a new department under the name "What Exhibitor Says" which will contain each week a summary of reviews of the various film papers in circulation.

This we believe should serve to the exhibitor in a better manner as possible, the opinions of the various critics and film exhibitors at about a change to come from the circulation of the reports of a production.

It has always been our contention that the opinion of one man is not always reliable. However, we believe that the opinion of several exhibitors on service companies dealing with the hoodlum of progress. This is one of our aims to organize the exhibitors of the field. We shall always be glad to receive a reliable and reasonable review of the exhibitor's production.

In the construction of a picture of attention to the "Reel Journal" department, which is a service of the exhibitor, we shall be glad to receive a reliable and reasonable review of the exhibitor's production.

It will also be interesting to the exhibitor to know that the "Reel Journal" department is a service of the exhibitor, we shall be glad to receive a reliable and reasonable review of the exhibitor's production.

NOW IT'S METRO-GOLDWYN

L. B. METZGER IS KANSAS CITY BRANCH MANAGER, GEO. A. HICKEY, DISTRICT MANAGER.

When the picture with a reel... the reel and there was a particularly fine reel... 1706 Wyandotte Street, which will henceforth be known as the Kansas City Branch headquarters of the Metro-Goldwyn Picture Corporation.

It contains the release schedule of some of the greatest motion picture attractions ever produced.

Metro-Goldwyn has some big surprises in store for exhibitors in regard to future releases, which I am certain will prove pleasant surprises. I wish to further state first we are making every effort to avoid any confusion whatsoever in the shipment and return of films of either company and that we are doing our level best to give perfect service. In this regard we ask the exhibitors' co-operation and ask that all correspondence, pertaining to either Metro or Goldwyn, be addressed to Metro-Goldwyn Pictures Corporation, 1706 Wyandotte Street.



L. B. METZGER Kansas City Branch Manager for Metro-Goldwyn

In St. Louis Charles Werner has been named branch manager of Metro-Goldwyn, however, both companies are still operating at their former quarters pending the completion of their new building. Exhibitors should make all return shipments as formerly until further notice.

5,000 OUT FIRST DAY TO SEE "DOROTHY VERNON"

Making its debut before a first day audience of 5,000, Mary Pickford's latest success, "Dorothy Vernon of Haddon Hall," opened what looms as a record breaking first run engagement at the Isis Theatre, Kansas City, May 18.

Although three performances were scheduled for the opening date, three were hardly sufficient to take care of the crowds, according to Jack Roth, manager. The Isis is a suburban house, seating 1,500.

The record business soared also in spite of the fact that advance prices were set at \$1.65 top. Patrons are loud in their praises of the exquisite detail of the settings and the depiction of the roles, Mr. Roth says.

Mr. Roth credits his success in part to elaborate exploitation, which included posters on every street car, and a full page in a local newspaper, announcing the late triumph. A colorful conception of an old English turret, set atop the marquis of the theatre, attracted widespread attention.

LARRY SEMON TO CHADWICK PICTURES CORPORATION

Feature length comedies for Larry Semon is the announcement of Chadwick Pictures Corporation in signing the comedian to head one of its four producing units as a star in five-reelers.

Lion Lee will supervise the Larry Semon production for Chadwick and production starts on the West Coast May 15 with Larry Semon's first five reel comedy to be adapted from a well known stage play.

Pathé announces the launching of a fourth chapter serial, "The Golden Panther" from a notable cast including Jack Mullaney and Edna Markey, George B. Smith directing.

signed. The Goldwyn Company moved... into the quarters occupied by Metro.

L. B. Metzger, the former Goldwyn branch manager here, is the manager of the merged organization and W. C. Hickey is district manager. George A. Hickey, formerly Chicago District Manager for Goldwyn, is the Kansas City District Manager and S. V. Shirley, for a long time district manager here for Metro, will be in charge of the Chicago District. W. C. Hickey has resigned as has A. H. McInnis, however, Mr. McInnis will remain with the company for several weeks until the consolidation is completed.

Practically all changes have been made on the "Reel Journal" and those present in the show will be found in the new issue of the "Reel Journal" which is the new product.

L. B. Metzger, branch manager for Metro-Goldwyn here, that he has... to be made to the exhibitor's production. In the case of the exhibitor's production, we shall be glad to receive a reliable and reasonable review of the exhibitor's production.

Announcing

# METRO-GOLDWYN

---

---

¶ The consolidation of the two companies formerly operated as Metro Pictures Corporation and Goldwyn-Cosmopolitan Distributing Corporation is now in effect.

¶ The same high standard established in conducting the affairs of both companies will be continued by the merged

METRO - GOLDWYN

---

---

*All Correspondence Should Be Addressed to*

## Metro-Goldwyn Pictures Corporation

KANSAS CITY—1706-08 Wyandotte Street—L. B. METZGER, Branch Manager.

ST. LOUIS—Until further notice forward all films and correspondence to present addresses of separate companies—CHARLES WERNER, Branch Manager.

# Making Box-Office History Everywhere!

Ask any exhibitor who has played this production and he'll tell you that it broke his house record!



**REX INGRAM'S**  
MASTERPIECE

From RAFAEL SABATINI'S Famous Novel

# SCARAMOUCHE

Featuring

**ALICE TERRY**  
**RAMON NOVARRO**  
**LEWIS STONE**

**LOVE—ROMANCE—PATHOS—HUMOR—**  
**THRILLS**

E-V-E-R-Y-T-H-I-N-G

that a fine production should have—depicted in the masterly manner that has made Rex Ingram a genius.

## The Critics Say--

"Scaramouche" is destined to create a new high mark for the genius of the director, Rex Ingram. The score is an excellent. A big picture, beautiful, with admirable expression and brilliant. Fine acted.  
—MOTION PICTURE NEWS

Another brilliant gem, a beautiful production, a splendid cast, gorgeous cinematography, a delightful story. A better production is needed to describe Rex Ingram's latest.  
—FILM DAILY

Rex Ingram has done far more than build a motion picture. He has given us a classic and by that we mean a movie that will thrill a generation of millions.  
—EXHIBITORS TRADE REVIEW



# Metro-Goldwyn Pictures Corporation

KANSAS CITY  
1706-08 WYANDOTTE ST.

ST. LOUIS  
3318 LINDELL BLV





Film Booking Offices'  
Takes Pleasure  
in  
Presenting

# Carlyle Blackwell

in WM. J. LOCKE'S  
most widely read and  
best loved story

# "THE BELOVED VAGABOND"

High class advertising material and accessories ready prepared for this unusual photodramatic offering.

**FILM BOOKING OFFICES**  
OF AMERICA, Inc.  
EXCHANGES EVERYWHERE

Snowier Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.  
106 So. Cross St., Little Rock, Ark.  
127 So. Hudson St., Okla. City, Okla.

## Moving Along Movie Row

Fox Film Corporation's Annual Telegraphic Drive came to a close on Saturday, May 3. The standing is as follows: Stanley Mayer, first; F. M. Baxter, second; W. L. Sheridan, third; V. L. Schram, fourth.

Universal has three new salesmen: J. J. Milstem, T. F. Herhorn and H. J. Chapman, all from the Omaha office, are now doing their stuff in the Kansas City territory.

L. W. Alexander, Holliston manager, is in Tulsa on business this week.

Mr. Charles Barron, Wichita, and E. S. Babler-trout of Pratt, Kans., were among the exhibition-visitors this week.

Charles Cook, father of Bernard C. Cook, is in town pushing the closing of a deal which Mr. Cook does not yet wish to announce.

Kalph Simmons, well-known in this territory, who has recently been with Holliston in Chicago, is now branch manager for Selznick in Omaha. M. A. Tanner, who was transferred to Omaha from here, is doing special sales work.

Harry Hardon, former Metro booker here, is now with United Artists in Seattle, Washington.

"Daughter of Today," starring Patsy Ruth Miller and Zuzu Pitts, has been scheduled for its first Kansas City showing at the Newman in the week of June 22, according to F. F. Boland, local manager. The picture has been cleaning up everywhere, Boland declares.

"\$20 a Week," the new Selznick success starring George Arliss, goes to the Liberty Theatre next month.

Selznick announces the release of "Missing Dambusters," starring Eva Novak, Robert Fiske, Pauline Starke, and Walt Whitman.

J. D. Clark, Paramount division sales manager, is in Kansas City.

Phil Reisman and Mike Lewis, special sales representatives of Paramount, are in the Kansas City territory.

G. B. Woodbridge, formerly of the Harmon Theatre, Milan, Mo., now of the Tourney, McPherson, Kans., was on Movie Row last week.

United Artists announced a return engagement of "Dorothy Vernon of England" at the Isis Theatre early in September.

C. A. Schultz, Kansas City Vitagraph manager, went to Chicago Thursday to attend the big Vitagraph convention.

The new arbutus theatre at Watson, Mo., has been named the Vitagraph Theatre.

attic. The opening performance was presented last Friday.

"Business for the summer looks good," says V. C. Rose, Harmon Theatre, Milan, Mo., who was on Movie Row this week.

G. F. Nye, attorney for the Omaha Film Board of Trade, visited with C. A. Schultz, Vitagraph manager in this territory, this week.

Owald Brooks, Pathe serial sales manager, will be in Kansas City, May 28-29 to hold a sales conference with all territory salesmen.

"Girl Shy," starring Harold Lloyd, showing at the Royal Theatre this week, came within \$100 of breaking the house record set by Charlie Chaplin in "The KFD." The Chaplin feature screening in an hour, enabled the exhibitor to schedule three shows, while "Girl Shy," screens in 1 hour, 35 minutes.

L. A. Peck is the new owner of the Beuken Theatre, Pleasanton, Mo.

M. Kahn, president of Film Classics, will leave Monday for Los Angeles to attend the Warner Brothers convention which opens May 30.

Another jolt comes to the expression "summer slump," "Three Week" takes the house records at the Royal.

T. H. Lauck, Opera House, Mound City, Kans., was along the Row last week.

B. C. Cook, who has just returned from a business trip to New York announces the purchase of distribution rights for Richards and Flynn pictures. Cook will continue his business with the Economy Service.

Manager Summers from the theatre at Unionville, Mo., visited the Economy exchange last week.

Manager Smith, Main Street Theatre, Chanute, Kans., was here Sunday.

R. H. Barker has gone to work for Selznick in this territory as road man. Mr. Barker also owns the Grand Theatre at Winfield, Kans.

Mr. and Mrs. Christian of Excelsior Springs were in the Fox office this week.

C. C. Vaughan, manager for Pathe, reports that Pathe's new feature, "The King of Wild Horses" has been booked over the entire Pantages circuit. In regard to "Girl Shy," C. C. tells us that all of the eight prints he has received are booked solid.

The Vitagraph Theatre has opened at Watson, Mo.

R. K. Brechele, president of the M. P. T. O. of Kansas, returned Sunday from New York where he has been in conference with the heads of allied state organizations for the purpose of discussing the uniform contract. The meeting was held in the office of Will H. Hays.

The local Pathe office has had territory office officials as visitors in the last six months.

The M. P. T. O. of Kansas has begun its membership campaign. "Doc" Cook, business manager, reports that it is the aim of the association to obtain 350 members, and indications point toward success.

C. M. Parkhurst, formerly assistant manager of the Hodgkinson office, is now on the road for that concern covering the territory of Northern Missouri.

A. H. Blank has a winner in their new serial, "The Jungle Goddess." Saw three episodes at a screening held the other day and it contains some sure-fire box office stuff. Lots of hokum, but it kind that the public craves. "The Jungle Goddess" should score as big as "The Lost City." It's full of animal stuff and mystery punches.

W. C. J. Doolittle, president of the Selznick Distributing Corporation, announces that the title of Betty Compson's next Selznick release has been changed from "White Shadows" to "The White Shadow."

## COMING SOON

HUNT STROMBERG  
6 CHARLES R. ROGERS  
presents  
**Priscilla Dean**  
"in  
The Siren  
of Seville"

Story by H. VAN LOAN Directed by JEROME STORM



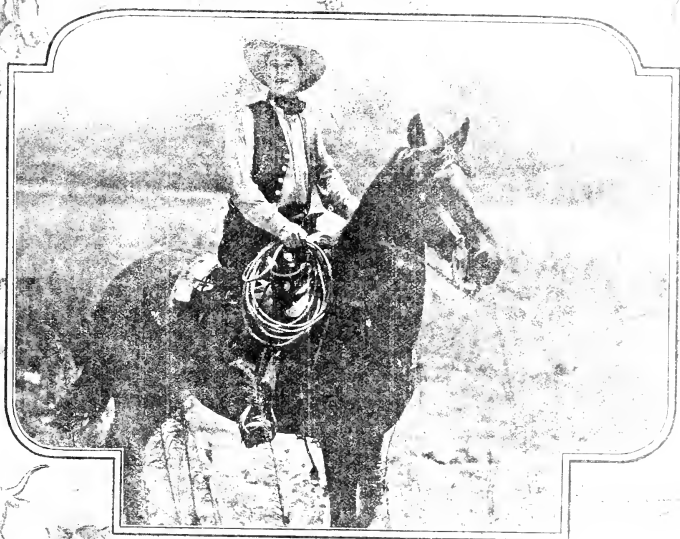
111 WEST 18TH STREET STANDARD FILMS KANSAS CITY, MO.

*Leo Maloney*

IN

"KING'S CREEK LAW"

A romantic story of the  
Mountain and Plain



NEXT WEEK—ART MIX in "SOUTH OF SANTA FE"

## F. B. O. IN NOVEL EXPLOIT OF "SPIRIT OF U. S. A."

The New York edition and world's premiere of Emory Johnson's new production for Film Booking Offices, "The Spirit of the U. S. A.," was at the Lyric Theatre Sunday evening, May 25, according to R. F. Churchill, local manager. Mary Carr and Johnnie W. Ross are the featured stars.

F. B. O. has effected a co-acting tie up with the Army, the Navy, the Marines and the New York National Guard that would aid first runs and subsequent runs throughout the United States. Tieups have also been made with the leading commercial houses in New York, including John Wanamaker. The New York Board of Education has indicated its willingness to cooperate and plans are now being made whereby the various schools throughout the city will arrange to have the pupils see "The Spirit of the U. S. A." when it is presented at the outlying houses.

For the past four weeks F. B. O. has carried on a constant and extensive exploitation campaign with the aid of the various National Guard Regiments. Throughout the two weeks of the showing of "The Spirit of the U. S. A." at the Lyric Theatre, there will be various regimental nights in which the different regiments will parade down to the theatre, and give a short drill in front of the house. An unusual tieup has been made with New York's leading store John Wanamaker, whereby gussets from the 104th Field Artillery will be placed in the windows of the store. The week of the 18th will be known as "The Spirit of the U. S. A." week, and during this period there will be signs throughout the store advising all to remember "The Spirit of the U. S. A." and to see the picture at the Lyric Theatre. Upon handling the customer their package or change the sales clerk will say "Don't Forget 'The Spirit of the U. S. A.'"

In addition to the various parades of the National Guard regiments throughout the city, every Regimental Band will carry a block and sheet advertising the Johnson feature. There are more than 2,000 of these bands in the city of New York alone. On Tuesday, May 20, troops representing the various guard units, will give a demonstration on City Hall Square. Mayor Hylan and the New York Board of Aldermen have been invited to review the troops.

## EDUCATIONAL ACQUIRES ST. MORITZ THRILLER

"The Chase," recently the featured picture on an all Short Subject Bill at the Capitol Theatre, New York, has been acquired by Educational Film Exchange, Inc., and will be taken over in Educational Picture Special.

"The Chase" will be offered to exhibitors as an ideal winter feature in Short Subject territory. It is set in the Swiss Alps during one of the international Ski Touring events. A chase that is a preview of that sport was a splendid theme in the great movie. They are used a principal in the picture which are out of the real or what is said to be the most thrilling object of its nature ever filmed.

The subject derives its name from a chase staged over and down the mountains around St. Moritz, the famous European winter resort, with the champion skier performing a series of thrilling exploits against a background of mountain peaks covered many feet deep with snow.

Jacob Fabian is the producer.

## HOME JOURNAL COMMENTS "ROBERT BRUCE TALES"

The Ladies Home Journal is now numbered among the high class publications which have commended the Bruce Wilderness Tales to the public, according to C. F. Senning, manager of the Kansas City Educational office.

"Speaking editorially, John Farrar, editor of the "When the Movies Are Good" page, in the May issue of this leading publication, censures the public for their attitude toward the poor pictures while they do not lend their support to the better things on the screen," Mr. Senning quoted.

"I find it most strange," Mr. Farrar writes, "that with the really better criticism many intelligent persons level at the films, they make so little attempt to support the best pictures or even to find out what they are. I think of this now in connection with the unusually fine series of films produced under the direction of Robert C. Bruce.

"Bruce's little dramas are called Wilderness Tales. In them he has reproduced the atmosphere of the short sketch, and he has utilized to the fullest extent the play of scenery on the emotions. I have seen two them, 'Haunted Hills' and 'The Homekeeper.' The first is a study of fear, in which a thief, pursued by remorse, goes crazy among the lonely mountains. The second, wistful and humorous shows an old man and his wife, driven by poverty from home, making a new life for themselves on a deserted river barge. Mr. Bruce is an artist from whom the directors of many far more ambitious productions could learn much."

## STANLEY ORGANIZING NAT'L THEATRE CHAIN

The development of a national theatre chain, similar to that of Loew, Inc., is to be undertaken by the Stanley Company

of America, according to a story printed by The Exhibitor, regional trade paper published in Philadelphia. The story says:

"The Stanley Company of America has opened offices at the Palace Theatre Building, New York, which is now being fitted up and which is the first step in an ambitious plan of becoming a national organization along the lines of Loew, Inc. Negotiations are now on for the purchase of two groups of theatres, one of them in Chicago territory. It is also reported that negotiations were recently carried on for the purchase of the Fay houses but that these negotiations have been practically abandoned. The activities of the New York Stanley offices will not include the booking of pictures.

"Several years ago the Stanley Company attempted an elaborate plan to make its booking activities nation wide. Offices were opened in New York in charge of Bill Heenan. Considerable opposition, however, developed to the scheme and the plan died unborn. Recently the directors of the Stanley Company revived the expansion idea along the lines of acquiring theatres in other territories and the opening of the New York offices in charge of John McQuirk and Abe Sablosky is the first step in that direction.

## The BASEBALL • BUG •



Superior shugging and less consistent errors enabled the First National nine to "nose out" the Pathe-Crescents by the score of 28 to 11 at Hollywood Park Saturday.

This is the First National second "big success."

They have challenged all comers, and have scheduled a second run with the Pathe-Crescents next Saturday.

The batteries: Pathe-Crescents; Bessenbacher and Woods; First National; Craddock and Beverly.

## COMING SOON

Helene  
Chadwick

in  
"HER OWN  
FREE WILL"

by HODKINSON RELEASE

Stamps 1924-1925 Burn the Red Cross



# 7,000,000 people

have been thrilled—charmed and delighted by this Gene Stratton-Porter story and now all these millions of fascinated and delighted readers—

## Want to see the picture



**READ THAT—**

**That's enough**

Direction by  
James Leo Meehan

Distributed by

**FILM BOOKING OFFICES OF AMERICA, Inc.**

owner Bldg., Kansas City, Mo.  
7 So. Hudson St., Okla. City, Okla.

EXCHANGES EVERYWHERE

3312 Olive St., St. Louis, Mo.  
106 So. Cross St., Little Rock, Ark.

**WEEKLY FILM REVIEW**

**GENE STRATTON-PORTER'S**  
**A GIRL OF THE LIMBERLOST**  
(Film Booking Offices)

**HAS ALL THE CHARM OF NOTED STORY**

Elнора Comstock .....	Gloria Grey
Kate Comstock .....	Emily Fitzroy
Philip Ammon .....	Raymond McKee
Hart Henderson .....	Cullen Landis
Edith Carr .....	Gertrude Olmstead

For as a book "A Girl of the Limberlost" attained a sale of over a million-and-a-half copies, claiming over 7,000,000 readers. It has established itself as one of the most charming stories of the decade, and perhaps did more to place its authoress, Gene Stratton-Porter, on the pinnacle of present day fiction writers.

Here comes one of the biggest box office titles of the year. All this would go for naught had the story not been transferred to the screen in a sympathetic manner. To insure its popularity as a picture with the readers of the book, Mrs. Porter herself was chosen to supervise the production, so that all the charm, the appeal and the humanness of its characters have been preserved. The public is already sold on the story; now comes the picturization to back it up, and to offer to those who do not know what to expect a clean and wholesome love story, simple, dramatic and above the ordinary.



# ECONOMY FILM SERVICE

BERNARD C. COOK, Manager  
 Telephone Harrison 8351

113 West 18th Street

Kansas City, Mo.

## "The Mail Order Film Exchange" ANNOUNCEMENT

To better take care of the increased demand for "ECONOMY FILM SERVICE" we take the pleasure to announce that we have purchased the entire product formerly distributed by the Richards & Flynn Exchange and will continue our COMPLETE PROGRAMS at

**\$5.00**

### Our Policy NO CONTRACTS

- START OUR SERVICE WHEN READY
- CANCEL IF NOT SATISFIED
- WESTERNS
- SOCIETY DRAMAS
- SHORT SUBJECTS
- COMEDIES
- SERIALS

ECONOMY FILM SERVICE,  
 113 West 18th Street,  
 Kansas City, Mo.

Please ship me your COMPLETE FIVE DOLLAR PROGRAM for \_\_\_\_\_

(dates)

to be continued every \_\_\_\_\_ without obligation on my part if I discontinue this order at any time I so desire.

NO REPEATS

Name \_\_\_\_\_

Theatre \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

### JUST A FEW OF OUR MANY WESTERNS

ADVENTURES OF TOM MIX	Tom Mix
ONE EMPTY SHELL	Milburn Moranti
THE DOUBLE "O"	Jack Hoxie
HILLS OF HATE	Jack Hoxie
PEACEFUL PETERS	Wm. Fairbanks
SHERIFF OF SUN-DOG	Wm. Fairbanks
SPARKS OF FLINT	Jack Hoxie
DEVILS DOORYARD	Wm. Fairbanks
TWO FISTED JEFFERSON	Jack Hoxie
DESERT CRUCIBLE	Jack Hoxie
SPAWN OF THE DESERT	Wm. Fairbanks
CARMEN OF THE BORDER	Grace Cunard
FIGHTING GRIN	Franklyn Farnum
HEART OF THE DESERT	Monroe Salisbury
THE RENEGADE	Monroe Salisbury
FIGHTING MAD	Monroe Salisbury
THE OLD WEST	Wm. Stowell
SANTA FE TERROR	All Star
WESTERN ADVENTURE	Francis Ford
FIGHTING BILL	Wm. Fairbanks
HEARTS OF THE WEST	Wm. Fairbanks
MONTANA BILL	Wm. Fairbanks
BROADWAY BUCKAROO	Wm. Fairbanks
A MAN'S FIGHT	Dustin Farnum
A MAN IN THE OPEN	Dustin Farnum
LIGHT OF WESTERN STARS	Dustin Farnum
WESTERN PEP	Wm. Fairbanks

**FREE** A SINGLE REEL COMEDY  
 With All Our Features

# coming TO SWEEP THE NATION

An Avalanche of Dollars to Thousands of Exhibitors—

## EMORY JOHNSON'S MIGHTY NEW MOTION PICTURE

# "THE SPIRIT OF THE U.S.A."

with MARY CARR and JOHNNIE WALKER

Together again for the first time since—"OVER THE HILL"

→ *TREMENDOUS EXPLOITATION* ←

SPEAK NOW FOR YOUR PLAY DATES

### Film Booking Offices

Snover Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.  
127 S. Hudson St., Oklahoma City, Okla.  
106 S. Cross St., Little Rock, Ark.







# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

**SHERLOCK, Jr.**

Buster Keaton—Metro

**WORLD**—While "Sherlock, Jr." is probably not as hilarious as some of his other comedies and may not provoke such loud laughs, it is certainly original, clever and very amusing all the way through, and will keep any audience in smiles and chuckles.

**TRADE REVIEW**—With "Sherlock, Jr." Metro has scored a bull's eye which should ring around the country, for it is comedy of the most entertaining, wholesome order. Buster Keaton merits high praise for this achievement. The exhibitor, in exploiting the film, should throw into the breach all his showman-ship genius, for the picture lives up to the highest promise he can make his patrons.

**NEWS**—Like the previous feature length comedies of Keaton, this one manages to hit on high all the way. It furnishes several new gags and keeps moving. The comedy is more continuous than in "Our Hospitality." Clever satire throughout.

**HERALD**—Buster Keaton's latest, but not his greatest. It lacks the spontaneity of his former comedies and the story is poor.

**DOROTHY VERNON OF HADDON HALL**

Marshall Neilan, United Artists.—Mary Pickford

**REVIEW**—It is Mary Pickford at her best—it is the motion picture at its best and greatest. Shining through the picture are all the color and glamor and romance of the golden age of Elizabeth, portrayed with all the wealth and art of today. A great picture in every sense of the word.

**WORLD**—With Mary Pickford as the star, Marshall Neilan as the director, a delightful romantic, interest holding story with plenty of comedy and a full quota of thrills, "Dorothy Vernon of Haddon Hall" takes rank well up at the head of screen productions.

**HERALD**—It is one hundred percent entertainment and should please all audiences.

**NEWS**—Mary Pickford has turned to sheer romance, the romance of chivalry—to present us with her most stupendous production. She gives us a picture that will be lasting in its impressions.

**THE CHECHAHCOS**

Associated Exhibitors—No Star

**FILM DAILY**—This is one of the best snow pictures of the season.

**TRADE REVIEW**—Photoplaygoers will be indebted to Captain Lathrop for bringing them something new. "The Chechahcos" is more than a motion picture and an interesting one at that. It is a most vivid record of the days of the Alaska gold rush of 1897. A real drama plus a remarkable scenic.

**WORLD**—Its new and authentic locations, its beautiful scenic effects, its comedy and human interest and its original climax should make "The Chechahcos" an attractive offering at the majority of houses.

**NEWS**—There is concentrated here a primitive melodrama, stirring and suspense in action, of the gold rush days—a picture actually staged in Alaska. Carries most impressive backgrounds and is capably acted.

**SYD COHEN SEES PRESSURE TO "FREEZE" INDEPENDENTS**

New York—(Special to Reel Journal)—The destruction of individual genius and independent production is seen as a possible result of the trend of larger producers in monopolizing certain branches of the industry by Sydney S. Cohen, president of the M. P. T. O. A., according to an address made before a body of independents here last week.

While welcoming any movement toward harmonious organization of the whole for the purpose of bettering the industry, Mr. Cohen pointed out that any close coalition of powerful forces will destroy individual enterprise and tend to produce a sameness of product.

Mr. Cohen asserted that a movement is afoot by larger producers to induce certain large exhibitors to bill only their releases within a certain period. He astonished his audience further by saying that most worth while productions have been made by independents.

The speaker urged better methods of exploitation for good pictures, and recommended a subsidiary organization of independent producers and distributors. "There is a wonderful future for the independent producer, if concerted action of the whole toward the betterment of the industry is taken," he said.



SCENES FROM "WEEK END HUSBANDS," AN F. B. O. RELEASE

## NEWS NUGGETS

Robert G. Vignola's next production for Metro will be "Mrs. Parment" from the novel by Louis Joseph Vance.

Reginald Barker, thimble's most celebrated director, who is now engaged on his latest Metro-Louis B. Mayer picture, "Broken Barrer," rises to the defense of the actors: "There is too much tendency these days to praise the authors of a good story and to forget the actors who breathe life into their lines," Mr. Barker declares.

Thomas H. Ince studios announce that Lambert Hillyer is to direct the film adaptation of the Clyde Fitch play, "Barbara Frerebe," which will be one of the elaborate fall offerings on the Hodgkinson program. Mr. Hillyer distinguished himself in the direction of "Spoilers."

The production of Flier Harris' first release for Hodgkinson, "The Wise Virgin," was started at the Sun Mateo studio near San Francisco this week, under Mr. Harris' personal supervision. Patsy Ruth Miller is reprising in the star part with Matt Moore in the opposite role.

Warner Brothers announce the signing of a long term contract with Harry Beaumont, director, this week. Mr. Beaumont started the film world with his pictureization of "Main Street." He has recently been assigned the direction of "Delirium."

Colleen Moore will be starred in "So Big," Edna Ferber's daring analysis of a woman's life, which is now sweeping the country as one of the best sellers. Associated First National announces.

Jack White has assembled an exceptional cast including Louise Fazenda for his next special, "Dizzy Davis," which is to be released through Educational in June. Fred Hibbard is directing.

Jessie L. Lasky, first vice-president of Famous Players-Lasky, announces the signing of Betty Compson on a long time contract as a featured star for Paramount. Miss Compson's next picture under the new contract will be, "The Female," an adaptation of Cynthia Stockley's story, "Halla." "The Female" will be one of the early fall releases of Paramount's "famous forty."

Albert E. Smith, president of Vitagraph, announces that F. Warren Kerrigan has been engaged to play the title role in "Captain Blood," the pictureization of Rafael Sabatini's romantic novel of days when pirates ruled the Spanish Main. Director Smith will begin shooting June 1.

Hiram Abrams, president of United Artist Corporation, has signed the following statement: "In view of the recent attention reported concerning the picture of Mary Pickford and her former film production, it is my belief that Mrs. Pickford has no intention of making a picture for distribution through any

organization other than United Artists Corporation, nor has she any intention of producing 'Peter Pan' for any other distributing company."

The Hodgkinson Corporation has decided not to change the title of their third Harry Carey release, as reported yesterday. "Dyer Thompson," the original title will remain permanently on the subject.

J. W. Scheff, who is in charge of the acquisition of product for Selco Pictures, Incorporated, announces that Selco has obtained, for release through the Selznick Distributing Corporation, a special production, to be made shortly, starring Rosemary Davies, sister of Marion Davies, with a notable supporting cast. The production is to be filmed under the tentative title of "Souls Adrift," and is the first of a series of specials planned as starring vehicles for Miss Davies.

Jack Hoxie, Universal star, has started work on his latest Western feature, "Daring Chances," Cliff Smith directing.

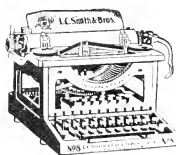
## VITAGRAPH RELEASES EIGHT SUMMER SPECIALS

New York—(Special to Reel Journal)—Vitagraph has released for summer bookings eight 1924 specials including two which are now in progress of production at Hollywood. John B. Rock, general manager, believes that this is the season when producers must do all they can to help the exhibitor through the slim summer business.

"Between Friends," the J. Stuart Blackton production from the novel by Robert W. Chambers which played at the Rivoli Theatre last week, was released on May 11, instead of being held over for fall. "The Code of the Wilderness," which David Smith is now making, is scheduled for release July 6 and Blackton's latest production made from the novel by E. Phillips Oppenheim which he is now finishing is scheduled for release August 3.

In addition exhibitors may book "Let Not Man Put Asunder," "My Man," "Borrowed Husbands," "Virtuous Liars," and "One Law for the Woman."

The release of these specials is said to be a big stimulant to the Vitagraph drive which was inaugurated by Mr. Rock in all territories recently.



### Even a Blacksmith

has had to use this typewriter. How much more an office worker needs them. You can have six different platen rollers with the

## L. C. Smith

### THE BALL-BEARING TYPEWRITER

THERE is the "regular" roller in three degrees of hardness for correspondence and ordinary mail-ordering, the card roller, for mailing list and library work, the special roller for label writing, and a roller for speedily writing at the extreme edge of cards.

With this specialized adaptability to each type of office work, and its complete equipment of ball-bearings at every important frictional point, no wonder the L. C. Smith literally cuts up the day's work without tiring the typist's nerves and muscles.

Executives and stenographers are invited to telephone or call for a demonstration and an interesting booklet, "The Greyhound of the Office."

## L. C. Smith & Bros. Typewriter Co.

Executive Offices :: Syracuse, N. Y.  
1270 McGee Street :: Kansas City, Mo.

:: *Swifter* :: SILENTER :: STURDIER ::

# ST. LOUIS TRADE EVENTS

By David F. Barrett

## MERCANTILE TRUST ASSISTS LOEW IN \$650,000 PROJECT

The Mercantile Trust Company of St. Louis has arranged to loan the Loew's St. Louis Realty and Amusement Company \$650,000 to be secured by the Marcus Loew State Theatre and office building at Eighth street and Washington avenue now nearing completion. The building will be completed about August 1. It fronts 135 feet on Washington avenue by a depth of 226 feet on Eighth street. The loan will be made when the building is finished.

The building has been financed to date by funds from Loew's Incorporated, New York, parent company of the St. Louis concern, but the demand for capital with which to carry on other projects persuaded the firm to secure a loan from the St. Louis bank. The loan is at 6 per cent and runs for fifteen years.

## INVESTIGATE SHOWING OF DEMPSEY-GIBBONS PICTURES

The Federal Grand Jury for the Eastern District of Missouri, has started an investigation into the showing of the Dempsey-Gibbons and the Dempsey-Firpo Fight pictures in St. Louis and vicinity in violation of the Federal statutes against transportation of fight pictures from state to state.

A number of St. Louis motion picture theatre owners, managers of film exchanges and other persons interested in the showing of the picture in St. Louis were called before the Grand Jury for questioning.

Hector M. F. Pasmegzou, owner of the Criterion, Delmar and Congress theatres, and Greek consul for St. Louis, who was the first to show the pictures in St. Louis was very careful, he said, to obtain legal advice as to how to avoid violating the Federal statutes in showing the pictures. The law makes the transportation of the film an offense, but not for the mere showing of them.

Victor Graham, 5 years old, through his mother, Mrs. Loretto Scheneyer, has brought suit in the St. Louis Circuit Court, asking \$10,000 from the Rex Amusement Company, owners of the new Shenandoah Theatre, Broadway and Shenandoah avenue, St. Louis, for injuries alleged to have been received while viewing a show in the theatre. The petition sets forth that on the night of April 8, last, the boy and his mother attended the theatre. There was a hypnotist on the bill and he had as his subject a nineteen year old youth, who was hypnotized into stimulating the acts of a monkey, and was induced to climb into the rafters over the audiences heads. The climber suddenly slipped and fell on the boy.

Mike Dunn, formerly salesman for Universal, is now traveling Southern Illinois for Selznick's local office.

## BRIGHT BITS and NEWSY NOTES

The Juanita Theatre, on Grand Blvd. at Juanita Street, St. Louis, is dark. The lease of the St. Louis Amusement Company on the house expired on May 15 and was not renewed.

Theatres in St. Louis territory that have closed for the summer include: Pastime, Tamaroa, Ill.; Colonial Theatre, Gorin, Mo.; Princess De AHS, Bluff, Ark.; Annex Theatre, Hardo, Ill.; Royal Theatre, Macon, Mo.; Opera House, Martinsville, Ill.

R. L. McLean, sales manager for the local First National office, spent the greater part of the past week out in the territory.

The Dixie Theatre, Maysville, Ky., was badly damaged by a recent fire.

St. Louis will have some forty-six arduous in operation this summer. The exhibitors are anxiously awaiting the arrival of warm weather to open their out-of-doors shows. This year there was no attempt to put over daylight saving in St. Louis. Experience has convinced the advocates of the innovation that there isn't a chance of putting their pet measure over.

The Liberty Music Hall, Delmar Blvd., west of Grand Blvd., will undergo extensive repairs and redecorating during the off-season. It will re-open in August with a girl show in conjunction with feature pictures.

The Tivoli Theatre, University City, the latest addition to the St. Louis Amusement Company's chain probably will change its feature picture twice a week. The management was considering five changes a week, but has concluded there are not enough good pictures on the market to make that policy practical. The Tivoli is too fine a house to show mediocre pictures.

Bessie Freedland, after a severe illness of three weeks, made her reappearance along Picture Row during the past week. Her many friends were pleased to learn of her recovery.

Harry Redmond, owner-manager of the Majestic Theatre, East St. Louis, heads a delegation to Louisville to see the classic Kentucky Derby, on May 17.

William Lorenzo has taken over the Bellville Theatre, Belleville, Ill., formerly operated by Noah Bloomer.

Joe Brant, head of the Columbia Pictures Corporation, leading independent producers and distributors, was a visitor on May

16. While here he conferred with Barney Rosenthal, owner-manager of the local Columbia exchange. He was also the guest of Sam Werner, of the United Film Exchange, at dinner.

A. M. Murray has purchased the Photoplay Theatre, Bluffs, Ill.

Harry Koplar and William Goldman have returned from a two weeks stay in New York City.

Phil A. Cohen, owner of the Lyric and Avenue Theatres, in East St. Louis, is one of the backers of a horse racing association that plans to build a \$1,000,000 race track on Collinsville road northeast of East St. Louis. It is their plan to revive the celebrated St. Louis Derby and bring the classiest horses in the country to the track, including Black Gold, the winner of the Kentucky Derby. A 370 acre tract has been purchased for the plant, and the ground has already been broken. A grandstand seating 25,000 persons will be erected. Stables for 1,200 horses will also be erected. They plan to open on Labor Day.

Tom Mix in "The Trouble Shooter," will open at Delmonte Theatre, on May 31.

Charley Goodnight, of De Sota, Mo., has the honor of flashing the first straw hat of the season along picture row. It was given a hearty welcome.

Miss Eva Blossom, of the Fox Film office staff, plans a trip to California for her vacation. She will visit Hollywood and other famous places.

"Daughters of Today" was given a private screening in the Universal screening room on May 16. Exhibitors and rival film men highly congratulated Manager Derby, of Selznick local exchange on the class of his picture. The picture opens a two week's run at William Goldman's Kings Theatre, on May 31. Goldman has arranged an extensive exploitation campaign for the picture, including a tie-up with the Red-Tops Taxicab Company and a window display in Sausenbrenner's, the city's leading woman's specialty shop.

Walter Light has joined the local Metro sales staff. George H. Mosser, of Cincinnati, is another recent addition to Charley Werner's squad of contract chasers. Bob Werth continues as the dean of the squad.

Exhibitors seen along Picture Row during the week were: Green Tuttrell, Jacksonvill, Ill.; Ted Remm and son, Earl, and Tom Reed, of Duquoin, Ill.; Walter Thimmig, Duquoin, Ill.; Jim Reilly, Alton, Ill.; Frank Lutz, Strand, Mascoutash, Ill.; R. Horsefield, Liberty Theatre, Union, Mo.; C. E. Schater, who plans to open a 400 seat house in Bismark, Mo., within the next few weeks; E. W. Williams, Bowling Green, Mo.; and C. Bradley, Red Bud, Ill.

## :: BOX-OFFICE REPORTS ::

F. B. O.

**The Dangerous Coward**, Fred Thomson—Good fast picture. Business good.—H. L. Millberger, Eagle Theatre, Independence, Mo.

**North of Nevada**, Fred Thomson—Slyver King, feature in this picture is the best trained horse I have ever seen in the movies. Every exhibitor possessing the best bet of the year it is fails to book this series of western features. They are the best drawing card I have ever run.—Joseph Krieger, Eagle Theatre, Aracatah, Kans.

**Galloping Gallagher**, Fred Thomson and Sylvester King. This is as good of a little better than "North of Nevada," but both of them were fine. They are the only pictures I can get them at and every exhibitor can do the same. So don't fail to get this series as they are sure money-makers.—Joseph Krieger, Eagle Theatre, Aracatah, Kans.

### FIRST NATIONAL

**Dangerous Age**. Both nights very busy. Crowd not large on account of the weather. Patrons were well pleased. Print and accessories good. W. W. Goodnight, Lyric Theatre, Holden, Mo.

**Sunshine Trail**. Print in good condition. Good picture, and did not lull us.—Patrons pleased. Accessories good.—Geo. Leathers, Strand Theatre, Mt. Vernon, Mo.

**Smilin' Thru**. Print like new and picture was good. Pleased 100 per cent. The condition of print was especially pleasing as we have to hand the excellence of the production. Accessories good.—D. B. Rankin, Cooperative Theatre, Iola, Kans.

**Slander the Woman**. Good. Print in good condition.—L. A. Wright, Cozy Theatre, Purto, City, Mo.

**Voice from the Minaret**. General audience pleased, especially the higher classes, but only draws fairly well. This is a good picture. Print in good condition.—J. C. McKee, Electric Theatre, Bellvue, Mo.

**Age of Desire**. Very good. Pleased 90 per cent. Print and accessories good.—D. Filida, Empire Theatre, Ft. Scott, Kan.

**Daddy**. Good one play run. Liked by our patrons. Ticket like a gold mine. Print in fair condition.—J. S. Webb, Midway Theatre, Hill City, Kan.

**Refuge**. Very good clean picture. Star always good. Print and accessories good.—A. E. Lamkin, Star Theatre, Stockton, Kans.

**Brawn of North**. Good feature. Pleased all who saw it. Both nights had bad weather. Print and accessories good.—M. J. Barrall, Opera House, Centre, Kans.

**Sippy McGee**. A real box office picture. Played one day. Would have played longer if I had known how good it was. Business good. Print and accessories good.—H. B. Garber, Elite Theatre, Bristol Springs, Kans.

**Trouble**. Patrons and the manager usually came out with a full house. Ticket rather good. Accessory good. Print and accessories good. Give us more of this type of picture. Two of our best

ing numbers complimented it highly.—F. O. Litsch, Royal Theatre, Hopkins, Mo.

**East Is West**—Film condition fair. It played fair. Print fair.—Empire Theatre, Sturgis, Kans.

**My Boy**—Fine picture. Pleased 95 per cent. Give us more like it. Print good.—L. R. Robinson, Community Theatre, Riley, Kans.

**Song of Love**—Not another star in pictures that could have put this one over, but Norma did it in fair shape. People want her in a American. Print fine. Accessories good.—Henry Trucker, Tucker Theatre, Liberal, Kans.

**Ponjola**. Pleased my patrons, splendid cast and well acted. Financial outcome fair. Print and accessories good. W. H. Hatpik, Cozy Theatre, Dodge City, Kans.

**Painted People**. The best comedy we have had in months. Think it by far best thing Colleen Moore has done. Not a big picture but the kind that makes friends for the theatre. Business not as good as picture deserved, but all that could expect. Print and accessories good.—Henry Trucker, Tucker Theatre, Liberal, Kans.

**Trouble**. Film in very good condition and picture good. I think more of this class of pictures would be good for the business.—J. L. Hitchcock, Gem Theatre, Baldwin, Kans.

**Seventh Day**. Pleasing picture. Print in fair condition.—A. H. Klock, Perkins Theatre, Bolton, Kans.

### FILM CLASSICS

**Heroes of the Street**, Wesley Barry—A good box office attraction. Plenty of action, a 100 per cent audience production. Box office receipts good.—George A. Schetz, Electric Theatre, Hanover, Kans.

**A Dangerous Adventure**—Fair box office attraction here. Well acted. Print excellent.—George A. Schetz, Electric Theatre, Hanover, Kans.

**Beautiful and Damned**, Kenneth Harlan and Marie Prevost—Well acted production, good drawing card. No exhibitor can make a mistake in booking all Warner Bros. productions. They are all above the average. Haven't had a poor one yet and the prints are always good.—George A. Schetz, Electric Theatre, Hanover, Kans.

### FOX

**Monna Vanna**. Was skeptic about this one, but patrons were well pleased, due to extraordinary nature and true version of Matherlyck's own story. Had regular patrons and brought followers of Matherlyck's "Wm. Goding, Cozy Theatre, Osage City, Kans.

**Monna Vanna**, All Star Cast—Next to greatest picture I ever exhibited in my theatre. Sure hurt my business. L. A. Bank, Silver Star Theatre, Forest City, Mo.

### UNITED ARTISTS

**No More Women**, Matt Moore and Madge Bellamy. Good picture that pleased all. Has a very fine dog star. H. J. Millberger, Eagle Theatre, Independence, Mo.

### VITAGRAPH

**Masters of Men**, Lark Williams, Wandu Hickey, and star cast. A good action picture and one on which word of

mouth advertising will help the second day. Print very good.—Raymond Gear, Mayflower Theatre, Florence, Kans.

**Pioneer Trails**, Cullen Landis—Alice Calhoun—One of the best big Western pictures ever filmed, and should get good business every place shown. Well produced and splendidly directed. Print good.—Raymond Gear, Mayflower Theatre, Florence, Kans.

**Loyal Lives**, All Star—A real special from all angles. Played in Sunday and did fifty per more than usual. Print excellent.—R. F. Lintz, Fairmount Theatre, Mt. Washington, Mo.

**On the Banks of the Washah**, All Star—Have played all Vitagraph service and this is an exception. A good picture with real pull at the box office. Can be bought at a reasonable rental and will please as near 100 per cent as any of them.—R. F. Lintz, Fairmount Theatre, Mt. Washington, Mo.

**Island Wives**, Corinne Griffith—This is a real good picture with a good moral. We played this picture to fair sized house and have not heard any complaint. A 100 per cent picture. Condition of film good.—Robert Schell, Star Theatre, Osburg, Kans.

**The Silver Car**, Earle Williams—Another rattling good picture, which cannot help but please 100 per cent. A dandy small town picture. Film in good condition.—Robert Schell, Star Theatre, Osburg, Kans.

**The Man Next Door**, Alice Calhoun and James Morrison—Good all the way through. A real audience picture from all angles. Print good.—R. Owens, Isis Theatre, Brunswick, Mo.

**On the Banks of the Washah**, All Star—A real box office title and also a good picture, which pleased good crowds. Print good.—R. Owens, Isis Theatre, Brunswick, Mo.

**The Midnight Alarm**, Cullen Landis and Alice Calhoun—Very good. Drew good business in bad weather. Every Vitagraph picture has made money and delighted my patrons, though the weather and general conditions have been bad. Good titles, good paper and good treatment from Vitagraph. Print fine.—J. M. Bailey, Bailey Theatre, Waverly, Kans.

**My Wild Irish Rose**, All Star—Good comedy-drama. Did good business and it pleased.—In checking up on "Pioneer Trails" find that it broke house records since Thanksgiving, 1922. Pretty good. They just come from far and near for this one.—J. M. Bailey, Bailey Theatre, Waverly, Kans.

**Gypsy Passion**, Madame Rejane—A good clean picture that is different from the ordinary run and pleased practically all who saw it here although did a poor business on account of country roads being so bad. Print fair.—Harry Roberts, Electric Theatre, Centuria, Kans.

**Received Payment**, Corinne Griffith—Very ordinary feature although parts are well acted. But was rather drawn out and drags. Did not draw and got us the poorest Saturday night business we have had since hot weather last summer. Patrons seemed to have this one lined up as a society play and stayed at home. Print poor.—Harry Roberts, Electric Theatre, Centuria, Kans.

SEND IN YOUR  
BOX-OFFICE REPORTS

# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### BAUSCH-LOMB NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

### CHAS. M. STEBBINS

Picture Supply Co.  
1822 Wyandotte St. Kansas City, Mo.

### KEEP YOUR LOBBIES BRIGHTER

### "SHURE-BRITE"

The newest brass polish works quicker, shines brighter, costs less. Used by Frank Newman's Royal Theatre, Westgate Hotel, Bray Hotel, Unity Inn and others.

\$1.00 Per Gallon, Prepaid

### SHURE CHEMICAL PRODUCTS CO.

304 West 9th Street

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

Smiling  
Service!



It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.80, \$2.00, \$2.50

Archie  
Josephson,  
President

## LET B. FINKELSTEIN

INTERIOR DECORATOR



Beautiful Your Theatre  
Interior decorating  
of theatres and lobbies  
a specialty.  
1910 Montgall  
Kansas City, Mo.

"Say it With Flowers"  
From

### THE OWL FLORISTS BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel  
Standard Opera Chairs.  
THE CHAIR THAT'S ON THE  
SQUARE

Lowest Prices Quick Delivery

## Stimulate Business

with  
KEYSTONE  
PRINTING

Programs  
Heralds  
Circulars

Specialists in Film Trade Printing



Nineteenth and Wyandotte Streets  
Telephone—9763—Delaware  
KANSAS CITY, MISSOURI

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than \$10.

### FOR SALE

34 opera chairs used 30 days. Also two Powers 6-A hand drive machines, one metal reel box, two rheostats. Will sell cheap. M. Kelley, 201 N. Walnut Street, Dubuque, Ill.

Theatre building fully equipped with a soda fountain and confectionery in connection. Center of a good oil territory. Only show. For particulars, write Mark Havenhill, 1351 Power Ave., Manhattan, Kans. 6-1.

### MAN WANTED

Whereabouts of R. W. Mathews, wanted. He travels carrying over films in Missouri, Oklahoma, Arkansas. If you hear or know of him wire Lyric Theatre, Elkhart, Ill., collect. Important.

Wanted Electric piano with mandolin attachment. Guaranteed perfect condition. Show attachment for coins. Suitable for theatre, restaurant or dancing. About 100 rolls with 24 Piano done cost \$250. Sell all for \$75. Putting in ocean R. R. Winslip, Majestic Theatre, Phillipsburg, Kans. 6-14

### WANTED TO BUY

Theatre in town of 200, also 200 opera chairs, upholstered or veneer. Edward Smith, Minneapolis, Kans. Box 20. 5-1

### FOR SALE OR TRADE

One 110 volt D. C. Generator, will exchange for 60 volt D. C. Address Box 33, Bevier, Mo. 5-1

Beautiful theatre and equipment in town 200 population and county seat. Only theatre in the county, doing good business and making money; no competition, strictly modern and fire-proof; equipment new; building built in 1910; reasons for selling, want to retire. Some cash and terms.—W. R. Bratton, Council Grove, Kans.

## CURRENT RELEASES

For Week of May 31

FIRST NATIONAL  
Sundown, Hobart Bosworth, Roy Stewart,  
Mary Abley, Tull Marshall, Bessie Love.

EDUCATIONAL  
Twinkle Wootton, Christie Comed-  
Kinetograms.

FAMOUS PLAYERS-LASKY  
The Code of the Sea, Rod LaRouque (7)  
HODKINSON  
Fun From The Press.

SEZZNICK  
Right of the Strongest, E. K. Lincoln (6),  
Lite of Hollywood, Comedy  
Good Old Days, Bruce Barstow, Editorial  
FATHE REVENUE, No. 25  
STANDARD  
South of Santa Fe, Art Mix (5).

### PATHE

Fortieth Door, No. 2  
Cradle Robbers, One Game (2)  
Building Winners, Straight  
Ass'n's Fable, "One Good Turn"  
Betty Telling, Hal Roach Comedy (1),  
Pathe Review, No. 25

### UNIVERSAL

Fast Express, No. 17  
Audy Gump Comedy  
News, Nos. 47 and 48  
Fearless Feds, Century Comedy (2),  
Powerful Eyes, Western (2),  
Rest in Pieces, Comedy (1).

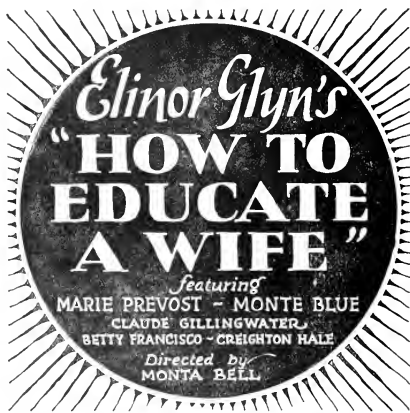
SEND IN  
YOUR BOX-OFFICE  
REPORTS

# Ready NOW!

We are not holding back our big pictures until fall, but are releasing them NOW--when exhibitors need them most to put over their business.

## Here IS A Picture!

A Box-Office Winner--that'll make you get out the S.R.O. Sign even in the hottest of hot weather!



An ELINOR GLYN Story--and Man, What a Title!

Get Your Dates Set Now!

# Film Classics, Inc.

115 WEST 17TH STREET

AL KAHN, General Manager  
M. A. KAHN, Manager

KANSAS CITY, MO.

*The*

# Reel Journal

**The Film Trade Paper of the Southwest**

## Something New!

—It is the ambition of all producers to give the exhibitor something NEW.

—It is the ambition of every exhibitor to give his patrons something NEW.

—The word "NEW" has been used for all time—it is shopworn, so to say.

—It means nothing to the moving picture fan of today.

—What will we use in its place?

—There is no other word to explain our meaning—

AFTER YOU HAVE SEEN

## "The King of Wild Horses"

You will agree with us—NEW—IS THE WORD.

THE GREATEST ANIMAL PICTURE EVER  
SCREENED.

Playing Kansas City, Week of June 21.

Playing Wichita Full Week of June 23.

## Pathe Exchange, Inc.

111 West 17th Street

Kansas City, Mo.

C. C. VAUGHAN, Branch Manager







Cliff Bowes



Virginia Vance



Sid Smith



When you want a one-reel comedy that is full of fast action, laughs and thrills

BOOK

# Cameo

CLEAN CUT COMEDIES

Exhibitors everywhere who really BUILD PROGRAMS instead of just running pictures have found these comedies the ideal rough-and-tumble subjects to balance a long dramatic feature.

**"BARGAIN DAY"**

A new kind of bargain rush that is a scream.

**"HERE AND THERE"**

An uproarious evening in a rented dress suit.

**"CAVE INN"**

High-speed love as it was in the days of the dinosaur.

**"OH GIRLS"**

A whole boarding school full of them.

**"OH CAPTAIN"**

A ship-load of fun on the briny deep.

**"PARIS LIGHTS"**

The funny side of Gay Paree.

For foreign rights address Far East Film Corporation, 729 Seventh Avenue, New York City





Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID F. BARRETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Welcome Shriners!

Exhibitors attending the Shrine Convention in Kansas City the week of June 1 are invited to make their headquarters at the offices of The Reel Journal. We shall be more than pleased to extend to you any courtesies and to help make your stay in Kansas City during the convention most enjoyable.

The back-key is on the outside. Just come right into our offices and make yourselves at home. Stationery, tele-phones, and service will be at your command. Welcome!

## Beating the Heat

Exhibitors, who are wondering what to do to stimulate business this summer, need only to turn to page six, where they will find some mighty fine ones—a whole dozen of them made by Nat G. Rothstein, director of publicity and advertising for Film Booking Offices of America.

Mr. Rothstein's suggestions are full of showmanship ideas and all are very practical and inexpensive to follow. Exhibitors should find no difficulty in following his plans and they should undoubtedly accomplish what Mr. Rothstein has planned for them to do: make the hot months profitable.

## Boston Convention

At this writing the national convention of the Motion Picture Theatre Owners of America is in progress in Boston. And every exhibitor eye throughout the country is keenly awaiting the news of its outcome. There are many predictions that the M. P. T. O. A. is passing out. And as if to bear this out, few, if any, exhibitors from the Kansas and Missouri organizations are attending the national convention. Just what will happen is uncertain. But we don't believe that M. P. T. O. A. is through. Anyhow, everyone is with great interest awaiting the news from Boston.

## VITAGRAPH HAD BIG MEETING IN CHICAGO

Vitagraph held its most enthusiastic convention in Chicago last week, according to C. A. Schultz, manager of the Kansas City office, who was a delegate to the convention. Several hundred distributors, division men and officials representing every department of the organization in the United States and Canada attended the sales meeting.

The pre-announcing note of the convention was optimistic about summer business and concerning Vitagraph plans for the 1924-25 season. Mr. Schultz declared, referring to policy, Vitagraph will release many of its biggest feature pictures during the summer, he said.

Of the 26 long specials on the 1924-25 program, the first nine are to be released beginning September 21 as follows: "Captain Blood," "Clean Heart," "The Magnificent Amber-ones," "The Pearls of Madama," "Barry, Son of Kazan," "In the Garden of Charity," "The Beloved Brute," "Star of the Royal Mounted," and "The Happy Warrior."

These producers product will be distributed by Vitagraph in total or in part. Whitman Bennett, Indestructible Film Society of America, Nigh-Smith Productions and Halperin Productions.

Vitagraph has rallied more than ever to the campaign of offering better productions for summer release, enabling the exhibitor to make his strongest inducement for summer business, Schultz declared. These big features are to be offered shortly: "Between Friends," "One Day for the Woman," "Behold That Woman," "Virtuous Liars," and "The Code of the Wilderness."

Among the officials of the organization at the convention were: Albert E. Smith, president; J. E. Rock, general manager; A. F. Nelson, assistant general manager; A. C. Brantner, sales promotion chief, and W. W. Hamm, publicity director.

## MUST EXHIBITOR PAY FOR TRAILER SERVICE?

Carelessness on the part of the exhibitor in failing to return trailers is responsible for the threat of several distributors to charge for this service, according to C. A. Schultz, manager of the Kansas City Vitagraph office.

While this service has been free, Mr. Schultz says, his company will be forced to charge for the commodity unless exhibitors return the trailers in their possession immediately.

On one of Vitagraph's recent pictures twenty three trailers are retained, Schultz declared. There is but one left, he said.

## THIRD CAMERA DIMENSION MAKES BOW AT NEWMAN

The camera's third dimension makes its premiere at the Newman circus, the theatre's anniversary week, starting June 1. "Plasticians," a novelty release from Educational, is scheduled for the anniversary week program. Fifty thousand pairs of glasses are to be furnished free from the Educational to see this novelty film. The screen is said to have the effect of "shooting the picture" at the eyes of the spectator.

## EXHIBITORS COMMEND WORK OF ARBITRATION

In a statement issued by exhibitor members of the Joint Board of Arbitration at St. Louis this week a compliment was paid that organization when it was said that the exhibitor has enjoyed the best treatment this year since the beginning of the industry.

The statement further commends the work of the board in asserting that the time is passing when the film exchange had the upper hand and that showmen have been saved thousands of dollars since the establishment of the organization.

"During the past year there has come before the Joint Arbitration Board a great number of claims filed by the exchanges against the exhibitors and the exhibitors against the exchanges for various causes, such as violation of contract, damaged or destroyed film, 'bicycling,' etc. The outcome of these cases often meant considerable loss of money either to the exchange or the exhibitor. In some cases the Joint Arbitration Board rendered its decision in favor of the exchange and often in favor of the exhibitor, but only rendered its decision after hearing both sides of the case and examining very substantial evidence which had been introduced."

The statement issues these "Don'ts" to the exhibitor:

- Don't forget your rights in signing a contract.
- Don't use a blank contract leaving the salesman to fill out later.
- Don't take the salesman's word for any special concessions he proposes to make.
- Don't be too susceptible to flowery salesmanship.
- Don't buy more pictures than you need.
- Don't Buy a Picture

## 15,000 SEE "DOROTHY VERNON" FIRST WEEK

An audience of fifteen thousand during the first week. That was the reception of Mary Pickford's "Dorothy Vernon of Haddon Hall," which is in its second week of the Kansas City first run at the Isis Theatre.

This new run at a suburban theatre marks a new record for what is to be accomplished with proper exploitation, according to Jack Roth, manager. During the entire engagement, the attendance has been steady for both matinee and evening performances, with the standing room sign in use during special presentations.

Although a top price of \$1.65 was set, the management had so many calls from patrons requesting information concerning the feature, it is anticipated that another record is in the offering for the second week.

Patrons are extravagant in their compliments concerning the tone of the picture, the elaborate detail of the settings and the technique of the direction. It is said that one of the scenes, shot in Scotland, was made with the aid of astronomical light phenomena which occur but once every 32 years. The picture is a United Artists production.

Tune in with 2,200 showmen—  
**Reel Journal.**

# THANKS

To "FILM DAILY" and "PETE" HARRISON

FILM BOOKING OFFICES takes this opportunity to thank "FILM DAILY" for its enlightening criticism of "THE BELOVED VAGABOND" starring Carlyle Blackwell.

Said "FILM DAILY":—"If your folks are crying for better pictures, you would do well to put this one on your list. . . . If they are tired of cut-and-dried movie stuff, let them see this one as it may help to restore their faith in pictures. . . . here is a picture that shows a serious effort to do something worth while."

We salute "FILM DAILY" for the sentence that reads: "If your patrons are tired of cut-and-dried movie stuff, let them see this one," etc.

If ever a review hit the nail squarely on the head, this is the sentence that says a mouthful.

An army of salesmen couldn't say as much as that simple sentence tells straight to every exhibitor.

We also thank "Pete" Harrison for his review of April 19th. Says Harrison:—"This first-rate screen arrangement of Wm. J. Locke's famous novel has been made into the best picture Film Booking Offices have placed on the market in a long time."

This is all very flattering, Pete, but we don't agree with you that "THE BELOVED VAGABOND" is the best picture we've put on the market in a long time, although it's one of the best.

It is one of the best because it is distinctly different, because it is entirely apart from the ordinary conventional movie stuff.

That alone makes it stand out from the regular fare now being served to millions of patrons in picture theatres.

"Carlyle Blackwell never gave such a performance," says Harrison. We agree. So will all exhibitors agree. We commend this picture to you as "something finer" than you've played in many months.

Presented by PRODUCERS SECURITY CORPORATION

distributed by

FILM BOOKING OFFICES

Snover Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.  
127 So. Hudson St., Okla. City, Okla.  
104 So. Cross St., Little Rock, Ark.  
Exchanges Everywhere

It's a pleasure to distribute such a picture as  
Carlyle Blackwell in Wm. J. Locke's famous novel

# THE BELOVED VAGABOND

## IT'S THE "DAILY DOZEN" AGAIN

Rothstein Says Blue Lights and Droning Fans Beat Beaches for Frigid Suggestions.

New York, May 30.—(Special to Reel Journal) Motion picture exhibitors, once more squarely faced the pressing problem of meeting the traditional summer slump are offered twelve valuable suggestions for hot weather campaigns by Nat G. Rothstein, director of publicity and advertising for Film Booking Offices of America. Costly campaigns are not necessary, he contends, but hard work intelligently directed can keep the theatres going at a profit through the summer.

## "Beat The Heat"—Slogan

"Beat the heat" he says should be the slogan of every showman from now until the end of the summer. And in setting forth his suggestions he continues:

"The exhibitor is going to do just one of two things this summer—either close his theatre or keep it open. Obviously, this article is not for the man who is ready to make his annual surrender to summer conditions because: 'People want to be outside.' On the other hand, it is for the progressive exhibitor who admits that by the application of proven and proper methods he can reduce the loss of business, and safeguard it from the traditional summer slump, as follows:

## "The Daily Dozen"

1. One of the big reasons why the picture business suffers in the summer is the lack of good attractions offered movie patrons. Poor pictures in summer because they are cheap is a poor and expensive policy. Book big attractions if you want to draw people away from the beaches and outdoor sports.

2. Forget the idea that the public does not want to see moving pictures in the summer. Two things prove beyond a doubt that this is not true. First, look at the big business that is done by air-conditions throughout the country; second, consider the big business that is done by movie houses at summer resorts.

3. Ice plants are a blessing but they cost money. However, there are cooling systems within the reach of your pocket-book. Constant changing of the air will reduce the temperature, this reduction—no matter how slight—will be noticed and appreciated by people trying to escape the heat.

4. Even if you have a cooling plant in the theatre invest in fans. Fans in motion help sell the idea of coolness and your biggest problem is to make the public believe that it is cooler in your house than outside.

## 2 COMEDIES AND WESTERN FOR LATE "U" RELEASE

Universal's short subject release schedule for the week of May 19th includes two comedies, and a western drama in addition to the usual issues of the International News and the current chapter of William Duncan's serial, "The Fast Express."

The Universal one-reel comedy for the week is "Why Pay Your Rent," made with Bert Roach in the featured role, supported by Alice Howell and Harold Austin. It is said to be one of the best Roach has done for Universal, and shows him in one of the well known comic butler roles.

The Century Comedy for the week is "Tired Business Men," featuring Al Art and the Century Follies comedians.

The week's two reel western release is "The Honor of Men," a strong featurette starring Neal Hart.

The current week sees the issue of chapter II of "The Fast Express." It is entitled "The Abductor."

5. Use seat covers throughout the house. Clean seat covers help to create an atmosphere of coolness. The truth of the matter is—they really do cool the seats.

6. Put low priced, comfortable and cool looking uniforms upon the ushers or usherettes. White is the coolest looking of all colors. Have usherettes if possible—remember a woman always looks cooler than a man.

7. Place wicker furniture in the foyer or lobby with a few green plants.

8. Serve cold lemonade in your lobby. Consult your druggist on this, he can sell you a compound that will allow you to serve lemonade at a cost of a few cents a day. Serve it cold and serve it to perspiring customers as they come into the theatre.

9. No matter how good your front is now—change it. This will let your patrons know you are getting ready for summer. Use white paint—as much as possible—in your lobby.

10. Change your lights to pale green or pale blue as they suggest coolness. Under no circumstances use red or any color near it as orange.

11. Distribute tickets good for the entire summer season, or sell tickets that will admit the entire family at reduced rates.

12. Advertise your place as the coolest in town. "Cooler Than the Seashore," "Never Over 70 Degrees Inside," "20 Degrees Lower Than the Outside." Do not permit any employees to mention the warm weather or use fans.

## REAL WESTERNER DEFENDS "THE COVERED WAGON"

Otto Meek, owner of a 60,000 acre ranch in Nevada, was in New York last week, and proceeded to confound the critics who picked a flaw in "The Covered Wagon" by pointing out that the cloth covers of the wagons were as white at the finish as they were at the beginning.

"Those folks who criticized the whiteness of the wagon cloth sure handled me a good laugh," said Meek. "Why, I even heard it in Los Angeles, where they ought to have known better—at least most of the older folks ought to. And just to think that about the only thing that I was worrying about was that perhaps the cloth wouldn't whiten out as it should!"

"I remember one day standing alongside of Jim Cruze on a little rise of ground when he was getting ready to shoot the whole train winding along with some high hills as a background. It was a wonderful sight and a wonderful shot for a camera. All of a sudden I nearly knocked Jim clean off his feet when I whacked him on the back and yelled, 'Look, Jim! Even the sun and the air are with us! Just see how that wagon cloth is bleaching out, just as it ought to and just as it must have in the old days.'"

Meek continued to "razz" the critics by saying that the only wrong feature of the picture was the fact that some of the covers wouldn't turn white because some of them were so old that age had made them permanently dark. Meek gives proof for his statements by remarking: "I know what I'm talking about—I traveled hundreds of miles in schooners when I was a boy."

So that's that.

## VITAGRAPH RE-ISSUES TEN SEMON COMEDIES

A novel press sheet has been issued by Vitagraph for the ten Larry Semon one-reel comedies which this company has re-edited and reissued. These are selected from the best of Larry Semon's work and have been newly titled and printed. The press sheet shows ten exceptionally clever one sheets and gives a synopsis of each of these subjects.

The comedies are: "Romans and Rascals," "Spies and Spills," "Noisy Neighbors" and "Nosy Neighbors," "Gull and Gull," "Plats and Pajamas," "Whistles and Windows," "Babes and Broods," "Spooks and Spasms," "Rooms and Rumors," and "Risks and Roughnecks."



# Chalk up another MASTERPIECE!

*A Picture That Belongs to all Humanity!*



## *Exhibitors Praise It:—*

### IN KANSAS CITY—

Frank Newman says:

"We did a capacity business the entire week and 90 per cent of our patrons commented that it was the finest motion picture they had ever seen."

—And he played it a second week!

### IN WICHITA—

Mr. Crosby said:

"Never have I seen such a fine production. And my audiences were all well pleased."

### EVERYWHERE—

"The White Sister" is doing similarly.

## *The Trade Press Acclaim It:—*

A picture destined to live in the memory. . . . A picture with a soul. . . . wonderfully acted and directed. . . . fraught with genuine heart throbs. . . . Grips the emotions. . . . and holds you in a vise-like grip with the overwhelming sweep of the scenes. . . . Lillian Gish plays like one inspired. . . . Her scenes are unforgettable. . . . The climax is breathtaking.

—MOTION PICTURE NEWS

Gorgeously mounted. . . . One of the greatest pictures ever made, with Miss Gish giving an outstanding notable performance. . . . Director Henry King has done a magnificent piece of work.

—FILM DAILY

Nothing so fine from every viewpoint has ever before been shown on the screen. . . . For photographic excellence, beauty of landscape views, wonderful settings and exquisite elaborateness of costuming the screen has yet to receive anything that surpasses this production.

—EXHIBITORS HERALD

Lillian Gish as the heroine is superb. . . . Never has she done anything finer. Some finely executed spectacular scenes showing the eruption of Mount Vesuvius. The film holds you in a vise-like grip because of its beauty and force.

—MOVING PICTURE WORLD

**BOOK IT--and do thou likewise!**

## **Metro-Goldwyn Pictures Corporation**

KANSAS CITY  
1706-08 Wyandotte St.  
L. B. Metzger, Branch Mgr.

ST. LOUIS  
3318 Lindell Blvd.  
Chas. Werner, Branch Mgr.

## Moving Along Movie Row

Charles Goodell of the Pastime Theatre, Ottawa, Kans., visited with the Row exchanges this week.

The recent Metro-Goldwyn merger is complete in detail even to the reorganization of the Kansas City office, according to Manager J. B. Metzger. There's a little hum of activity pervading the whole, and everything is "slipshape." Mr. Metzger is urging exhibitors to avoid mixing up order remittances until final procedure for handling the merged business is completed, however.

Lloyd Ware of the Varsity Theatre, Lawrence, Kans., was a business visitor among the distributing lots this week.

Manager Welsh, Orpheum, Atchison, Kans., was in the Metro-Goldwyn office Monday.

Movie Row learns of a serious mishap to one of its most popular "distributors." Lee Kent, messenger boy from the Eighteenth Street Western Union station, is in Bethany Hospital suffering with four broken ribs following a mishap last week. The boy is reported to be improving.

Mr. and Mrs. Christian of Excelsior Springs were along the Row this week.

Manager Maple of the Bethany, Mo., show house was here this week.

Gerrald Akers, Universal's district manager, visited the Kansas City office the past week.

Harry Hollander, manager of Universal's Kansas City office, is out for a ten-day trip throughout the Kansas territory.

Sunday was "Santa Claus" day for Universal salesmen. This week they are all battling up business from the driver's seat of new Ford coupes, allotted by the office.

G. B. Howe, travelling auditor for Universal, is to be in Kansas City during the Shrine convention.

Not once, but six comebacks. That's the "Humbback of Notre Dame" which began its sixth week in a return engagement at the Liberty Theatre Sunday. "Looky-lio," another record banger," according to Manager Joe Baldy.

C. E. Story of the Benken Theatre, Pleasant Hill, Mo., visited with United Artists this week.

Charles Sears of the Sears chain of Missouri Theatres was in Kansas City recently.

Gleim Dickinson of the Marshall Theatre, Manhattan, Kans., dropped into the Selznick office this week.

C. M. Potter of the Parise Theatre, Lawrence, was on Movie Row this week.

Harvey Day of the New York office at Kinross, New York, is

at's next week shooting the Shrine convention.

F. A. Westcott, formerly travelling representative for Educational has resigned and affiliated with the Kansas City Universal office.

Another boost toward talking up summer business arises. Prospects are good according to J. F. Payne, district manager for Selznick, who was through Kansas City Saturday after a trip through the territory.

Selznick has already looked all the summer business at can handle in this territory with four prints of "Woman to Woman," and "Daughters of Today," late Selznick hits, according to J. F. Poland, manager.

J. F. Poland, Selznick manager, left Tuesday to visit houses in Springfield and Southwest Missouri.

The Strand, Shma, Kans., is now owned by St. Louis interests. The new owners will take charge June 1.

C. W. Allen, assistant manager of the Vitagraph Kansas City office, is making an extended visit in the territory this week.

R. L. Milby of Smithville, Mo., was a visitor with Vitagraph Tuesday.

Mr. and Mrs. Sessler of Deepwater, Mo., were along the Row last week.

G. A. Carr of the Alendale Theatre, Alendale, Mo., visited exchanges men this week.

J. Steven of the Trecco, Kans., show house, was in town this week.

"Business for summer looks good," according to C. F. Seaming, Educational manager, who returned this week from a visit through the Northern Kansas territory.

M. A. Levy, Fox Kansas City manager, left Thursday to attend the Eleventh Annual Fox Sales convention in New York City.

Ed Selig, booker at the Fox office, was in Omaha Sunday.

The Dreamland Theatre of Kiowa, Kans., has changed hands. It is now controlled and operated by Mr. Balderstrom of Pratt, Kans.

Wes Mallington of Ottawa and Cy Carson of Iola are the new owners of the Eagle Theatre, Herrington, Kans.

### "FORTIETH DOOR" RELEASED MAY 25 FOR PREMIER

"The Fortieth Door," Pathe's newest and most modern serial, made its premier before the public on Sunday, May 25th. The releasing of this chapter story presents the third in the group of Patheserials based on literary classics and modern novels.

"The Fortieth Door" is taken from the book of the same name by Mary Hastings Bradley and has been adapted for the screen by Frank Leon Smith. It is of particularly timely interest, having as its background the work of excavating the tombs of the ancient Pharaohs—quite recently in the news of the day through the excavation expedition to the tomb of King Tutankhamen.

According to Pathe officials this newest of serials will surpass all previous chapter releases in matter of cast, personnel, production effects and direction. The settings are laid in Egypt, land of mysticism and luxury, and are gorgeous.

Alene Ray, who scored such a signal success in "The Way of A Man" heads the cast which includes such notable stage favorites as Bruce Gordon, Frank Lackteen, Bernard Siegel, Frankie Mann and Anna May Wong. George B. Seitz directed and C. W. Patton was the producer.

### EXHIBITORS NAME EIGHT "GREATEST" DIRECTORS

In a national voting contest conducted by a leading "fan" magazine among the theatre owners throughout the United States to determine the most popular director and film stars, George Fitzmaurice, director of Samuel Goldwyn's "The Eternal City," and many other successful photoplays, has been acclaimed one of the eight greatest directors in the motion picture industry.

The other seven are Marshall Neilan, William DeMille, James Cruze, Cecil B. DeMille, D. W. Griffith, Rex Ingram and Allan Dwan. Among the popular film stars, as chosen by the theatre owners' vote, Mary Pickford heads the list with Pola Negri second. Norma Talmadge and Gloria Swanson are also included in the "big four" of the biggest box-office attractions of filmland.

## Exhibitors Notice:

During the Shrine Convention held in Kansas City the week of June 1 there will be only one Parcel Post delivery each day. In order to avoid delay in the return of film, make all return shipments by Express during this week.



ARROW  
presents

The

# Broken Silence

by

James Oliver  
CURWOOD

STARRING-

ZENA KEEFE

PRODUCED BY  
PINE TREE PICTURES INC.



# TWO GREAT PICTURES

BY

James Oliver Curwood

Exhibitor reports prove that Curwood stories are the most consistent box-office attractions made.

"BROKEN SILENCE" and "JACQUELINE" are now available for immediate Booking.

Look Up Your Receipts on the former Curwood Successes:

"River's End," "Nomads of the North," "Isobel," "The Golden Snare," "Courage of Marge O'Doone," "The Valley of Silent Men."

You will then write for dates on these new Curwood Attractions.



ARROW presents

A PINE TREE PICTURE

REEL ENTERTAINMENT

# "JACQUELINE"

Blazing Barriers

by JAMES OLIVER CURWOOD

with an amazing cast of players including:



Directed by  
DEAL HENDERSON  
Adapted  
for the screen by  
THOMAS FALLON  
and  
DOROTHY FARNUM

MARGUERITE COURTOT	PAUL PANZER
LEW CODY	KATE BRUCE
SHELDON LEWIS	CHARLIE FANG
EDMUND BREESE	BABY HELEN ROWLAND
EFFIE SHANNON	JOSEPH DEPEW
GUS WEINBERG	RUSSELL GRIFFIN &
J. BARNEY SHERRY	EDRIA FISK



**A. H. BLANK FILM ENTERPRISES** 130 West 18th Street  
Kansas City, Mo.

## "U" LAUNCHES "ONE PRICE" SALES PLAN TO SHOWMEN

Carl Laemmle has inaugurated a new sales policy for Universal based on a "one price" system which promises to develop into one of the most far reaching innovations ever introduced into the selling end of the industry, according to opinions ventured by exhibitors. As explained by Al Lichtman, Universal general manager of exchanges, the new system will eliminate ninety percent of the bickering engendered by the now prevalent horse-trading methods of selling.

The new system assumes that the territory salesman knows better than the home office what each exhibitor can afford to pay for a picture. Accordingly, the home office, after seeing each picture, establishes a quota for each territory. The quota is based on box office value and the various elements that enter into it, such as the star, the author, the direction, etc.

This quota is then queried to the individual theatres by the division manager, the exchange manager and the salesman. The quota for each theatre is based upon the salesman's actual knowledge of the amount each theatre can afford to pay for each picture.

A list of prices established by the initial selling price will then be sent to the home office. These prices then being definitely established, any contract taken under them will be automatically considered and accepted.

"Mr. Laemmle's new selling system," said Mr. Lichtman, "is the nearest to an equitable, irrefutable business arrangement that the industry has so far seen. It is based on a new price system and a new method of arriving at an exhibition value for the exhibitor, a system in which the sales force, the salesmen who are in the closest touch with exhibitors, are enabled to establish the price for each of the acts.

## SMALL TOWN EXHIBITORS RESPOND TO "ECONOMY"

The complete program of pictures offered by the Kansas Film Service for \$500 is meeting all great response from small town exhibitors, according to Bernard C. Cook, manager of the exchange. Mr. Cook states that he has received a number of new accounts the past week and that his service should be of special exhibitor interest during the summer.

## "SOUTH OF SANTA FE" REAL WESTERN THRILLER

No stunt too dangerous, no riding too hazardous, no plot too dramatic, are critics of the recent release of Standard Film, "South of Santa Fe" in which George Kesterson mixes the thrilling action of the Western thriller.

The picture was produced by Art Mix Productions, directed by the famous Denver Dixon, whose climb from the plains as a cowboy to a director of note, has evoked much national interest.

"South of Santa Fe" is the screen interpretation of the story of William Haver-

## F. B. O. TO HANDLE GOTHIC PICTURES

Louis Bann was elected president of the Gothic Pictures Corp., at Albany, New York, last week.

The Gothic Picture Corp. will make feature productions to be released by the Film Booking Offices. Work on the first production will be started soon under the tentative title "Purchased Youth," with Anna Q. Nilsson as the featured star. William R. Neill, who directed "Tollers of the Sea," "The Radio Mania," and other box office winners, will direct "Purchased Youth."

Mr. Bann will leave for Hollywood this coming week where he will personally supervise production at the F. B. O. studios. Announcement will be made shortly concerning the stars and directors of a number of forthcoming productions.

## ALL TITLES SET FOR HARRY CAREY PICTURES

Hunt Strother has advised the Hodkinson Corporation that stories and definite release titles have now been selected for the entire series of Harry Carey pictures now in course of production.

The present series calls for six features, two of which, "The Night Hawk" and "The Lightning Rider" have already been released. The third feature, "Tiger Thompson" is nearing completion and this will be followed by "Roaring Rails," "The Man From Texas" and "Soft Shoes."

All of the subjects will be adaptations from approved fiction stories published in either magazine or book form.

## VITAGRAPH ADDS NEW PUBLICITY SERVICE

Vitagraph announces a new advertising service for the exhibitor, starting with the release of "Between Friends," this week.

While heretofore, it has been customary to forward set-ups at the time of shipping the picture, the new Vitagraph system enables the exhibitor to order the plates he wishes to use at any time prior to delivery. They will be forwarded to him on the same day.

This is an exclusive Vitagraph service, according to Manager C. A. Schultz of the Kansas City office.

## CARL LAEMMLE STARTS "CLEAN-UP" CAMPAIGN

Chicago, May 30—Carl Laemmle, president of Universal Pictures Corporation, has started a nationwide campaign for cleaner pictures. He pledges Universal to clean, wholesome screen entertainment, and calls upon other producers to do likewise.

During the past year, Laemmle has been in close touch with thousands of picture goers, through a unique advertising campaign. He has received several hundred thousand letters from people all over the world. His present clean-up campaign is the result of a study of these letters in an attempt to feel out the public pulse.

Laemmle announced his campaign at the recent convention of Universal sales executives and salesmen here. His address on the subject was so forceful that the Chicago Daily News arranged for its broadcasting through the News radio station, WGN.

Part of the film executive's talk, as broadcast by the News follows:

"There has been so much criticism from various sources to the effect that moving pictures are demoralizing, or at least are too suggestive for the younger generations to see, that I have decided that Universal will always make pictures so clean and wholesome that the whole family may see them and enjoy them without a blush.

"I realize that thousands of parents enjoy the moving picture theatre because they can take their children with them and give them an hour or so of unalloyed enjoyment at an almost insignificant cost. But if physics are producers which are apt to make the children too wise before their time, or put unwholesome thoughts into their little minds, many parents are robbed of this play-hour with the little ones.

"It is easy to avoid debasing subjects. The world is full of romance, adventure, deeds of heroism and love themes, and I frankly believe that these are the subjects, after all, which most stir the emotions and create the most welcome entertainment.

Smith would see it tomorrow—  
he's blind. Jones would hear it to-  
night—he's deaf. Black would do  
it next week—he's dead. Use the  
classified directory.

## COMING SOON



Helene  
Chadwick

"HER OWN  
FREE WILL"

for HODKINSON RELEASE

Screen 1924-1925 From Best Available



# EMORY JOHNSON'S MIGHTY NEW MOTION PICTURE

# "THE SPIRIT OF THE U.S.A."

WITH THAT UNBEATABLE COMBINATION

# MARY CARR AND JOHNNIE WALKER

Together Again for the First Time Since "Over the Hill"

At all set, Mr. Exhibitor, for one of the biggest mop-ups in your history. Prepare yourself to handle super capacity crowds, mobs and jams. This fifth and latest Emory Johnson production surpasses by miles his first four box office crashes—"In the Name of the Law"—"The Third Alarm"—"Westbound Limited"—and "The Mailman" . . . and every exhibitor in the world knows what those four did in money for exhibitors.

In "Over the Hill" MARY CARR and JOHNNIE WALKER cleaned up for thousands of theatres. We predict in this smashing new Johnson picture these two stars will surpass the box office records of "Over the Hill" . . . Never such a picture . . . never such advertising and exploitation . . . never such a whale of an opportunity . . . Here is a production, Gentlemen, that will make screen history and establish box office records that never will be beaten . . . If you don't get it for your house DON'T BLAME US, for we are telling you in plain English. NAIL YOUR PLAY DATES NOW!!!! Speak and speak quickly.

Film Booking Offices of America  
INCORPORATED

Snowyer Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.  
106 So. Cross St., Little Rock, Ark.  
127 So. Hudson St., Okla. City, Okla.

## WARNER CONVENTION OPENS IN LOS ANGELES

Los Angeles, May 28. Several hundred officials and franchise holders distributing Warner Brothers Classics of the Screen have registered for the bi-weekly convention which opens here today. The get-together meeting is said to be the first of its kind in the industry, and several announcements that promise to make film history, are said to be in the making.

The important matters to be considered by the assembly concern sale and distribution policies with ample coverage of advertising and exploitation campaigns. It will be the attempt of the producers to synchronize the business of distribution so that all territories may work in unison, money according to contemplated negotiations.

S. L. Warner, New York, H. M. and J. L. Warner, A. E. Warner, Sam J. Morris, general sales manager, Lou Young, director of advertising and Mrs. Pearl Kiatima, scenario editor, among the officials here for the meeting.

Among franchise holders and territorial managers who are here are: Al Kalm, of Film Classics, Kansas City; M. L. Bergman, representing the Philadelphia and Washington territories, Messrs. W. D. Shapiro and Wallenstein of the Franklin Film Co., Boston, Mass., representing the New England states; Mr. Oscar Oldkov of the Southern States Film Co. of Atlanta; G. J. Mr. Edward Silverman and Mr. H. Lubliner, of Film Classics, Inc., Chicago; Mr. W. G. Underwood of the Specialty Film Co. of Dallas, Little Rock and Oklahoma City; Mr. Harry Wemberg of Des Moines, Iowa; Mr. E. G. Tomstall of Milwaukee, Wis.; Mr. Fred Culberly of the F. and R. Film Exchange, Minneapolis, Minn.; Mr. I. M. Ash of Crode Enterprises, New Orleans, La.; Mr. Bobby North and Mr. Henry Siegel of the Avodlo Film Exchange, New York City; Mr. Spiros Skouras and Mr. Harry Hayes of the St. Louis Film Exchange, St. Louis, Mo.; Mr. Geo. A. Oppenheimer and Mr. Morgan Walsh of the Geo. A. Oppenheimer Film Co., San Francisco, Cal.; Mr. J. B. Bern of Film Classics, Inc., Seattle, Wash.; Mr. L. B. Fidler of Denver, Col. and Mr. Phil Kaufmann representing Regal Films, Inc., of Canada.

Book your selling troubles with  
The Reel Journal.

## TWO COMEDIES HEAD PATHE PROGRAM FOR JUNE 8

"Rupert of Hee-Hay" featuring Stan Laurel and Yankou Jaki, a Ben Turpin comedy, head the list of releases on the Pathe program for the week beginning June 8th.

The former, a Hal Roach two-reel comedy, is perhaps the most spectacular production ever staged with a short subject film. In this release the Roach comedian assumes the double role of hero and villain in a burlesque on "Rupert of Hentzau." The cast is a notably large one and includes such well-known favorites as James Finlayson, Billy Egan, and Sammy Brooks, the famous humorists going to Lillian Gregory who plays opposite Mr. Laurel.

In "Yankou Jaki," a two-reel Mack Sennett comedy, Ben Turpin returns to the screen after an absence of many months. The picture, staged in Northern California, is a burlesque on the "western badman" films with Ben in the role of a "two-gun" sheriff. The comedy is the vehicle through which Nativia Kingstons graduates from the ranks of the Bathing Beauty to that of genuine lead playing opposite the cross-eyed star.

## A. H. BLANK RELEASE TWO CURWOOD PICTURES

The A. H. Blank Film Enterprises are announcing release of two very appropriate special attractions for the summer season that are the latest Curwood stories filmed, namely, "The Broken Silence" and "Jacqueline." Both subjects feature an all star cast and contain thrilling scenes of the Northwoods. "Jacqueline" has one of the most sensational forest fires ever filmed.

Reports received from exhibitors in the territory are to the effect that Curwood stories are the best box office bets, so it is believed the A. H. Blank Film Enterprises will enjoy very good business on both subjects.

## COOLIDGES SEE "GIRL SHY" AND "WHITE SISTER"

President and Mrs. Coolidge were interested spectators aboard the Presidential yacht The Mayflower, last week when they saw presentations of Harold Lloyd in "Girl Shy" and Lillian Gish in "The White Sister." Both the President and Mrs. Coolidge are said to have expressed pleasure over the pictures.

## DOROTHY GISH THE STAR IN METRO-GOLDWYN SERIES

Further proof that Metro Pictures Corporation intends to present one of the strongest line-ups of stars and productions ever offered the exhibitor, is contained in the announcement that Dorothy Gish will star in a series of features to be released through Metro-Goldwyn, according to L. B. Metzger, Kansas City branch manager.

Henry King, who directed Dorothy's sister Lillian in "The White Sister," one of the most stupendous money makers of the present day, will act in the same capacity for the series of pictures to be made by Dorothy Gish and Inspiration Pictures, Inc., of which Charles H. Duell, Jr., is president, will be the producing company, the contract having been entered into by the latter organization and Metro.

Dorothy Gish is now on her way to this country from Italy where she has been for some time making scenes for "Romola" under Mr. King's direction and in which she appears with her sister Lillian. As soon as work on this picture is completed here in the United States, Dorothy Gish will begin work on her initial picture for Metro.

Advance reports indicate that in "Romola," Dorothy Gish does the finest work of her career to date. This fact and her great success in such pictures as "Hearts of the World," "Fury," and "The Bright Shawl," make her one of the few outstanding stars in the business.

Dorothy Gish is without doubt one of the leading box office stars now appearing on the screen and with Henry King directing her and Inspiration sponsoring her productions there could be no better guarantee that exhibitors will have a series of genuine money makers of the finest kind, according to Mr. Metzger.

## NEILAN'S "DINTY" REISSUED FOR SUMMER SHOWING

First National has revised its list of five re-issues of its most successful box office pictures for Summer showings. Marshall Neilan's "Dinty" has been selected as one of the five, giving Mr. Neilan three pictures in the list of re-issues. He will be represented in "The River's End," from the story by James Oliver Curwood, "Go and Get It" and "Dinty." The principal players of "Dinty" are Wesley Barry, Marjorie Daw, Pat O'Malley, Colleen Moore and Noah Beery.

The other two pictures in the Summer re-issues are "Nomads of the North," another James Oliver Curwood story, with Lewis Stone, Betty Blythe and Lon Chaney, and Thomas H. Ince's comedy sensation, "The Hottentot," featuring Douglas McLean and Madge Bellamy.

These pictures were most favored by branch managers above all other big First National productions of the past. The exhibitors' demand for them has been continuous since their first issue. The re-issue will be supplied with new prints and new accessories.

Box office reports, shop talk, how  
Smith does it—it's reeling with news.

## COMING SOON

HUNT STROMBERG  
& CHARLES ROGERS  
present

# Priscilla Dean in "The Siren of Seville"

Staged by H. H. VAN LOAN Directed by JEROME STORM



HODKINSON RELEASE

An

# ART MIX

(ARTHUR MIX)  
PRODUCTION

# "SOUTH OF SANTA FE"

Crammed to the muzzle with big situations, powerful acting and real audience appeal. A picture that will please the multitudes and boost the receipts at your box-office.

—BOOK IT WHILE IT'S HOT!



STANDARD  
FILMS

111 West 18th St.  
KANSAS CITY, MO.

# :: Kansas City Trade Directory ::

Here is a List of Leading Film Exchanges and Dealers of This Territory.  
Deal With These Recognized and Established Firms.

## EXCHANGES

### NATIONAL DISTRIBUTORS

### STATE RIGHTS

### EQUIPMENT

ASSOCIATED EXHIBITORS, Inc.  
111 West 17th St.  
Dan Martin, Manager  
V. D. Shea, Booker  
Telephone—Harrison 8645

METRO-GOLDWYN PICTURES CORP.  
1706-08 Wyandotte St.  
I. B. Metzger, Mer.  
Telephone—Harrison 7030

CRESCENT FILM CORP.  
115 West 17th St.  
M. A. Kahn, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

COLE THEATRE SUPPLY CO.  
Powers Machines  
109 West 18th St.  
T. F. Cole, Manager  
Telephone—Harrison 2231

ASSOCIATED FIRST NATIONAL PICTURES, Inc.  
1712-14 Wyandotte St.  
E. C. Rhoden, Manager  
T. O. Byerley, Asst. Mer.  
Ralph J. Heft, Booker  
Telephone—Harrison 8623

MIDWEST EDUCATIONAL FILM EXCHANGE, Inc.  
130 West 18th St.  
C. F. Suming, Manager  
R. C. Borg, Asst. Mer. and Booker  
Telephone—Grand 2886

ECONOMY FILM SERVICE  
The Mail Order Exchange  
No Contracts  
113 West 18th St.  
Bernard C. Cook, Manager  
Telephone—Harrison 8351

CHAS. M. STEBBINS PICTURE SUPPLY CO.  
Motiograph DeLuxe Machines  
1818-22 Wyandotte St.  
C. M. Badger, Manager  
Telephone—Grand 0134

A. H. BLANK FILM ENTERPRISES  
130 West 18th St.  
H. E. Corbyn, Manager  
J. T. O'Neil, Booker  
Telephone—Grand 5151

PATHE EXCHANGE, Inc.  
111 West 17th St.  
C. C. Vaughan, Manager  
V. D. Shea, Booker  
Telephone—Harrison 8645

FILM CLASSICS, Inc.  
115 West 17th St.  
Al Kahn, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

YALE THEATRE SUPPLY CO.  
Simplex Machines  
108 West 18th St.  
C. D. Struble, Manager  
Telephone—Grand 2923

FILM BOOKING OFFICES OF AMERICA, Inc.  
Snowdr Bldg., 18th & Ball  
Roy E. Churchill, Mer.  
J. V. Masters, Office Mer.  
Charles Oliver, Booker  
Telephone—Harrison 3257

SELZNICK DISTRIBUTING CORPORATION  
1820 Wyandotte St.  
J. E. Foland, Manager  
L. B. Lewis, Booker  
Telephone—Harrison 9180

STANDARD FILMS  
111 West 18th St.  
F. J. Warren, Gen'l Mgr.  
Jack Langan, Mer. and Booker  
Telephone—Grand 1318

K. C. SCENIC CO.  
Drops and Curtains of all Kinds  
24th & Harrison Sts.  
Telephone—Harrison 2735

W. W. HODKINSON CORPORATION  
111 West 18th St.  
J. W. Alexander, Mer.  
George Lodge, Booker  
Telephone—Harrison 0919

UNITED ARTISTS CORPORATION  
7th Floor Davidson Bldg.  
F. B. McCracken, Mer.  
L. J. Doty, Asst. Mer.  
Clair Woods, Booker  
Telephone—Grand 1822

THE KEYSTONE PRESS  
Printing For The Trade  
Heralds, Programs, Etc.  
19th & Wyandotte Sts.  
Telephone—Delaware 9763

UNIVERSAL FILM EXCHANGE  
1710 Wyandotte St.  
Harry Hollander, Mer.  
L. F. Harned, Booker  
Telephone—Harrison 5624

VITAGRAPH, Inc.  
3rd Floor Davidson Bldg.  
C. A. Schultz, Manager  
C. W. Allen, Asst. Mer.  
L. F. Durland, Booker  
Telephone—Harrison 8304

This directory will be published in the first issue of each month.

Changes of copy must be in our office one week in advance of publication date.

## ST. LOUIS TRADE EVENTS

By David F. Barrett

### MISSOURI THEATRE IN \$1500 JUDGMENT CASE

A fist blow alleged to have been delivered by an usher resulted in a \$1500 judgment against the Missouri Theatre in Circuit Judge Moses N. Hartman's court, May 23. The verdict was in favor of Lloyd P. Maritz, 718 Limit Avenue.

Maritz visited the Missouri with his wife and a party of friends on September 4, 1921. The orchestra was playing the overture, and in accordance with a rule of the theatre patrons are not permitted to take seats at that time. Maritz nevertheless attempted to take possession of a vacant seat. An argument with the usher resulted and Maritz was ejected from the theatre. He alleged that the usher struck him. The jury gave him \$1000 actual and \$500 punitive damages. The theatre will appeal the case.

### YOUNG PATRON TAKES 2000 TICKETS FROM BOX OFFICE

Steve Makewski, 12 years old, went to sleep in the Knickerbocker Theatre, 345 Park Avenue, one night last week and when he awoke the place was dark and locked for the night. There was a dim light burning in the deserted office. To it Steve made his way. There he was tempted. On a shelf was a roll of 2000 tickets to the show valued at 17 cents each. Steve took the tickets and slipped out a side door which unlocked from the inside.

The manager guessed that the tickets would obtain considerable circulation in the neighborhood, so he instructed his doorman to be on the lookout for them. Sure enough 13-years old Ivan Borneque walked up to the doorman and tendered a ticket not purchased at the box office. He was arrested and told all. His friend Steve had given him the ticket. When arrested Steve revealed the hiding place of most of the tickets. All but a few were recovered.

The St. Louis Municipal Opera opened its annual season at the open air theatre in Forest Park on Monday evening, May 26 with "Princess Chic" as the attraction. The advance sale of tickets was approximately \$100,000 while 174 firms and individuals have pledged \$400,775 to insure the opera against loss. However, it is very doubtful they will be called to make good their pledges as the opera has made money every year with the exception of the initial season. Last year the season's sales totaled \$295,718. This year is expected to exceed that mark by several thousand.

Houses closing for the summer include: Holmes Opera House, Nankin, Ill.; Colonial Theatre, Gorin, Mo.; Noble Theatre, Princeton, Ind.; Pastime, Blue Mound, Ill.; Star, Sims, Ill.; Star, Truett, Tenn.; Rainbow, Russellville, Ark.; Princess, Success, Ark.; and Ewart, Greenup, Ill.

### WERNER TO MANAGE METRO-GOLDWYN COMBINED OFFICE

Charles Werner, manager for Metro Pictures Corporation in St. Louis for several years, has been made manager of the combined offices of Metro and Goldwyn as a result of the recent merger.



CHARLES WERNER

The building in which the Metro-Goldwyn offices will be located is now under construction, and will be ready for occupancy about June 20. However, the combined company will not move in until about July 1. The building is located at 328 Olive St.

## BRIGHT BITS and NEWSY NOTES

Voters of Sterling, Ill., on June 3 will decide the question of whether the town shall enjoy Sunday shows. Recently 1800 residents of Sterling signed petitions asking the City Council to license Sunday movies, and promised that unless the councilmen saw fit to pass the necessary ordinances the matter would be presented at the next election. By a vote of three to two the aldermen chose the latter course.

William F. Conovan of St. Louis was re-elected president of the International Alliance of Theatrical Stage Employees and Moving Picture Operators at the national convention in Cincinnati on May 23.

W. Simmons is opening a new theatre in Hollow Rock Junction, Tenn. The first of movie palace the town has ever boasted. It will seat 250. He is in town arranging for equipment and pictures.

F. B. Russell, the new owner of the Tole Theatre, Shelbyville, Ill., and James Colliers is operating the Rex Theatre, Lilbourne, Mo.

Prevalence of smallpox in town has caused the temporary closing of the Grand Theatre, Truman, Ark.

"Miami" broke house records at the Kings Theatre, St. Louis the week of May 17. C. D. Hill, local Holkinson manager, reports an intense interest in this picture throughout the territory. It was succeeded at the Kings by "Wandering Husbands" another Holkinson feature.

Johnny Weiler, manager of the Hippodrome and Grand theatres in Alton, Ill., was seen along Picture Row during the week.

Allen Carter, manager of the Liberty Theatre, Terre Haute, Ind., was a visitor to the local Holkinson office.

M. A. Tanner, formerly with Selznick of the Kansas City office has been made St. Louis city salesman.

John F. Paine, district manager for Selznick, was in town during the past week.

Dan Roche, district exploiter for Holkinson Pictures will spend several weeks in the St. Louis territory and co-operate with publicity men in the key cities of this territory in putting over Holkinson features.

"Bums" Darby, local Selznick sales manager is back from a successful trip to Quincy, Springfield and vicinity.

Tom McKean, manager for F. B. O., was a very busy person this week. Returning from a very successful sojourn in the Memphis territory he immediately hit the road for Quincy and surrounding territory. Tom always brings back fat contracts when he journeys into the hills.

G. E. McKean, local Fox manager, and his son, Claude, are attending the Fox sales convention in New York City, June 2-3.

A. B. Cantwell is now the sole proprietor of the Cantwell Theatre, Bucklin, Mo., having purchased the interest of his partner, E. D. Wiggins.

Out-of-town exhibitors seen along Picture Row during the week included: Frank E. Leitz, Strand, Mascoutah, Ill.; Tom Reed, Downum; Gus Kerasotas, Springfield, and Bob Cluster, Johnston City, Ill.

The Lyric Theatre, McKenzie, Tenn., will close on July 4 for an indefinite period.

**Business right off the reel, from Reel Journal want ads.**

BOX-OFFICE REPORTS

FIRST NATIONAL

**Bond Boy**, Richard Barthelmess. Fine picture, 7 rack in good shape. Here is a lot that can act. If you patrons are on rate good acting, book "The Road Back." Pleased 90 per cent. Town 1000. R. B. French, Liberty Theatre, Hinghamville, Mo.

**Anna Christie**, Blanche Sweet. Very good picture, pleased those who saw it. H. F. Schlichter, Liggett Theatre, Madison, Kas.

**Bond Boy**. A good clean picture that gives good satisfaction. Draw average, Sunday crowd. A picture worth showing. Hadn't draw the best but is one of the best actors we use. Print in good condition. Advertising O. K. R. B. French, Liberty Theatre, Hinghamville, Mo.

**Penrod and Sam**. Good offering and pleased all who saw it. Did not draw more than average business. Print and accessories good. H. Bills, Opera House, Lamar, Kas.

**My Boy**. Good picture. Will please any audience. Attendance light, but money better than usual. Print in good condition. Julian Watson, Electric Theatre, Sheldon, Mo.

**Crossroads of New York**. A very good picture and pleased about 80 per cent. Print fair. Advertising good. E. E. Lincy, Grand Theatre, Oak Grove, Mo.

**Love Never Dies**. Very good picture. Print in good condition. Jas. R. Robinson, Community Theatre, Kober, Kas.

**Love Master**. Strongheart was good, but a mind up as much for human action. Print good, advertising good. Variety Theatre, Lawrence, Kas.

**Why Men Leave Home**. A good picture. Print and advertising good. Variety Theatre, Lawrence, Kas.

**Cave Girl**. Patton very well played. Fair patronage. Condition of picture good. Chas. A. Bull, Belmont Theatre, Wichita, Kas.

**ToLiable David**. A good story. Picture good condition. Patronage all pleased. Small attendance in market due to early trial show, so limit of 1000. David. Dighton Opera House, Dighton, Kas.

**Light In Dark**. Very good picture. It pleased about fifty per cent. Patron did not express their displeasure on the other. Print in fair condition. A. B. McLaughlin, Community Theatre, North Falls, Kas.

**Dangerous Age**. A good picture that drew a fair business in spite of competition in the way of High School out running and commencement exercises. Print and accessories good. J. C. McLean, Electric Theatre, Bohem, Mo.

**Bond Boy**. A wonderful picture, pleased 100 per cent. Many favorable comments. Print fine. A. B. McLaughlin, Community Theatre, North Falls, Kas.

**Temporary Husband**. Good picture, fair business. Print and advertising good. E. K. Lincy, Royal Theatre, Herington, Kas.

**Duce of Spades**. A dandy good picture, made some money. Print and advertising good. F. W. McCoy, Dighton Opera House, Dighton, Kas.

**Brawn of North**—Strongheart cannot be beat in this picture. Full of action and many times the people caught their breath. Print and advertising in fine shape.—J. A. Anderson, Electric Theatre, Anderson, Mo.

**Age of Desire**—Good picture. Good business. Print and accessories good.—E. K. Lincy, Royal Theatre, Herington, Kas.

**Penrod and Sam**—Very good and did for business. Print and advertising good.—A. E. Lankin, Star Theatre, Stockton, Kas.

**Man of Action**—Good snappy picture. Not much business, however. Print and advertising good.—A. E. Lankin, Star Theatre, Stockton, Kas.

**Isle of Lost Ships**—A good picture. My patrons enjoyed it. Print and advertising good.—Tom McGruder, Elite Theatre, Jola, Kas.

FILM CLASSICS

**Little Church Around the Corner**—A great picture, 100 per cent box office attraction. Hope you will be able to make more life this one. Print good; photography good and well acted.—George A. Schertz, Electric Theatre, Hanover, Kas.

PARAMOUNT

**Singer Jim McKee**, Wm. S. Hart—The worst he has ever done. Rotten! No action—no nothing, just a lot of mush.—H. F. Schlichter, Liggett Theatre, Madison, Kas.

PATHE

**King of Wild Horses**—Quite different from the general run of outdoor or Western pictures. We are glad to give them the recommendation that they should have.—G. McCullough, Harris Opera House, Harris, Mo.

**Our Gang Comedies**—These comedies are pleasing our patrons, not only the children but the grown-ups as well.—G. McCullough, Harris Opera House, Harris, Mo.

STANDARD

**Rider of Mystery Range**, Art Mix—A 100 per cent Western. Pleased everybody.—R. P. Roe, Electric Theatre, Chilli-cotho, Mo.

**Lawless Men**, Neal Hart—Story good, Well directed.—Wonderland Theatre, Kansas City, Mo.

VITAGRAPH

**Man Next Door**, Alice Calhoun—The picture as a whole took well here. Just enough comedy to make it good. Pleased 95 per cent. Condition of film good.—E. H. Intelman, Star Theatre, Cole Camp, Mo.

**Smashing Barriers**, William Duncan and Edith Johnson—Good action picture, played to a full house. Pleased 100 per cent. Condition of film good.—E. Rodgers, Palco, Kans.

**Banks of Wabash**—Mediocre story which has appearance of ridiculing small town. Comments fair. Condition of film good.—Mayflower Theatre, J. P. Whitney, Hillsboro, Kans.

**Masters of Men**, All Star—Good business and well pleased. All I can say is book it and boost it. Condition of film good.—Paul Bowlin, Missouri Theatre, Mt. Grove, Mo.

**Man Next Door**, All Star—One of the best western comedy dramas that I have ever played. Did good business during cold weather. Condition of film good.—Paul Bowlin, Missouri Theatre, Mt. Grove, Mo.

**Black Beauty**—Fair picture, but I would not recommend it as a special, it is too old a story. No comment. Condition of film good.—Robert Schell, Star Theatre, Olsburg, Kans.

**Her Lord and Master**, Alice Joyce—This is a real good picture. Made quite a hit. Would like to have more like it. Much favorable comment on it. Condition of film good.—Robert Schell, Star Theatre, Olsburg, Kans.

**When Danger Smiles**, William Duncan—A dandy picture with lots of thrills. A picture which will keep the crowd awake. Much comment on this one. Condition of film fair.—Robert Schell, Star Theatre, Olsburg, Kans.

**A Guilty Conscience**, Antonio Moreno—Our patrons did not like this picture. While the picture was a good piece of work in acting, direction and plot, it was not the type of picture that appeals to our patrons. Did not have enough action and thrills in it, too slow. Condition of film good.—W. J. Shoup, DeLuxe Theatre, Spearville, Kans.

Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL, 9th & Wyandotte Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....

Star .....

Producer .....

Remarks .....

Title .....

Star .....

Producer .....

Remarks .....

City .....

Theatre .....

Exhibitor .....

If Every Exhibitor Does His Duty There Will be No Mediocre Pictures



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## MEN

### Paramount—Six Reels—Pola Negri

**NEWS**—An interesting character study on an old time is projected here. One which permits the star to flash her talent displayed in "Passion." Is obvious in design, but interest is held through characterization, incident and the carnival theme.

**TRADE REVIEW**—Magnificently mounted and beautifully photographed. It affords Pola Negri manifold chances to display her emotional ability in tempestuous scenes of passion, of which that noted star takes full advantage.

## THE DANGEROUS BLONDE

### Universal—Laura LaPlante

**WORLD**—For her second starring vehicle for Universal, Laura LaPlante is presented in the "Dangerous Blonde" a bright and amusing feature comedy which, while it hardly measures up to the snap and vivacity of her first offering, "Excitement," nevertheless is pleasing and should provide good entertainment for the majority of patrons. The production details are adequate.

**FILM DAILY**—Average picture. Even though it isn't strong in story nor unusual in other respects, you need not worry whether they'll walk out. It keeps moving and should hold them.

## THE SILENT STRANGER

### Brown Production—F. B. O.

**NEWS**—As Westerns go, "this one is all to the mustard." It is packed with action that will bring joy to the hearts of the youths of the land while the work of Silver King, an almost human, (when it comes to acting) horse, helps a lot in putting the film over.

**TRADE REVIEW**—A bully good westerner, which should prove a good box office asset in all theatres where pictures of this sort are popular. None of its contemporaries could boast of more zippy action, near neck-breaking stunts, and few present such a compact, well developed plot, which moreover gets off the beaten path and has a spice of originality.

**FILM DAILY**—You know best how Westerns go with your patrons. If they favor them, you can count on the "Silent Stranger" to satisfy. It is a good action film.

## MADMOISELLE MIDNIGHT

### Tiffany-Metro-Mac Murray

**WORLD**—Once more Mac Murray discards what at one time appeared to be a standard formula and presents in "Mademoiselle Midnight" a fast moving melodramatic story in which tense and rapid action is more greatly depended upon for success than the dancing scenes which once were accounted her best bower. Should please Miss Murray's large follow-

ing although she wears no modern gowns.

**FILM DAILY**—Star as vivacious as usual but inclined to overdo somewhat. Very pretty and splendidly photographed. If your patrons like a Mae Murray picture, you can rest assured this one is sure to please.

## THE GOLDFISH

### Schenck-First National-Constance Talmadge

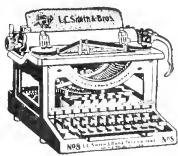
**FILM DAILY**—Very good. Star makes up for the disappointments of her last few pictures. As the "dizzy" wife of a cabaret singer, she's great. Comely. It has been a long time since Constance Talmadge has had a story that fits her as well as "The Gold Fish."

**WORLD**—"The Goldfish" is bright,

snappy and amusing, presenting Miss Talmadge in the type of role that her many admirers like to see her and should prove a worth while box office attraction in the majority of houses. It is bright, sophisticated, comely, with unusually witty subtitles and a lot of highly amusing situations.

## NEW COMPSON FEATURE NAMED "ALL FOR LOVE"

The title for the second Betty Compson feature to be distributed by the Hodgkinson Corporation has been changed, for box office reasons, from "Ramshackle House," the original title of the book by Hulbert Footner to "All For Love."



## Even a Blacksmith

has tools for every purpose. How much more an office worker needs them. You can have six different platen rollers with the

# L. C. Smith

## THE BALL-BEARING TYPEWRITER

**T**HERE is the "regular" roller, in three degrees of hardness for correspondence and ordinary manifolding, the card roller, for mailing list and library work; the special roller for label writing—and a roller for speedily writing at the extreme edge of cards.

With this specialized adaptability to each type of office work, and its complete equipment of ball-bearings at every important frictional point, no wonder the L. C. Smith literally eats up the day's work without tiring the typist's nerves and muscles.

Executives and stenographers are invited to telephone or call for a demonstration and an interesting booklet, "The Greyhound of the Office."

## L. C. Smith & Bros. Typewriter Co.

Executive Offices :: Syracuse, N. Y.  
1020 McGee Street :: Kansas City, Mo.

:: *Swifter* :: SILENTER :: STURDIER ::

## NEWS NUGGETS

Having completed the direction of "Bab-bitt," Harry Beaumont has been assigned "The Tenth Woman" by Harriet Constock. This Warner picture is scheduled to go into production on June 1.

Ward Crane and Myrtle Steadman are the latest additions to the cast of "Bread," the Metro screen version of Charles G. Norris' novel which Victor Schertzinger is directing. The complete cast now reads: Mae Busch, Robert Frazer, Wanda Hawley, Pat O'Malley, Hobart Bosworth, Eugenie Besserer, Myrtle Steadman, and Ward Crane. The picture has been in production the last several weeks and will be completed some time in July.

Filming of "Captain Fearless," screen version of "The Missourian," from the novel of E. B. Lyke, has been completed. Universal announces. The story deals with the Maximilian Rebellion.

Two Jack Dempsey two-reelers are released and on their way east, Universal announces. The Dempsey series, heralded by the \$1,000,000 contract with Carl Laemmle, will consist of ten two-reel action dramas.

Glady's Hulette, recently leading woman in "The Night Message," has been engaged for the leading feminine role in "Judgment of West Paradise," Universal announces.

The latest story scored by Warner Brothers for screen production is Howard Rockney's novel, "This Woman." It is to be produced on the 1924-25 schedule.

Monte Blue heads the cast in "Her Marriage Vow," which is to be started soon. Millard Webb directing, according to a recent announcement from Warner Brothers.

Vera Gordon has been signed by Samuel Goldwyn to play Mrs. Rosie Pota in "Potash and Perlmutter in Hollywood." Production is to start June 1.

Work is well under way in the production of John M. Stahl's "Husband's and Lovers" for First National release. Florence Vidor, Lew Gaby and Dale Fuller head the cast.

Hobart Henley has selected the following players for "Free Love," according to announcement from Louis B. Mayer: Eleanor Boardman, Edward Gennelle, Adolphe Menjou and Jean Harsholt. Production was started last week.

Reginald Barker is to film "The Great Divide," from the play of William Vaughn Moody, for Metro-Goldwyn Mayer. Production is to start soon.

Felix Fox is to appear in a coming Hal Rosson release, "The Wise Virgin."

Patsy Marnon is to head the cast in "The Clean Heart," Vitagraph's screen

Hutchinson. The film is to be featured among Vitagraph's 1924-25 presentation.

"Behold This Woman," has been decided upon as the title for the picture from the novel of E. Phillips Oppenheim, which E. Stuart Blackton is now finishing. The feature is to be released for summer booking.

Production is nearing completion on J. K. McDonald's "A Self Made Failure" which is scheduled for early First National release. The players are Ben Alexander, Lloyd Hamilton, Matt Moore, Patsy Ruth Miller, Mary Carr, Sam DeGrasse, Chuck Reisner, Victor Potel, Dan Mason and others.

Harry O. Hoyt, who has just finished "Smoldon," for First National, is now preparing to direct "The Lost World," which will be First National's production of Conan Doyle's fantastic novel. A cast has not yet been selected for the new production.

"Yorktown," showing the decisive battle of the revolution with the surrender of Cornwallis will be released on the Pathe program for the week beginning July 13th. This will be the eleventh of the series of thirty-three historic subjects comprising the "Chronicles of America" made under the direction of the Yale University Press.

The newest Hal Roach comedy vehicle for Pathe release, featuring Earl Mohan and Billy Engle, has now reached completion and is in the editing room of the Hal Roach Studios at Culver City. In this single-reel production, which is a travesty on Douglas Fairbanks' "The Thief of Bagdad," Earl Mohan and Billy Engle have a wealth of opportunity for real characterization of the satirical order. Katherine Grant and Dellorice Johnson are cast in the leading feminine roles, and the direction of the production is credited to D. Ross Lederman and Albert Austin.

**Twenty-two hundred exhibitors  
have forty-four hundred ears—Sell  
through the Reel Journal.**

## VITAGRAPH CHIEF REPORTS BETTER BUSINESS OUTLOOK

New York, May 30—John B. Rock, general manager of Vitagraph, is rapidly disproving the old adage that "a rolling stone gathers no moss," judging from the increase in business reported since he began making his flying visits to Vitagraph exchanges. He returned last week from his second tour of inspection which included Chicago, Minneapolis, Winnipeg, Omaha, Kansas City and St. Louis.

Mr. Rock's purpose in these flying visits is to renew old and valued friendships among exhibitors and to become personally acquainted with every employee of the Vitagraph organization regardless of his position. Exchange sales meetings were held in each city visited and surveys of the outlook for business during the coming year based upon local trade conditions were prepared and submitted to Mr. Rock.

While in Chicago, Mr. Rock announced the promotion of A. Danke, to be manager of the St. Louis office.

Omaha, Kansas City and St. Louis show consistent gains in Vitagraph business. Exhibitors whom Mr. Rock met in Kansas City praised the condition of Vitagraph prints. It is the rule of Vitagraph that replacements in film shall be made promptly and that new sequences shall be printed whenever frames are destroyed in handling. The Kansas City Chamber of Commerce in its forecast on general trade conditions predicts that 1924 will be the most prosperous that the middle west has known in ten years.

## "BARBARA FRIETCHIE" FULLY PROTECTED BY COPYRIGHTS

Prompted by a report published in one of the trade journals to the effect that "Barbara Fretchie" was not protected by copyright, the Hodgkinson Corporation upon behalf of the producers has issued a statement declaring that the production is fully protected under copyrights held by Clyde Fitch estate.

The motion picture production of "Barbara Fretchie," in which Florence Vidor will be starred, will be an adaptation of the famous Clyde Fitch play, produced under rights purchased from the Clyde Fitch estate, and any attempt to infringe these rights will meet with prompt legal action.

## COMING SOON

**Lois Wilson** in  
**"Another Scandal"**  
 Cosmo Hamilton's  
 latest and greatest novel —

An E. A. Griffith Production  
 produced by  
 Tillford Cinema Corp.  
 for HODKINSON Release





# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### BAUSCH-LOMB

### NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

### CHAS. M. STEBBINS

Picture Supply Co.

1822 Wyandotte St. Kansas City, Mo.

### KEEP YOUR LOBBIES BRIGHTER

### "SHURE-BRITE"

The newest brass polish works quicker, shines brighter, costs less. Used by Frank Newman's Royal Theatre, Westgate Hotel, Bray Hotel, Unity Inn and others.  
\$1.00 Per Gallon, Prepaid

### SHURE CHEMICAL PRODUCTS CO.

304 West 9th Street Kansas City, Mo.



Archle Josephson, President

## HOTEL BRAY

12th Street and Baltimore Ave. Kansas City, Mo.

It's foolish to pay more --and risky to pay less.

Absolutely Fireproof

150 Outside Rooms with Bath \$1.50, \$2.00, \$2.50

## Let B. Finkelstein

### INTERIOR DECORATOR



Beautiful Your Theatre Interior decorating of theatres and lobbies a specialty. My Own Drawn Designing

Phone Benton 0125

1910 Montgall K. C., Mo.

"Say it With Flowers" From

### THE OWL FLORISTS

BILL LEVY

14 East 12th St. Kansas City, Mo. Phone Harrison 4791

## Opera Supply Company

601 Shakeret Building KANSAS CITY, MO. DISTRIBUTORS

Guaranteed, Non-breakable Steel Standard Opera Chairs. THE CHAIR THAT'S ON THE SQUARE

Lowest Prices Quick Delivery

## Stimulate Business

with KEYSTONE PRINTING

Programs Heralds Circulars

Specialists in Film Trade Printing



Nineteenth and Wyandotte Streets Telephone—9763—Delaware KANSAS CITY, MISSOURI

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance No Ads Accepted for Less Than 50c.

### Wanted

Management of theatre. Will buy interest in same or will rent. Just sold my interests in theatre here. 12 years experience as exhibitor. Refer to any exchange manager in St. Louis. I am open to propositions. What have you? E. S. Perkins, Casey, Ill. 6-14

### FOR SALE

324 opera chairs used 30 days. Also two Powers 6-A hand drive machines, one metal reel box, two theatres. Will sell cheap. M. Kelley, 201 N. Walnut Street, DuQuoin, Ill.

### FOR SALE OR TRADE

Theatre building fully equipped, with a soda fountain and confectionery in connection. Center of a good oil territory. Only show. For particulars, write Mark Havenhill, 1331 Poyntz Ave., Manhattan, Kans. 6-13

### MAN WANTED

Whereabouts of R. W. Mathews wanted. He travels carrying own films in Missouri, Oklahoma, Arkansas. If you hear or know of him wire Lyric Theatre, Elkville, Ill., collect. Important.

Wurlitzer Electric piano with mandolin attachment. Guaranteed perfect condition. Slot attachment for coins. Suitable for theatre, restaurant or dancing. About 100 rolls with it. Piano alone cost \$100. Sell all for \$37.5. Putting in organ R. R. Winship, Majestic Theatre, Phillipsburg, Kans. 6-14

### WANTED TO BUY

Theatre in town of 2500, also 200 opera chairs upholstered or veneer. Edward Smith, Minneapolis, Kans. Box 202. 5-31

## CURRENT RELEASES

For Week of June 7

EDUCATIONAL  
Lunch Brigade, Cameo Comedy (1).  
Secrets of Life, "In a Drop of Water" (1).  
Fun Shop.  
Good Morning, Hamilton Comedy, Kinograms.

### FAMOUS PLAYERS

The Guilty One, Agnes Ayres (6).  
FOX  
Unreal Newstreet Series, Sunshine Comedy  
STANDARD  
Frontier Romeo, Jack Perrin (5).

### SELZNICK

320 a Week, George Arliss (6).  
Sheik of Hollywood, Hollywood Comedy (2).  
Poor King Midas, Bruce Barton Editorial (1).

### PATHE

Yukon Jake, Ben Turpin (2).  
Rupert of Her-Haw, Stan Laurel (2).  
Fortieth Door, No. 3 (2).  
Up and At 'Em, Hal Roach Comedy (1).  
Flying Carpet, Asson Fable.  
Pathe Review, No. 23.  
Topics of the Day, No. 23.  
Pathe News, No. 48-49.

### UNIVERSAL

Stepping Stone, Baby Peggy (2).  
Broadway or Bust, Hoot Gibson (1).  
Tale of a Cat, Universal Comedy (1).  
Fast Express, No. 14.  
International News, No. 49-50.  
Sailor Maids, Century Comedy (2).  
Winning a Bride, Western (2).

### VITAGRAPH

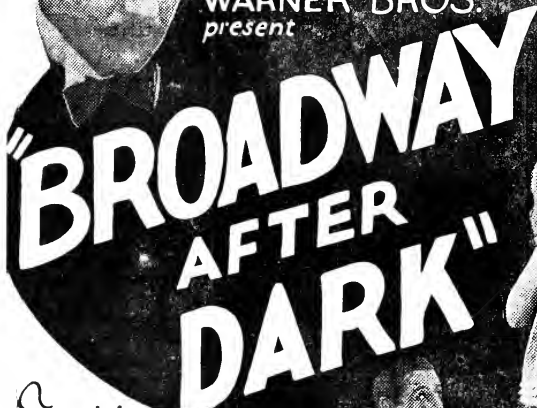
Spies and Spills, Larry Semon (1).

The film trade paper of the Midwest.

When Frank Newman Books it--You Know It's Good!  
PLAYING AT THE NEWMAN THEATRE, KANSAS CITY, WEEK OF JUNE 15

*A Gay, Glittering, Joyous  
Journey to the Playground  
of the World ~*

WARNER BROS.  
*present*



**"BROADWAY  
AFTER  
DARK"**

*Founded  
on the Play by*  
OWEN DAVIS

*WITH*

Adolphe Menjou,  
Anna Q. Nilsson,  
Carmel Myers,

Norma Shearer, Willard Louis,  
Edward Burns

*Featuring the famous*  
ACTORS EQUITY BALL  
and 400 Broadway Celebrities

A HARRY RAPPF Production  
Directed by MONTA BELL

**Film Classics, Inc.**

115 WEST 17TH STREET

AL. KAHN, General Manager  
M. A. KAHN, Manager

KANSAS CITY, MO.

*The*

# Reel Journal

**The Film Trade Paper of the Southwest**

## Our Fall 2-Reel Comedy Announcement

*104 2-Reel Comedies  
or 2 Per Week*

*Save Plenty of Time for Them*

### **HERE THEY ARE:**

- 8 BEN TURPINS
- 12 MACK SENNETTS
- 6 HARRY LANGDONS
- 13 SENNETT STAR COMEDIES
- 13 HAL ROACH STAR COMEDIES
- 12 ARTHUR STONE COMEDIES (New Star)
- 12 SPAT FAMILY
- 13 OUR GANG
- 15 OTHERS TO BE ANNOUNCED LATER.

104 TOTAL

## **Pathe Exchange, Inc.**

111 West 17th Street

Kansas City, Mo.

C. C. VAUGHAN, Branch Manager

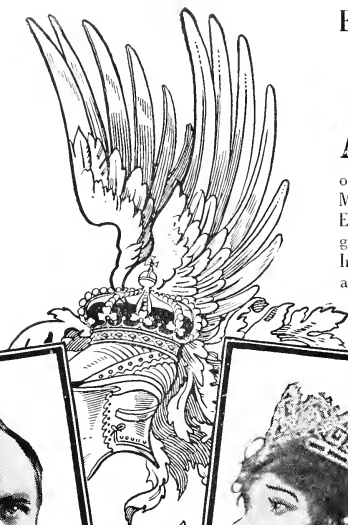
# ANNOUNCEMENT

**F**ILM Booking Offices feels honored to present G. B. Samuelson's Motion Picture Magnificent—"NAPOLEON AND JOSEPHINE," the production extraordinary that will make new motion picture history throughout the entire world.

It is beyond question of a doubt the supreme romance of all times and ages, exquisitely beautiful, beyond word description.

# EXTRAORDINARY

**A**LL the greatest spectacles of world history,—the Battle of Waterloo,—the burning of Moscow,—the retreat from Moscow,—Napoleon's return from Elba, and the most sumptuous and gorgeous scenes of the brilliant Imperial courts of Europe staged at a cost of nearly \$2,000,000.



# NAPOLEON AND JOSEPHINE

The Spectacle magnificent, portraying the most sublime love story of the ages. All the glory, pomp and circumstance that thrill the heart. Fascinate the eye, and satisfy the soul.

**P**ROOF of the bigness of this huge production we shall publish in advertisements to come, bona fide receipts of several theatres who have pre-exhibited this wondrous picture, unattended by the usual exploitation such a picture entails. Picture its possibilities when presented and backed by the superior showmanship of Film Booking Offices of America. Release date to be announced later.

Watch for forthcoming announcements.

## FILM BOOKING OFFICES

Snower Bldg., Kansas City, Mo.  
127 So. Hudson St., Okla. City, Okla.

3312 Olive St., St. Louis, Mo.  
106 So. Cross St., Little Rock, Ark.

EXCHANGES EVERYWHERE

# JACK PERRIN

IN

# 'SHOOTIN' SQUARE'

## How's This for a Thrill!

---And that isn't all. Your patrons will applaud and ask for more pictures like "Shootin' Square." Good western action, romance and thrills--all contained in a story that will please the most critical.

*Just Another of Our Good Westerns*

*New Western Release Each Week*"

**STANDARD FILMS**

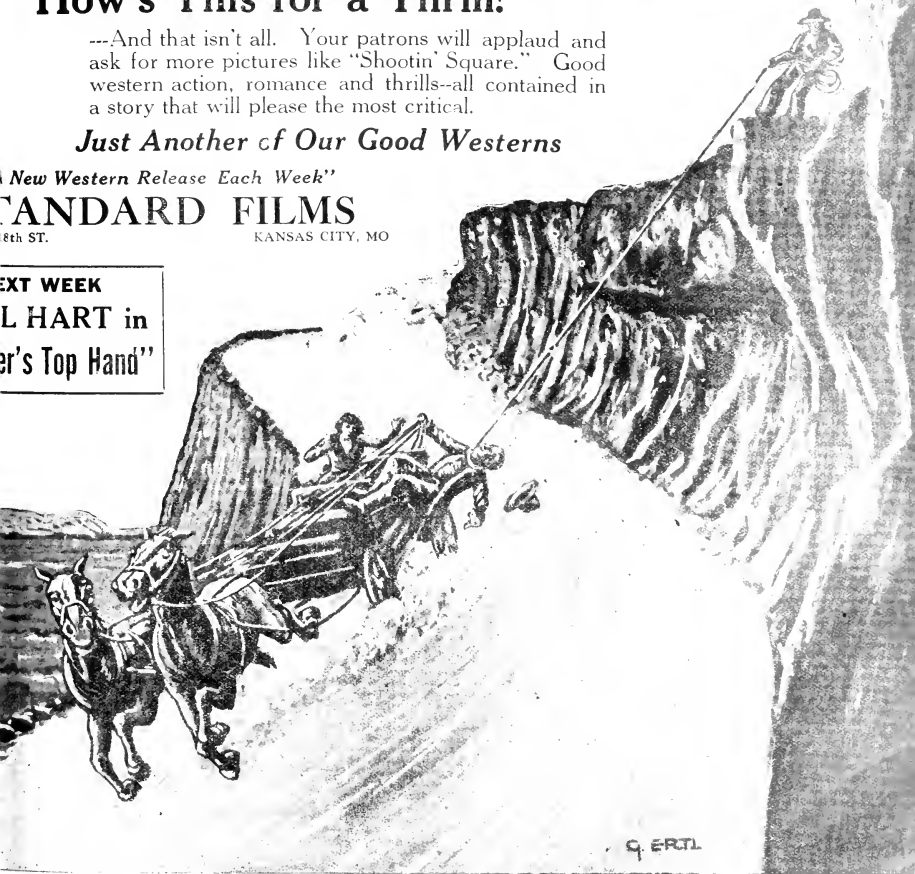
8th ST.

KANSAS CITY, MO

**NEXT WEEK**

**L HART in**

**'er's Top Hand'**



G. ERTL



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID F. BARRETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Stronger Than Ever

Dime rumor has had it that the Motion Picture Theatre Owners of America were faced with disorganization proceedings. It is purported to throw some light upon this matter.

This organization has just closed its fifth and most successful convention in Boston. A meeting in which exhibitor delegates declare the industry to be progressing in greater harmony and freedom from monopoly than at any time in the past. This optimistic situation they attribute to the workings of your exhibitor cooperation.

And more—a new plan for inaugurating service bureaus throughout the country in order to protect exhibitor situations is under way. Other important steps were taken. They are published on page six of this issue. Read them—through them your exhibitors may come into your own.

The convention urged greater cooperation in all branches of the industry. Long ago, Abraham Lincoln theorized concerning the divided house which cannot stand. This theorism we believe applies to the exhibitor's welfare.

Swing into line!

## The Tax Bill

President Coolidge has signed the tax reduction bill. The provision repealing the tax on theatre admissions under fifty cents, becomes effective within thirty days. At least, here's one situation that beats the heat.

The proposed repeal is estimated to save exhibitors some 15 millions. Which means, materially, that the nation's audience will have 15 millions more to spend. No more will there be changing of pennies and breaking of five dollar bills into 33 cent pieces. Isn't this a good thing for the showman to advertise? After July 1, regular prices—like—25, 50c, etc.

We believe this good news to be a mighty new impetus for the exhibitor to pass along. We believe it will appeal

to the folks back home. Certainly, it merits another boost to summer business.

And yet, President Coolidge is reported to be dissatisfied with the enacted bill. He is said to doubt the ethics of such legislation at this time, etc. The president has announced his intention of "going to bat," before the next session of congress to urge revision.

Which causes us to wonder. The thousands of exhibitors who have "paid the bills," and the millions of home folks who have tumbled with their pennies—we wonder whether there is any "doubt" in their minds about tax revision?

## "EARLY TO BED—RISE, WORK LIKE (—), AND ADVERTISE!"

"Better pictures, more advertising and greater exploitation, that's the death knell to the groan of "summer slump," according to Manager S. B. McCracken of the Kansas City United Artists office, when approached on the seasonal scare crowd question.

Mr. McCracken pointed out the folly of the exhibitor in curling up in his shell with the intent to buy the cheapest on the program under the excuse that business is not to be had, "get off as cheap as possible." He declared it was necessary to show good pictures to hold the regular seat warmers and pointed out the greater accessibility which may be used to the exhibitor's advantage from summer weather conditions. "People crowd the beaches and resorts and amusement places," he said. "And you can bet they'll swarm out to a good picture if the exhibitor gives them his best in all-around entertainment."

## CROP CONDITIONS HERALD BETTER BUSINESS—BELIEF

Conditions in Kansas and Missouri favor good business during the summer and fall months, according to J. E. Folland, Selznick manager, who recently made a tour through the territory. This opinion is concurred in by the majority of exchange men in Kansas City.

After a number of crop failures, Kansas farmers turned in a good corn crop last year, which relieved the conditions of financial depression considerably, and the outlook is made more rosy with conditions in May favoring the largest wheat prospect in years.

The condition of other crops is above the average both in Kansas and Missouri, and atmospheric conditions are said to be the best in many years.

With such favorable reports as these, Mr. Folland points out the great opportunity for the exhibitor who plans and executes his bid for summer business. "When the great agricultural territory of the southwest has available spending money, the showman may certainly get his share," Folland declared.

## PRINT OF "SECRETS" HERE FOR ADVANCE SCREENINGS

A print of "Secrets" the last Norma Talmadge production has been received by the local First National exchange. Although this picture will not be released until the first part of September, a print

was furnished the Kansas City exchange to be used for screening purposes for the key city exhibitors. "Secrets" is said to be by far the greatest picture ever made by this popular star and the fact that it is now playing in New York City and Los Angeles to capacity houses at a \$200 top, causes E. C. Rhoden, local branch manager, to expect a knock-out of a box office picture. This will be one of First National's releases for the Fall season.

## FIRST RUN OF "AMERICA" TO ISIS THEATRE THIS FALL

D. W. Griffith's latest film success, "America," which is having a run of many weeks on Broadway, will have its first run here at the Isis Theatre, Kansas City, early this fall, a telegram from Hiram Abrams of New York, president of the United Artists Corporation, announces.

Following "America" will probably be Doug Fairbank's "Thief of Bagdad." Both films will be presented as road shows in numerous other cities.

The "America" picture is said to be one of D. W. Griffith's best, and the greatest patriotic film ever made.

Carol Dempster and Malcolm McGregor head a cast which promises much in the way of entertainment.

The picture is booked at the Isis Theatre by the United Artists Corporation, following the success there of "Dorothy Vernon of Haddon Hall," which had a record run of three weeks.

## PATHE \$10,000 "STOREY PENNANT RACE" LAUNCHED

The first half of the Pathe \$10,000 sales competition, known as the "Storey Pennant Race," has closed, with the branch offices of that organization divided into five leagues, following an eight weeks' contest for qualifying position.

The second half of the race, which will close at midnight July 12th, will determine the actual prize winners in the contest. The entire sales personnel of the Pathe Exchange is involved.

In the qualifying period, which has just closed, positions in the various leagues were awarded on the basis of billings. The second half will be based on an equal ratio.

## PROGRESS FILM SERVICE IS NEW K. C. EXCHANGE

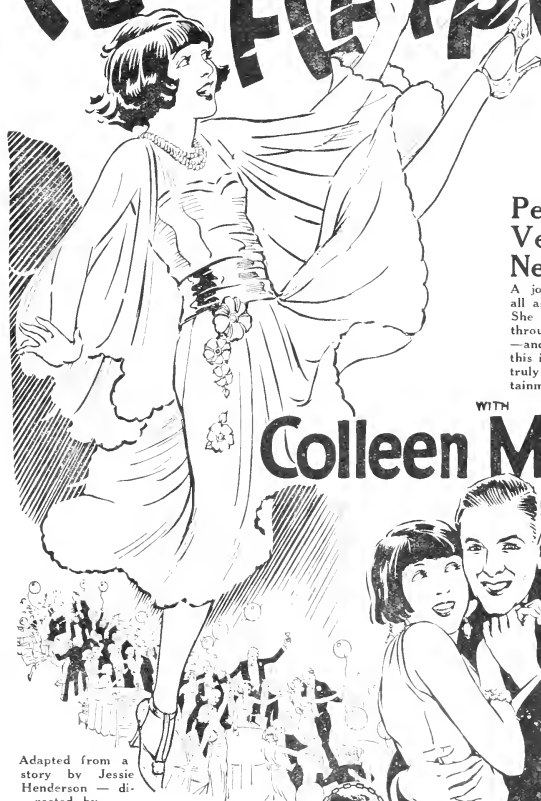
Progress Film Service is Kansas City's newest independent film exchange. The new company announces that it will handle western features exclusively and gives among its stars Jack Hoxie, Art Acord, William Fairbanks, Franklin Farnum, Bill Patton, Jack Perrin and Fred Church.

The physical distribution of the company will be through Bernard C. Cook of the Economy Film Service, 113 West 18th street. Mr. Cook advises that Progress will operate similarly to the Economy plan of selling to the exhibitors direct by mail.

Progress' first picture is "Looped for Life," starring Art Acord. It will be released July 1.

PUT A KICK IN SUMMER BUSINESS

# The PERFECT FLAPPER



**Pep!  
Verve!  
Nerve!**

A jovous little flapper  
all aglow with life—  
She sees the sunshine  
through a veil of clouds  
—and so will you, for  
this is truly delightful—  
truly sunshine entertain-  
ment!

WITH

## Colleen Moore



Adapted from a  
story by Jessie  
Henderson — di-  
rected by

JOHN FRANCIS DILLON



A First National Picture

---

*The Happiness Picture for Everybody!*

---

Associated First National Pictures

KANSAS CITY, 1712 Wyandotte Street  
ST. LOUIS—3319 Locust Street

# O'Toole New Head of M.P.T.O.A.

OWNERS WOULD LAUNCH OFFICIAL  
MOVEMENT TOWARD NATIONAL  
UNITY; ATTACK LOEW.

Stressing the need for greater co-operation and sounding the note of optimism about the industry in general, the fifth annual convention of the Motion Picture Theatre Owners of America closed its most successful meeting in Boston, May 29. More than 1,000 prominent delegates and visitors representing every section of the country were in attendance.

## NEW EXHIBITOR OFFICERS AND DIRECTORS.

The following officers were elected: President, Michael J. O'Toole; Vice-Presidents, Eli Collins, Joseph Mogler, Dennis Harris and J. C. Brady; National Treasurer, Lewis M. Sagal, New Haven; Recording Secretary, George Aarons, Philadelphia; Chairman, Board of Directors, R. F. Woodhull, New Jersey.

The board of directors is composed of the following:  
R. F. Woodhull, Dover, N. J., chairman; H. A. Elliott, Hudson, N. Y.; H. M. E. Pasmezoglu, St. Louis; Martin G. Smith, Toledo; J. A. Schwalm, Hamilton, Ohio; Harry Davis, Pittsburgh; E. F. Fay, Providence, R. I.; Fred Seeger, Milwaukee; Joseph W. Walsh, Hartford, Conn.; Louis M. Sagal, New Haven, Conn.; M. E. Comerford, Scranton, Pa.; Julius Brylawski, Washington, D. C.; W. W. Watts, Springfield, Ill.; Glenn Harper, Los Angeles; Fred Dolle, Louisville; C. C. Lick, Fort Smith, Ark.; I. W. Rodgers, Caruthersville, Mo.; J. H. Whitehurst, Baltimore; Ernest Horstman, Boston; Sydney S. Cohen, New York City; E. P. White, Livingston, Mont.

## See Loew Monopoly

Mareus Loew bore the brunt of the target shooting of convention members, and a resolution which was voted, declares that Loew is seeking to monopolize all branches of the industry, and calls upon the Board of Directors to engage counsel to look into the recent mergers.

Retiring President Cohen lauded the work of the organization, and declared that the exhibitor enjoyed more liberty today than at any time in the history of the industry. This condition he attributed to the workings of the organization.

## For Constitutional Revision.

At the close of the first day's session the executive committee announced it had agreed upon revising certain parts of the constitution as follows:

1. Establishment of a corps of organizers who shall work for the unification of the theatre owners of the United States.
2. A board of directors of twenty-one members in which shall be incorporated the full power of the organization.
3. A president and other leading executives to be chosen by the board of directors.
4. An executive secretary who outside the folds of the industry whose duties shall function under the jurisdiction of the directors.
5. Organization of a special department with headquarters at the national capital under the supervision of an official, who shall have the powers of a legislative agent as well as a liaison officer with the U. S. government.
6. Incorporation of service bureaus at important points throughout the country to handle exhibitor situations arising within their respective territories.

Milwaukee was decided upon as the place for the next meeting.

A new financing plan was adopted through which, in the future, exhibitors will pay dues as follows: houses of 500 seats or less, \$1 a week, paid weekly; houses over 500 seats in the larger cities, \$2 a week; houses over 1,000 seats \$3 a week, in addition to which the national treasury will be supplemented by contributions through Motion Picture Day to be held in October.

# Cohen Lauds M.P.T.O.A.

EXHIBITOR NOW SUPREME IN  
OWN RIGHTS, NATIONAL  
CHIEF DECLARES.

Boston, June 5.—Sydney S. Cohen, president of the Motion Picture Theatre Owners of America, declared cooperation between fellow exhibitors and between exhibitor and producer to be the most important essential to the welfare of the industry in an address before the fifth annual convention of the organization which closed here last week.

Mr. Cohen declared further that the exhibitor was more secure in his rights than at any time in history, and asserted further that the industry in general now nearly progressed in harmony than heretofore. These optimistic conditions he attributed largely to the success of the functions of the Motion Picture Theatre Owners of America.

"We have built a magnificent structure that stands a bulwark against all forms of injustice which may be directed against the exhibitor and gives him as complete a measure of business insurance as conditions make possible," he stated.

## Monopoly a Menace.

The chief asserted his belief that any monopoly of production or distribution was one of the greatest menaces possible to the industry, and while he foresaw no such evil at present, he declared that any movement divulged in toward that end was certain to impeding failure, so strong has the power of the exhibitors organization become.

Mr. Cohen stated that freedom of thought and action is the only step toward progress, talent and genius in the industry.

Excerpts from the president's address follow:

"Wise producers, men of business acumen and sagacity, realize that the substantial saving element of the industry is the theatre owner. The publicity power of his screen gives him that pre-eminent position. He is intent on using it wisely and constructively. He values the producer's art and desires to be on a mutually satisfactory plane with him. He wants real confidence and cooperation in this industry. He will give the confidence and cooperation necessary to make the producer prosperous. But he wants honest reciprocity, and the producer, who sees the end of events, is willing to give it. It means business for him with those who alone can give him commercial success. He knows the theatre owners will buy his product. He knows other producers will not buy it, but are intent only on putting him out of business or have him work for them so they can control all the sales and make all the profit.

## Save Showmen 15 Millions.

"Facts are powerful things. It is a fact that the power of organized theatre owners brought about the repeal of the five percent rental tax in the previous session of Congress which has up to date saved the theatre owners of the country about \$15,000,000 and continues to save them, according to the estimates, figured on the lower film rental prices which prevailed at that time, of the United States Treasury experts, \$6,700,000,000 a year.

## "SPIRIT OF THE U. S. A."

### PRESS BOOK VERY COMPLETE

The Film Booking Offices press book on "The Spirit of the U. S. A.," is chock full of concrete information, pictures, diagrams, plans and money making schemes. Every phase of advertising, publicity, and exploitation is covered. It involves, includes and implies all the problems an exhibitor will meet in presenting the new Emory Johnson feature, according to R. E. Churchill, local manager.

The book was produced under the personal supervision of Nat G. Rothstein, director of Publicity and Advertising for F. B. O.

Among the suggested business-getters is a tie-up with the athletic classes of the public schools. A combined tie-up is suggested with the Elks, Masons, Knights of Columbus, the Kiwanians, the Rotarians, the Eagles, the Moose, the United Order of American Mechanics and other fraternal organizations that have expressed their willingness to get behind the picture.

F. B. O.'s exploitation campaign and tie-up with the National Guard in New York, Philadelphia and Los Angeles is reproduced in full with pictures, so that the exhibitor will know just how the hook-up was obtained in New York and be able to show the commander of the National Guard in his town, what the New York, Philadelphia and Los Angeles National Guard units did to boost the picture.

## FIVE BROADWAY RUNS IS FIRST NATIONAL RECORD

First National enjoyed an unusual first run showing in New York City last week having the following pictures playing: Norma Talmadge in "Secrets," having an extended run at the Astor Theatre; "The Love Master" with Strongheart at the Capitol Theatre; "The Gold Fish" with Constance Talmadge at the Radio Theatre; and "The Woman on the Jury" at the Mark Strand Theatre. It is reported that this is the first time in the history of the film business that one company has enjoyed so many first run showings as were given to the above First National attractions.



# PROGRESS FILM SERVICE

|||  
ANNOUNCING  
The opening of our  
OFFICES  
for  
KANSAS & W. MISSOURI  
at  
113 West 18th St.  
KANSAS CITY, MO.

ALL  
**NEW WESTERNS**

FEATURING

**JACK HOXIE**

**ART ACORD**

**Wm. FAIRBANKS**

**FRANKLYN FARNUM**

**BILL PATTON**

**JACK PERRIN**

**FRED CHURCH**

|||  
RELEASE DATE  
JULY 1st  
ART ACORD  
IN  
LOOPEd FOR LIFE

**WESTERN  
FEATURES  
EXCLUSIVELY**

## THE FIGHTING AMERICAN (Universal—Five Reels)

Reviewed by Laurence Reid in Motion Picture News, Issue of May 31, 1924.

When William Elwell Oliver responded to Universal's intercollegiate scholastic competition scholarship and won it with "The Fighting American," he turned out something which stands as a distinct credit to his director and his studio in showing him the prize. Here is an instance where we may enjoy keen satire over the time-worn formula of the indomitable, indistinguishable, irresistible, invulnerable American who, during the days of Frank Merriwell's ancestors, has found through pages of fiction and, who, for the past decade, has foundered across the screen, overcoming all obstacles in his protection of the Only Girl—and conquering her and fastivals through sheer pluck and perseverance. It is time that someone had sufficient sense of humor to make him a figure of comedy. And we are praising Universal in the same breath for appreciating the fact that this high and mighty character might serve in some other capacity than as a dispenser of heroic luncheon. They have taken this clever satire and produced it in the spirit in which it is written—and it shapes the as one of the comedy gems of the season. And there is nothing faulty in its construction. The author does not overheat the mark in having his young collegiate chase his sweetheart to China and rescue her from communique revolutionists. Indeed the scenes up to the climax have a genuineness about them. One episode in which the comedy can't hold broad slapstick, but conquers through its deft satire.

The adapters and director have kept it sparkling with adventure, but always amusing incident which is entirely within bounds. It is founded upon the oft-employed idea (which the author possessed) of a hostess who is herself selected by his fraternity brothers. He doesn't propose, but it makes lovely love—and when she learns about the wagers, she disdains her betrothal. Follows then the long pursuit to China after the youth is expelled from college and his home at the same time.

There is some broad comedy relief, hilariously funny, executed by Raymond Hatton who doubles as a drunken war veteran and an equally drunken general of the Chinese army. It is his swiftness in all seriousness (as comedy should be) served by a competent cast. The titles are lively and to the point.

**THE ME.** Comedy-romance capitalizing the fighting qualities of young American who overcomes every obstacle in winning the girl of his heart.

**PRODUCTION HIGHLIGHTS.** The humor in situation when bashful youth makes proposal to girl of his heart. The lively action. The comedy when American takes flight in airplane. The humor in situations involving comic soldier who is down on his luck. The rescue of the heroine in China.

**DIRECTION.** Keeps comedy moving spontaneously and succeeds in effecting several very amusing situations. Satirizes the ancient plot of the dashing American who was against tremendous odds. Handles plots in able fashion.

**EXPLOITATION ANGLES.** Treat this from comedy angle—exploiting it as clever satire on the dashing American who was against tremendous odds. Knows to fall in matters of pluck and romance. Play up the well-balanced cast. Use a smart teaser campaign.

**DRAWING POWER.** For every type of audience. Should please them in big and little houses.

**SUMMARY.** This is an enjoyable light comedy which deftly satirizes the lucky American who always succeeds in getting what is going after. It carries lively action which interests because of its pep and incident. The titles are well written and the picture is played in spirited fashion.

### THE CAST

Bill Pendleton	Pat O'Malley
Bill Brainerd	Mary Astor
Danny Daynes	
Pe-Hsing-Chien	Raymond Hatton
Fu Shing	Warner Olan
Quig	Edward J. Brady

By William Elwell Oliver. Scenario by Harvey Gates. Directed by Fred Ford.

**SYNOPSIS.** College youth wagers that he will propose marriage to any girl selected by his fraternity brothers who have accused him of being afraid of women. They choose a fashionable girl who is secretly in love with the hero. The youth makes love to her and the hero informs her of the wager. Disillusioned she joins her father in China while the hero follows and rescues her from revolutionists.

## Moving Along Movie Row

Selznick has two new road men. F. C. Knipp will cover the Oklahoma territory and Stanley Koch will travel throughout Kansas. Stanley was formerly an exhibitor at Coffeyville, Kans.

Merrill Woods, Fox shipper, is taking his vacation.

Lucille Hickman is the new biller at the Kansas City Fox office. She succeeds Miss Georgia Smith who resigned recently.

Frank V. Denton of the Garden Theatre, Colony, Kans., visited the exchanges last week.

E. W. Eggleston, Electric Theatre, Atwood, Kans., was seen along Movie Row.

Ben Levy of the Hippodrome, Joplin, visited Kansas City exchanges this week.

Ensley Barbour, Orpheum, Joplin, was in Kansas City a visitor to the Shrine convention.

Ralph Talbot, Majestic Theatre, Tulsa, was along Movie Row last week.

William Smith of the Rialto, Tulsa, was in Kansas City last week.

Harry McClure, Strand, Emporia, was seen watching the Shrine Parade Tuesday.

R. E. Burner, Isis Theatre, Waterville, Kans., was arranging his June and July bookings last week.

Manager Beeson of the Dodge City show house visited the Economy Film Service office Tuesday.

Roy E. Churchill, manager of the local F. B. O. exchange is making a business tour of the state of Kansas this week.

E. A. Wescott, formerly with Educational, is now travelling southwestern Kansas for Universal.

Mr. and Mrs. Christian of Excelsior Springs were their last trip before their vacation, to Kansas City exchanges this week.

Al Lichtman, Universal general manager, was a Shrine convention visitor.

"Blind Husbands," the recent reissue of Universal will run at the Liberty Theatre, Kansas City, the week of June 8.

T. D. Block, who recently opened the Dixie Theatre, Odessa, Mo., came in to look up for the summer.

H. E. Jameyson, advertising manager of the Miller, Palace and Wichita theatres, was a Shrine visitor last week.

A novel window exhibit of stills of the new Dempsey fighting series attracted much attention in a downtown Kansas City drug store the past week. So much, in fact, that Manager Harry Hollander, "U" manager, was sworn in as a deputy traffic cop to handle the crowd. The first of the series is to be ready for release June 15.

W. E. Stepp of Pleasanton, Kans., Willard Frazier, Empress Theatre at Paola, Kans., O. K. Mason of Newton, Kans., Floyd Schultz, Rex Theatre, Clay Center, Kans., and M. G. Kirkham of the Strand Theatre, Hays, Kans., were among the exhibitor visitors this week.

Julie Hill, former Goldwyn manager at Kansas City and recently with Goldwyn in Oklahoma City, was a guest along film row this week.

S. J. Hankin, the cheery branch manager of the Educational exchange in St. Louis, was a visitor at the local exchange. Sol says business is good in the Eastern Missouri and Southern Illinois district.

Jan Belasco, Universal exploiter and Lee D. Balsly, manager of the Liberty Theatre here, were busily engaged with the International News cameramen filming scenes of the Shrine convention.

Russell Borg, assistant manager of Educational, was also assisting at the camera, helping to "shoot" scenes for Kinograms.

And the Pathe News cameramen were also on the job. Billy Andlauer was a busy personage this week.

E. W. Sargent of Moving Picture World, New York City, hung his hat with Ararat during the Shrine convention.

Miss Hazel Brinkley, formerly of Moran, Kans., was seen at the Universal offices this week. Miss Brinkley has opened a new theatre, the Mainstreet, at Lexington, Mo.

Bud Barsky, producer and former Kansas Citian, was visiting with the Independent exchanges in the interest of his new fall production.

## AT KANSAS CITY THEATRES

Week of June 1  
NEWMAN

Agnes Ayres and Antonio Moreno in "Bluff."

MAINSTREET

Bert Lytell and Claire Windsor in "A Son of the Sahara."

ROYAL

Harold Lloyd in "Girl Shy."

LIBERTY

Lionel Barrymore in "Unseeing Eyes."

PANTAGES

Matt Moore and Madge Bellamy in "No More Women."

ISIS

Mary Pickford in "Dorothy Vernon of Haddon Hall."

UNIVERSAL FILM EXCHANGE

KANSAS CITY

ST. LOUIS

Every day is April Fool to the chap who doesn't try—Reel Journal.

# As staple as granulated sugar— and how audiences do eat 'em up

F. B. O's Big Six Westerns—with

## FRED THOMSON

World's Champion Athlete and Stunt Man

Presented by  
**MONOGRAM PICTURES CORP.**  
Andrew J. Callaghan, President  
Directed by  
**Albert Rogell**  
Produced by  
**Harry J. Brown**

# THE DANGEROUS COWARD



(All In This Picture)

A Wild West Rodeo

A Whale of a Prize Fight

A Sweet Love Story

And ALL of Thomson's Stunts

WHAT ELSE DO YOU WANT?

## Film Booking Offices

Snowier Building, Kansas City, Mo.

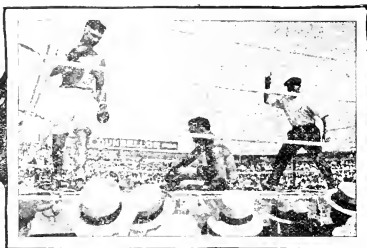
3312 Olive Street, St. Louis, Mo.

127 South Hudson Avenue, Oklahoma City, Okla.

106 South Cross Street, Little Rock, Ark.

Exchanges Everywhere





**KNOCKOUT!**

Willard knocked out by Dempsey

**KNOCKOUT!**



**"THE**

**GREATEST**

**Jack**

**DEMPSEY**

**HEAVYWEIGHT CHAMPION of the WORLD**

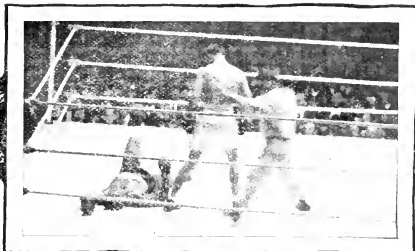
Presented by **CARL**

**FIGHT and WIN**

**TEN GREAT TWO**

Stories by  
**GERALD BEAUMONT**

**UNIVERSAL JOURNAL**



ier knocked  
Dempsey

**KNOCKOUT!** Firpo knocked  
out by Dempsey

**KNOCKOUT OF 'EM ALL!**

# DEMPSEY

**EMMLE** in the  
**STORIES**  
**REEL KNOCKOUTS!**

Each a complete  
story in itself.

**SERIES**

Directed by  
**ERLE C. KENTON** and **JESSE ROBBINS**

ges, Inc.

ST. LOUIS—3320 Olive Street—E. L. Alperson, Branch Manager

# COOLIDGE SIGNS TAX BILL

## THEATRE EXCISE TAX REPEAL INTO EFFECT WITHIN 30 DAYS.

Washington, June 2.—President Coolidge signed the tax reduction bill today.

The contemplated reduction of assessments becomes effective at once, and the provision repealing excise taxes of theatre tickets costing fifty cents or less will go into effect within 30 days.

The bill as approved by the president reduces the taxes of almost every federal taxpayer and cuts down federal revenues by an amount estimated at 361 millions for the fiscal year. Of this amount, it is estimated that some \$15,000,000.00, receivable from the levy on theatre admissions, will be wiped off Uncle Sam's ledger.

The bill decreases tax rates in most instances to levels lower than at any time since 1917 and was the bone of contention of the present session of congress.

However, the measure in general was declared to be unsatisfactory by the president, who stated that he would bend his efforts to obtain revision at the next session of congress. "The bill does not represent a sound permanent tax policy and in its passage, has been subject to unfortunate influence which ought not to control fiscal questions," the executive said.

President Coolidge believes an upward movement in the trend of business to be forthcoming within a few weeks, following settlement of the much mooted question of the revision. "However, in spite of its obvious defects, the measure contemplates relief," the executive declared.

## ZANE GREY TO WRITE EXCLUSIVELY FOR PARAMOUNT

Under the terms of one of the most remarkable contracts ever drawn between a motion picture producer and author, Paramount today acquired the screen rights to all future Gray material from the versatile and prolific writer, Zane Grey, according to news which reached here via a prominent Chicago production house.

The new contract is in part a renewal of the previous document existing between the publishing organization and the author under the terms of which such outstanding motion picture successes as "The Lone Hand," "The Call of the Canyon" and "The Heritage of the Desert" were produced.

The renewal of the Gray story was awarded Paramount being the first Paramount contract to be produced entirely in color. "A Gentleman of the Westland," one of Gray's most popular novels, was filmed in color for the first time by the improved Technicolor process, under the direction of Cecil De Mille, the picture being met with general commendation at the Boston and Chicago theatres and hereafter will be shown upon the continents of the world. It is believed to have been privately shown in many theatres before.

One of the interesting features of both the previous contract and the new agreement is that all future work must be produced in color and for most of the author's material. All but one of the Zane Grey novels which have been filmed by Paramount to date have been photographed in the picture color process of direction. As a result of the new agreement, the author has consented to produce all his future work in color.

By the way, it is reported that the Harry Z. Fennell-McCormack company, which controls the rights to the author's work, will reach the Paramount picture company another agreement with the studio, but that the author will not be a party to the same.

It is also reported that the rights of the author's work in England and France are being handled by the Famous Players-Lasker company. It is also reported that the author's work in the United States is being handled by the Famous Players-Lasker company.

Gray stories and will continue in this editorial capacity on future Gray stories. The first of these will be "The Border Legion," with a notable cast to be selected later.

## CRITICS LAUD DEMPSEY FILM AS REAL "KNOCKOUT"

Word of a highly successful pre-viewing of the first two Jack Dempsey "Fight and Win" pictures in Los Angeles has reached the Kansas City Universal office.

Harry Hollander, local manager, says that more than seventy per cent of the critics present have commended the fight scene, highly. The first of the series, "Winning His Way," is to be in New York early this month, and the second, "The Title Holder," is being brought East by Jack Kearns, Dempsey's manager. The third two-reeler, "The Society Knockout," is being completed.

Caroline Geraghty is the champion's leading lady, and Jess Robbins and Ed L. Keaton, the directors.

## LEADING "U" SALESMEN TO SEE DEMPSEY-WILLS FIGHT

As a spin to the latter exploitation of Universal's new fall product, Carl Laemmle, president of Universal Pictures Corporation, has just announced that the six best Universal salesmen will be his guests at the Dempsey-Wills night scheduled for next fall. The seven leading salesmen will have all their expenses paid in New York and will have fine seats at the night. The offer has aroused great rivalry among Universal's field men.

One man will be chosen from each of Universal's thirteen city divisions, depending upon the amount of sales figures, with play dates that each salesman could split between now and the middle of August. In addition, three salesmen will be selected at large, depending upon their sales of the "Fight and Win" series of two reels and with Universal specials. The three salesmen who also are to be invited will be from the Los Angeles, Chicago and Kansas divisions, each.

## HODKINSON IN NOVEL EXPLOITATION SCHEME

An unusually clever cut-out that may be used in a great variety of merchant tie-ups with "Miami" has been gotten out by Hodgkinson, according to L. W. Alexander, local manager.

This cut-out is made from the 3-sheet style 3-A on "Miami" containing a full length, life size illustration of Betty Compton dressed in an elaborate negligee with one leg showing. The full length of a silk stocking and an ornate slipper is displayed and one arm of the figure is extended with the fingers in a position to hold anything a merchant wishes display.

This makes the cut-out an ideal show feature for almost any class of merchandise. All sorts of articles of women's wear, from pieces of negligee and lingerie to millinery and neckwear may be displayed. The position and dress of the figure makes a great display in itself for stockings and women's shoes.

## PATHE ANNOUNCES COMEDY SCHEDULE

Pathe Exchange, Inc., announced this week a schedule of 104 two-reel comedies to be made available by that organization during the 1924-25 season from the Hal Roach and Mack Sennett studios.

Hal Roach is to produce a series of twelve pictures to be known as the Roach Star Comedies, featuring Glenn Tryon, James Finlayson and others. The first of this series is to be offered September 14.

The Pathe run will also include eight Ben Turpin comedies, one to be released every six weeks, beginning August 3, twelve Sennett specials, and the second and third series of the Harry Langdon comedies. There are to be three pictures in each of these series, the first to be released August 17.

Other gnomish chasers will be the Spat Family series, starting August 10, and the "Our Gang" youngsters, of which one picture is to be launched every four weeks.

## TWO NEW STARS IN LATE EDUCATIONAL RELEASE

Louise Fazenda, who has been appearing in long feature productions, and Kathleen Clifford, vaudeville star, will appear in a series of short length comedy subjects to be released on the June Educational program, according to C. F. Sennett, Kansas City manager.

Six two-reel comedies and eight single-reelers will be available to exhibitors at the start of the hot weather session, Sennett announces. They are: "Grandpa's Girl," Kathleen Clifford; "The Chase," Twissie Woods; with Nears Barris; "Good Morning," with Lloyd Hamilton; "Hot Air," presenting the Mermaid comedians. The single reelers include: Two issues of the "Fun Show," two Cameo comedies, one each of the "Sing Them Again" series; Lyman H. Howe's "Hodge Podge" series; "Secrets of Life" and "Bruce Wilderness Tales."

"Knoamers," Educational's new reel, issued twice a month and "The Fun Show," issued bi-weekly, complete the program for the month.



---

# SUMMER

## and SHORT SUBJECTS

---

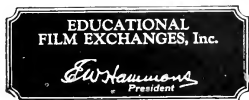
Warm weather calls for light entertainment. No use spending great sums to make your house comfortable and attractive if you are going to offer only the long "heavy" melodramas and sex plays.

Your patrons want comedy, novelty, variety. Give them these warm weather attractions by booking more Short Subjects. They are

### *The Spice of the Summer Program*

Educational Pictures never "let down" as warm weather approaches. In fact, the subjects being released right now or scheduled for early release for Summer exhibition include many of the best pictures Educational has offered this season.

Rely more on Short Subjects this summer and you need not worry so much about your features.



## MUSCLE SHOALS POTASH TO POTASH AND PERLMUTTER?

The following "trick" wire reached us recently. We are frank to admit, the Muscle Shoals proposition presents itself in a new light. No doubt, the proposal to reject the plan for economical manufacture of gunpowder, is directly in line with late pacifist views. We regard the final of addition potash for "Potash and Perlmutter" for the consideration of "one million laughs," to be a step in high finance which may in turn "Sound around the world." All of which is to say, "Not bad advertising."

169 CHB 330P 20 MAY 15, 1924  
NEW YORK CITY NY  
TO EVERY MOTION PICTURE  
EXECUTIVE

KINDLY WIRE YOUR CONGRESSMAN TO SUPPORT SAMUEL GOLDWYN'S BID TO PURCHASE MUSCLE SHOALS. PROPERTY NOT WANTED FOR GUNPOWDER PRODUCTION BUT VITALLY INTERESTED IN SUPPLY AND PRODUCTION OF POTASH FOR POTASH AND PERLMUTTER IN HOLLYWOOD FOR LAUGHTER PURPOSES. SAMUEL GOLDWYN'S OFFER IS ONE MILLION LAUGHS. YOUR ACTION APPRECIATED. REGARDS  
VICTOR M SHAPIRO

"The Wonderful Chance," featuring Rudolph Valentino and Eugene O'Brien, will be presented by Standard Cinema Corporation as the first of a series of twelve two-reel featurettes, to star release shortly through the Selznick Distributing Corporation, according to an announcement just made.

## PATHE TO FILM COMING "WALKER-TENDLER" FIGHT

Pathe has acquired the exclusive rights for the filming of the prize fight between Lew Tendler of Philadelphia; and Mickey Walker, of Newark; for the welterweight championship of the world. The fight will be held Monday afternoon, June 2, in the Philadelphia Ball Park and is expected to draw a record breaking crowd.

The pictures will be shown throughout the state of Pennsylvania.

## INDEPENDENCE PICTURE FOR JULY 4TH SHOWING

June 15th marks the timely launching by Pathe of the tenth of its Chronicles of America series, titled "The Declaration of Independence." Exhibitors throughout the country are booking the feature for special July 4th screenings.

The "Declaration of Independence" was produced by the Yale University Press, and spectacularly and authentically recreated the events of 76. It reveals the causes underlying the Colonies' swing toward Independence and shows John Adams, Benjamin Franklin, Thomas Jefferson, Richard Lee and all the other famous delegates to the Second Continental Congress in Independence Hall. The session on July 2, 1776, when a unanimous vote in favor of independence was secured, is graphically depicted as is the formal adoption of the official Declaration on July 4th when it was signed by John Hancock, President of the Congress.

## The BASEBALL • BUG •



The password in the film colony is "Hit the Ball Boys," and every local office has the fever. A certain exhibitor is said to have asked whether all the salesmen had to carry baseballs with them when calling on an exhibitor. So the meaning of "Hit the Ball" was explained to this one exhibitor, that this phrase is used as a slogan, or in other words, it means "Go out and get business." In reply to this explanation the exhibitor stated that he would furnish baseball bats to the salesmen to enable them to knock down prices when calling on him. Knock wood boys, we're living.

BERNFELD.

Kenneth Clarke is working on the script of "If Ever I Marry Again," which First National Productions, Inc., expects during the year.

Charlie Murray has finished the greatest role in his screen experience in Earl Hudson's "Sundown." He is now with Larry Semon in "The Girl in the Limousine."

Work into the inner circle—read and use Reel Journal.



# D. W. GRIFFITH'S "America"



Surpassing all Other Productions of This  
Master's Work  
NOW SELLING

Arrange for Early Showing

# United Artists Corporation

700 Davidson Bldg., Kansas City

3332 Olive St., St. Louis



An F. B. O. Release. Reviewed by Aileen St. John-Brenon

This story is one of rare charm and appeal . . . beautifully executed and splendidly acted . . . possesses both ideals and idealism and aside from being a most intelligent and tense story, provides Sessue Hayakawa with an opportunity to give one of those outstanding characterizations which makes him one of the finest dramatic actors on the screen today . . .

Those who find genuine pleasure in fine acting, direction of more than passing interest, sets in fine taste and good to look at, and a story which practically eliminates the hackneyed sex stuff and gives glimpses of real human emotion and idealism will leave the theatre satisfied.

# "THE DANGER LINE"

THIS  
ANSWERS  
ALL  
QUESTIONS



A Great Title

A Splendid Picture

Brilliant Exploitation

## SESSUE HAYAKAWA

Tsuri Aoki and an exceptional cast in

# "THE DANGER LINE"

Presented by Aubert

A Vandal-Delac Production

Released through Producers Security Corp.

**G**IGANT Naval battle scenes surpassing anything ever shown on the screen in motion pictures. A huge fleet in actual battle array—remedious detonations of big guns, submarines, cruisers, all as a background to this highly colored moving story with the great Box Office Star Sessue Hayakawa and wonderful cast. Count on this one to make money for you.



## FILM BOOKING OFFICES

Snowier Bldg., Kansas City, Mo.  
127 S. Hudson St., Okla. City, Okla.

106 S. Cross St., Little Rock, Ark.  
3312 Olive St., St. Louis, Mo.

## :: BOX-OFFICE REPORTS ::

### FILM BOOKING OFFICES

**Crashin' Thru.** Harry Carey. A very good picture full of action. Nothing like all of Harry Carey's pictures, they are business centers. H. I. Millberger, Eagle Theatre, Edgewood, Ill.

### FIRST NATIONAL

**East Is West.** Constance Talmadge. An odd picture. Sold reasonably well. A very pleasing picture that will satisfy any sort of audience. Many compliments. Fair print. J. M. Bailey, Bailey Theatre, Waverly, Kan.

**Hottentot.** An A-1 attraction. Consider it one of the best features we have ever run. Drew fairly well. Print and advertising good. Kay Board, Olympic Theatre, Utica, Kas.

**Bad Man.** A real good picture that pleased. Hollbrook Blinn well liked here. Print good. Harry Neptune, Victoria Theatre, Hiyawatha, Kas.

**Isle of Lost Ships.** Picture one of the best we have had. Lots of actions. Enough of the incidents to make a good plot. Print and advertising good—H. S. Rickard, Amy Y. M. C. A., Ft. Leavenworth, Kas.

**Rose of the Sea.** Pleased all patrons. Advertising excellent. Print good. Geo. H. Koch, Parkus Theatre, Holton, Kas.

**Penrod and Sam.** Well liked. Every-one satisfied. Print good. H. W. Knox, Amy Y. M. C. A., Ft. Leavenworth, Kas.

**Bell Boy 13.** A very good picture. Pleased all who saw it. We have never found him in a bad one yet. Print and advertising good. J. A. Anderson, Electric Theatre, Anderson, Mo.

**Brass Bottle.** Found this picture to be a very satisfactory offering, and if exhibitors would take the trouble to study it, they on their would be so free with their over-criticism. Print and advertising good. G. P. Plotner, Princess Theatre, Safford, Kas.

**Temporary Husbands.** Great comedy. More laughs than any picture for a long time. Print and advertising good—Ed. Peckay, Palm Theatre, St. Joseph, Mo.

**Daddy.** This picture pleased a large part of those who saw it. Print and advertising good. Empire Theatre, Adrian, Mo.

**Flaming Youth.** Good picture, will play strongly. Print and advertising good. J. E. Gouter, Courier Theatre, Colman, Mo.

**Brown of North.** Good night—good picture, film in good shape. A paving good but not as large as should have had for such a picture. F. H. Haskin, Lenoir, Kas.

**Mighty Lak A Rose.** A dandy good picture, will liked by all. Give us more like it. Print first class. Advertising good. O. D. Alb., Derrick Theatre, Virgil, Kas.

**Boy of Mine.** Good picture. Print and advertising good. K. J. Topping, Varsity Theatre, Lawrence, Kas.

**The Wanters.** Pleased very well. In our city St. Hill production has been good and well pleased. Print and advertising good. A. R. Zimmer, Liberty Theatre, Fairville, Kas.

### FOX

**Skid Proof.** Buck Jones—Pleased 100 per cent. Don't make the mistake by not booking this picture, your patrons will like it. H. I. Millberger, Eagle Theatre, Edgewood, Ill.

### PARAMOUNT

**Mr. Billings Spends His Dime.** Walter Heers—No good. Did not please but about 25 per cent. Print and advertising good—C. E. Terry, Capitol Theatre, Oak Grove, Mo.

**The Ne-er-Do-Well.** Thomas Meighan—Good picture which brought good business. Should take with any audience. Pleased about 95 per cent. Good print—C. E. Terry, Capitol Theatre, Oak Grove, Mo.

**The Call of the Canyon.** Lois Wilson—Good picture, was enjoyed by a good attendance—R. P. Chester, Lyric Theatre, Salem, Ill.

### UNITED ARTISTS

**The Iron Trail.** Rex Beach and All Star Cast—Good program picture which brought out fair audience on bad night—H. I. Millberger, Eagle Theatre, Edgewood, Ill.

### VITAGRAPH

**Let Not Man Put Asunder.** Pauline Frederick—Good high class society drama which drew a big crowd in heavy rain storm. Failed to lease majority of our patrons, not the type of picture for a country town. Print in good condition—J. M. Bailey, Bailey Theatre, Waverly, Kan.

**Man Next Door.** Alice Calhoun—A mighty good picture that brought good business. Condition of print, very poor—Comique Theatre, C. J. McNeil, Jamesport, Mo.

**Lucky Carson.** Earle Williams. Men, you should book this one. It should make money for you, and please your patrons as it did for me. It is a good picture with plenty of action. Condition of film good—Geo. G. Scheetz, Electric Theatre, Hanover, Kas.

**Ninety and Nine.** Cullen Landis and Colleen Moore—Excellent picture which pleased 100 per cent. Have office receipts above the average. I can honestly say that I was never "stung" on any Vitagraph picture. They have a policy that will make any exhibitor money. Print in good shape. Geo. G. Scheetz, Electric Theatre, Hanover, Kas.

**Restless Souls.** Earle Williams. A real good feature picture and follows the line of entertainment that pleases everyone. A little comedy running through it which served to keep up the interest of the audience. We made good on this one. Print and accessories good—Harry Roberts, Electric Theatre, Centralia, Kas.

**The Show, Larry Semon.** This is one of Semon's best and has, done with the run, some thrills which put the picture over the top. Film in good condition. Harry Roberts, Electric Theatre, Centralia, Kas.

**Man Next Door.** All Star. A very good program picture which made profit for you. Print in good condition. J. C. McCoo, Electric Theatre, Bolivar, Mo.

**Pioneer Trails.** Cullen Landis—Not as good a picture as I was led to believe, however, it was a good picture. Print in good condition. C. A. Bessirs, Opera House, Eldorado Springs, Mo.

**Ninety and Nine—The Man Next Door—Midnight Alarm.** The three above mentioned pictures are extra good box office attractions. I want to add that Vitagraph certainly does give you real service, and fine treatment. Film and accessories good—C. A. Bessirs, Opera House, Eldorado Springs, Mo.

**No Defense—Playing It Wild—Single Track—Smashing Barriers—Man From Leaning Street.** All good pictures, better than a great many that we have paid double the price for. I am also showing Semon comedies and they can't be beat. Vitagraph posters do the business. Films good—C. A. Bessirs, Opera House, Eldorado Springs, Mo.

**Ninety and Nine—Pretty good picture. Condition of film good—E. W. McClelland, Gilman City, Mo., Rex Theatre.**

**Pioneer Trails.** Would have had good business had the weather only been fair. The picture starts out with a wallop, says a little, but ends with a punch that sends them out satisfied. Houses catering to westerns should grab it. Good print—E. W. McClelland, Rex Theatre, Gilman City, Mo.

**Masters of Men.** Mighty good picture for men, women did not like it so well. Print in good condition—E. W. McClelland, Rex Theatre, Gilman City, Mo.

**Pioneer Trails.** Brother Exhibitors: There are two big reasons why every small town theatre should run "Pioneer Trails," and there is one good reason why you should not run it. First, "Pioneer Trails" pleased our patrons more than any picture up to date, at least we heard more compliments on it. Second, Vitagraph asked me half of what other producers want for older pictures, and that's not all. They gave me my desired dates, so I might have a chance to make a little money. The one reason why you should not run it, (and it is no dream either), it will dwarf your other pictures. So don't expect any "comps" after running "Pioneer Trails."

Some of you may wonder how much I am getting to write this. Well! I will give the first applicant all my advertising which includes a six sheet on canvas, if the party will return it prepaid.

"Pioneer Trails" was to our liking twice as much as "Masters of Men." I would like to go into detail and tell why this picture is so good. First, it's clean. The Indian massacre is not brutal, yet it shows their tactics which will please the women. It is real history. The story is gripping, yet so simple a child can follow it. Everything moves rapidly, there is no padding. Photography is grand. The actors do the finest work that can be done, they make you live the story. Then there is lots of humor in it. And your audience will respond heartily because of the deep interest.

Yes, boys, the women said it was good. The preachers will endorse it. The "kids" will eat it up, and it will make up for your lost time on "Billie" shows! More of this clean type, and thanks to Vitagraph is our prayer. C. S. Shoup, Gym Theatre, Bushton, Kas.

# ST. LOUIS TRADE EVENTS

By David F. Barrett

## FRED WEHREBERG BUYS MELBA THEATRE BUILDING

One of the notable real estate deals closed in St. Louis the past few weeks in the southern part of St. Louis was the purchase of the Melba Theatre building, Grand Boulevard at Miami street, from the Audrey Realty Company by Fred Wehrenberg.

The Melba was built six years ago and is one of the larger and most popular movie palaces of the South Side, seating 1200 persons and equipped with a large and modern air dome alongside with accommodations for 1500 persons. Wehrenberg has been operating the house under lease for several years.

Wehrenberg plans extensive improvements on the property. He has also had tentative plans drawn for modern theatres on Grand Boulevard at Meramec, 4200 South, and also at Bates street, 5600 South. He owns the Cherokee Theatre on Cherokee street.

## MONARCH AMUSEMENT CO. FORMED.

Articles of incorporation for the Monarch Amusement Company, capital \$10,000, and the Merry Widow Amusement Company, capital \$5000, have been filed with the Recorder of Deeds, St. Louis. J. P. Murphy owns 80 shares of stock in each company while M. and G. Murphy hold 10 shares each in both enterprises. Murphy has been operating the Merry Widow theatre on Chouteau avenue for a number of years. He is considering taking over other houses.

## BRIGHT BITS and NEWSY NOTES

Theodore Coleman, owner of the American Theatre, Mount Carmel, Ill., has deserted the ranks of the bachelors. He took unto himself a wife last week. It is a secret. So don't tell anyone I told you.

The Rex Theatre, Bevier, Mo., is closing on Fridays and Saturdays because of the mines in that vicinity closing.

Herbert J. Krause, Paramount manager gave a party to his many friends to celebrate his winnings on the Kentucky Derby. He and his wife enjoyed Black Gold's victory and later went to West Baden for a brief visit.

Joe Coy has taken charge of the Empress Theatre, Harrisonville, Ill.

George Pliekow of the Criterion Theatre, St. Louis, who had journeyed to Greece to visit his aged mother upon his arrival in his native land learned that his parent had passed away shortly before his arrival. It was a severe shock to him. He is on his way back to this country. His

many friends were grieved to learn of his sad loss.

George J. Kilgore, representing Rothacker Film Manfg. Co., called on First National's local office on May 26.

"Buns" Darby of Selznick Picture Corporation is back from a successful trip to Alton, Ill. In the City of Hills he unloaded everything he had in stock and came back with a bundle of fat contracts. He reports an intense demand for "The Daughters of Today." It goes into the Kings Theatre, St. Louis, for two weeks, opening June 21 to be followed by an indefinite run at the Rivoli on Sixth Street.

Manager Herschel Stuart of the Missouri Theatre put on a special Saturday morning performance on May 31 for the kiddies who participated in the St. Louis Star's recent championship marble tournament. Some 3000 kids and kiddettes enjoyed the performance.

G. K. Kraemar, traveling auditor for First National is in St. Louis for a brief stay.

G. E. McKean, manager of the local Fox office, and son Claude, are in New York where they attended the annual Fox convention. They will return to St. Louis next week.

The Y. M. C. A. Theatre, Bemis, Tenn., was destroyed by fire on Friday, May 30. Details of the conflagration have not been received in St. Louis.

The continued rainy, cold, unnatural weather of the past few weeks has played havoc with box-office receipts and the dispositions of well meaning motion picture exhibitors. It is worth one's life almost to solicit an exhibitor in these parts to contract for film, subscribe to a magazine or install new equipment.

In Southern Illinois this is added the closing down of the coal mines with no prospects of things opening up until September or October. Every day more theatres are closing. In one county in Kentucky eighteen theatres have closed for indefinite periods.

Among the houses that have closed recently are: Peoples, Terre Haute, Ind.; Lannae, Worden, Ill., two nights a week; New Grand, Frankfort Heights, Ill.; Bijou, Scottsville, Ill.; Princess, Winfield, Mo.; the Moonbeam, Modesto, Ill., will close early in July.

Jack Underwood of Enterprise is back from a trip to Arkansas. He reports that the cold, wet weather has completely killed cotton and the planters will be forced to plant their crops over again. Cotton is a big factor in Arkansas.

Out-of-town visitors seen in the Film District this week were: J. W. Shuckert, Opera House, Chester, Ill.; Noah Bloomer, Belleville; Tom Reed, Duquoin, Ill.; Charles Goodnigt, DeSoto, Mo.

## SEEKS RECEIVERSHIP FOR GENERAL FILM MFG. CO.

A receivership suit against the General Film Manufacturing Company, University City, Mo., was filed in the Circuit Court at Clayton, Mo., by Irvin A. Eckman, who claims to hold 6200 shares of stock in the company for which he paid \$200. He charges the officers with being negligent and extravagant in their management of the business, and claims that a bankruptcy suit is impending by creditors "unless a capable business man is placed in charge of the business."

In his petition Eckman stated that the company has a very valuable business and assets consisting of scenarios, stories and commercial and feature films and picture making equipment with debts aggregating about \$200,000 for which he alleges creditors are pressing.

Officials of the company have denied the charges made in the petition and the suit will be resisted. Recently when the State Department of Finance revoked the company's permit to sell stock in the state, officials of the company specifically denied charges along that line as outlined in Eckman's petition. Apparently there has developed a factual dispute for control of the company.

The company has produced a number of industrial and commercial films, a few features and several 2-reel comedies. However, none of its dramatic product has been released as yet, but it is been making special films for many of the leading theatres of St. Louis and the central West.

Here is the old story. Mrs. John Rush Powell of 335 East Adams avenue, Kirkwood, reported to the police a few nights ago that she left three diamond rings in the rest room of the Missouri Theatre, Grand Boulevard at Lucas avenue. She went to the rest room to wash her hands and took off the rings, which she valued at \$500. She left and two hours later awoke to the fact that she had left her rings behind. Naturally when she went to the theatre the rings had disappeared. The management of the Missouri and other theatres have repeatedly warned patrons not to take off rings and other jewels in rest rooms.

An argument that developed at one of the Grand boulevard motion picture palaces when Alex Ardevay placed his arm around his fiancée's shoulder and Alex Rubenstein voiced disapproval resulted in serious injury to Rubenstein and the arrest of Ardevay when the men renewed their dispute on Grand boulevard following the show. Rubenstein was taken to the City Hospital where he was found to have sustained a fractured skull and other injuries when Ardevay struck him on the jaw and knocked him to the sidewalk.

**Reel Journal Classified Page is your trouble hospital. Why wait for the hearse.**



## THE SIGNAL TOWER

Universal—Virginia Valli

**TRADE REVIEW**—A railroad melodrama in which suspense, gripping heart interest and wonderfully effective atmosphere are skillfully combined. "The Signal Tower," ranks as one of the best audience pictures of the season. It is a simple story, graphically outlined, rich in human values, and viewed from the commercial angle can be safely listed as a valuable box office asset for any theatre.

**NEWS**—A smart society drama is presented here one which tells a logical convincing story in straight-forward fashion and which points a real moral. It contains human interest and fine dramatic conflict and heart appeal.

**FILM DAILY**—Should please your patrons. There's a good story, good production, a fine cast and all that is required for a satisfactory entertainment.

## THE SPIRIT OF THE U. S. A.

F. B. O.—Johnnie Walker

**WORLD**—"The Spirit of the U. S. A." is a picture that the huddlows will probably frown on as lilled with theatrical bombast, nevertheless, we believe it is a picture that the masses will enjoy, one that will "get under the skin" of a large number of patrons and which will appeal to lovers of honest heart interest drama.

**NEWS**—Carries all the necessary ingredients for success. Has heart appeal and home spun incident, thrills and punches. A work conceived and executed with sincerity and played with a good deal of authority. Presents a few loose ends and some flaws of detail.

**FILM DAILY** Emory Johnson has made a name for himself with a certain type of material and those who like him best will indubitably want to see his latest especially in view of the fact that Mary Carr and Johnnie Walker are presented. They have the old homestead stuff.

## THE FIRE PATROL

Stromberg—Chadwick—Anna Q. Nilsson

**NEWS** Here is a gorgeous, well-told photoplay of the brim-drip and sailor-bulk. It carries tense action, a large quota of thrills, a true view of suspense and is acted convincingly.

**FILM DAILY** Unless your crowd likes high brow stuff, this one is in and way in. It's a movie plot for movie audiences by someone that knows something about movies. It's not a great picture, but should be a good money getter.

**TRADE REVIEW** Here is one of the pictures of the season. A melodrama chock full of thrills and heart thrills. An attentional page from the book of life.

A photoplay that at times unfolds its wings and soars to the heights of drama and never falls lower than real melodrama deluge.

## THE FIGHTING AMERICAN

Universal-Pat O'Malley and Mary Astor

**NEWS**—This is an enjoyable light comedy which deftly satirizes the plucky American who always succeeds in getting what he goes after. It carries lively action which interests because of pep and

incident. The titles are well written and the picture is played in spirited fashion.

**TRADE REVIEW**—This should make a good hot weather picture when patrons attend the theatre to be amused and are not required to think too hard. It has entertainment value, and no doubt will be favorably received.

**WORLD**—Realistic drama and burlesque alternate all the way through. Surely there is many a good laugh in it for those whose risibilities are not of the carefully nurtured hot house type.

# NEWS NUGGETS

Production on "A Sainted Devil," Rudolph Valentine's new Paramount picture, has begun at Long Island. The story is by Rex Beach, Joseph Henabery directing.

Clara Bow, film actress, was slightly burned at Universal City in an unusual contact with an electric current in which a platinum ring and silver shoe buckle formed the points of contact last week.

"The Husbands of Edith," latest novel of George Barr McCutcheon, author of "Granstark," is to be one of Reginald Denny's starring vehicles for the coming season, Universal announces. Production is not to start for some time.

Edmund Cobb has been signed to make a new series of Westerns for Universal. He is to be directed by William Craft. Cobb recently headed the cast in "The Days of '39," a Universal production.

Phillips Smalley, best known in film circles as a director is making quite a name for himself in parts calling for prosperous, good natured business men. In First National's "Single Wives," now in production he has a role, similar in many respects to his famous characterizations in "Flaming Youth."

A messenger "trekked" four days journey across an African Mountain range bearing a proposal to Robert Keable, author of "Recompense," from Warner Brothers for the filming of the story. The picture will be released on the 1924-25 program.

"Smith" is the vehicle in which Charles Ray is to lead in the picture now making in the Ince studios. It is said to contain the human interest and heart appeal which Ray followers like best. "Smith" is to be released in early fall through Pathé.

Willard Louis is cast for a prominent role in "Her Marriage Vow," now in production at the Warner Brothers' studio. Louis played "The Prince of Wales," in "Beau Brummel."

The thousands of theatre-goers who have been watching with sympathetic interest the progress of Theodore Roberts' illness and recovery, will undoubtedly be glad to know that his return to the screen will be in "Feet of Clay," a Cecil B. DeMille current Paramount picture.

Conway Tearle is doing another screen play of stage life. His latest was "The White Moth" with Barbara LaMarr. His new one, is "Temperament," a First National picture in which he is to be co-featured with Colleen Moore.

## MANY PROMINENT STARS ON METRO-GOLDWYN PROGRAM

Los Angeles, June 5.—Louis B. Mayer, vice-president in charge of production for the Metro-Goldwyn company at Culver City, has announced an imposing list of stars to appear in his company's features for the coming season.

The Metro-Goldwyn-Mayer casts are to include Renee Adoree, Mabel Ballin, Mae Busch, Eleanor Boardman, Lew Cody, Edward Ginnelly, Nigel de Bruiler, Robert Frazer, John Gilbert, Huntly Gordon, Hedda Hopper, William Haines, Kathleen Key, Kate Lester, Carmel Myers, Conrad Nagel, Gertrude Olmsted, Aileen Pringle, Norma Shearer, Clair Windsor and George Walsh. It was announced that other prominent faces are to be added as production gets under way.

The 1924-25 program is said to contemplate a brilliant series of many types of productions, including society plays, heavy dramas, as well as the heavy-hitting specials of the lighter type.

# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE  
SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### BAUSCH-LOMB NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

### CHAS. M. STEBBINS

Picture Supply Co.  
1822 Wyandotte St. Kansas City, Mo.

Smiling  
Service!



Archle  
Josephson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

## Let B. Finkelstein

INTERIOR DECORATOR



Beautify Your Theatre  
Interior decorating  
of theatres and lobbies  
a specialty.  
My Own Drawn  
Designing

Phone Benton 0128

1610 Montgall

K. C., Mo.

"Say it With Flowers"  
From

### THE OWL FLORISTS

BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel  
Standard Opera Chairs.  
THE CHAIR THAT'S ON THE  
SQUARE

Lowest Prices Quick Delivery

## Stimulate Business With KEYSTONE PRINTING The Keystone Press

Nineteenth and Wyandotte Streets

Telephone—9763—Delaware

## BOX OFFICE REPORTS—(Cont.)

### VITAGRAPH

Ninety and Nine, Colleen Moore—A real box office bet. Get behind this one, and you can make some money on it. It will stand up for anything you say about it.—Paul Bowlin, Missouri Theatre, Mt. Grove, Mo.

Trumpet Island, Alice Calhoun—Excellent picture, which pleased our patrons. The thrilling action with comedy thrown in makes the pictures a very good one. Condition of film good.—W. J. Shoup, DeLuxe Theatre, Spearville, Kas.

Pioneer Trails, All Star—This production brought me the best business that I have done in the last eighteen months. Pleased my patrons. Condition of film good.—J. C. McKee, Electric Theatre, Bolivar, Mo.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### WANTED

Management of theatre. Will buy interest in same or will rent. Just sold my interests in theatre here. 12 years experience as exhibitor. Refer to any exchange manager in St. Louis. I am open to propositions. What have you? F. S. Perkins, Casey, Ill. 6-14

### FOR SALE

324 opera chairs, used 30 days. Also two Powers 6-A hand drive machines, one metal reel box, two rheostats. Will sell cheap. M. Kelley, 201 N. Walnut Street, DuQuoin, Ill. 6-13

### FOR SALE OR TRADE

Theatre building fully equipped, with a soda fountain and confectionery in connection. Center of a good oil territory. Only show. For particulars write Mark Havenhill, 1331 Poyntz Ave., Manhattan, Kans. 6-13

### FOR SALE

"Uncle Tom's Cabin" in five reels. World made in first class condition. Advertising, lobby boards in shipping crate, Taylor Bill trunk, good two reel comedy, in fact an almost complete road show all ready to go. Address Box 67, Rosalton, Ill. 6-14

Wurlitzer Electric piano with mandolin at "about" guaranteed perfect condition. Sit at-in-out for coins. Suitable for theatre, restaurant or dancing. About 100 rolls with it. Piano alone cost \$100. Sell all for \$37. Parting to ocean. R. K. Winslow, Majestic Theatre, Phillipsburg, Kans. 6-14

### WANTED TO BUY

Theatre in town of 2000, also 200 opera chairs unobsoleted or newer. Edward Smith, Minn. capolis, Kans. Box 202. 5-31

## CURRENT RELEASES

For Week of June 15  
CRESCENT

It's a Bear, (2).

Felix Trips to Rest.

FIRST NATIONAL  
For Sale, Clara Windsor and All Star Cast. A Self Made Earl, Ben Alexander.

FOX  
Children Wanted, All Star,  
United News Reel, Series 3,  
Fox News.

### PATHE

Spot Feature, Suffering Shakespeare (2),  
Forthright Door, No. 4,  
Pathe Review, No. 24.

Pathe News, Nos. 50-51,  
Fast Black, Hal Roach Comedy,  
Chronicles of America, Declaration of Independence.

Topics of the Day, No. 24,  
That Old Can of Mine, Aesop Fable,  
Lion and Souise, Mack Bennett Comedy.

### UNIVERSAL

Back Trail (5),  
Minnas Over 2, 1' Comedy (3),  
The Fast Express,

The Iron Man, Serial,  
International News, No. 51-52,  
Please Teacher, Century Comedy,  
Blue Wang's Revenge, (2),  
Dangerous Convicts,

Laman's H. How's the Hedge Podge (1),  
Sue Them Again Series (1),  
Knostrams,

Wedding Showers, Mermaid Comedy (2).

The earliest hieroglyphics were  
forms of advertising. That's no new  
gag—try Reel Journal Wants.

**K** Engraving &  
**C**olorplate Co.

8th and Walnut - Kansas City

Perfect Plates for all  
Printing Purposes  
"on time" service

Main 4707

A. M. BEITING - J. A. STEPHENSON - W. E. ROGERS

**Warner Bros.**

will release

**20 PICTURES**

during the season of 1924-25



The First Release Will Be

**RIN--TIN--TIN**

IN

**“GET YOUR MAN”**

Do you remember your success with Rin-Tin-Tin in “Where the North Begins”? You’ll duplicate your biggest record with “Get Your Man.”



Watch for Further Announcements

**Film Classics, Inc.**

115 WEST 17TH STREET

AL. KAHN, General Manager  
M. A. KAHN, Manager

KANSAS CITY, MO.

*The*

# Reel Journal

**The Film Trade Paper of the Southwest**



**THE 40<sup>TH</sup> DOOR**  
WITH ALLENE RAY



*Just as we Predicted*

**A Clean Knock-Out**

*Exhibitors Admit That*

**“The Fortieth Door”**  
Has REACHED THE TOP in Serials

A Wonderful Story  
No Ridiculous Scenes

---

*An Excellent Bet for Any Theatre*

---

**Pathe Exchange, Inc.**  
111 West 17th Street Kansas City, Mo.  
C. C. VAUGHAN, Branch Manager

Never before in all the history of the industry has such a letter ever been written on any two reel series --- naturally it's on

# "THE TELEPHONE GIRL"

L. M. MILLER  
THEATRICAL ENTERPRISES  
EXECUTIVE OFFICES  
MILLER THEATRE BLDG.  
WENITA, KANS.

May 3, 1924.

STANLEY W. CHAMBERS  
MANAGING DIRECTOR

Mr. Roy Churchill,  
Mr. "Bennie" Benjamin,  
Film Booking Offices,  
Snover Bldg.,  
Kansas City, Mo.

Gentlemen:

This is to advise that in the future, we wish to run the "TELEPHONE GIRL" series in the Miller Theatre instead of in the Palace, where they were originally booked. We ran the first of this series at the Palace and it made such a great hit that we decided to run the second in the Miller with our anniversary show. It went over so successful that we have concluded to run the remainder in the Miller.

It may be of interest to you to know that we find them better than practically any of the two reel comedies being produced, and much more appealing. This is the first time in the history of the Miller that we have ever run anything in the nature of a series but judging from the reception that the Miller audiences gave the second of this series, the move will be a profitable one.

With kindest regards and best wishes,  
Sincerely,

THE CONSOLIDATED AMUSEMENT CO

*W. L. Chambers*



Read  
That

And Bear in Mind

that the Miller theatre is one of the finest in the finest first run theatre in the entire South west and in spite of all the supposed bigness and popularity and drawing power of all competitive 2 reel subjects, NONE was ever better to earn its way into the MILLER.

READ THE LETTER. IT SPEAKS VOLUMES. A THOUSAND TIMES MORE THAN ANYTHING WE COULD POSSIBLY SAY.

THAT LETTER DON'T CONVINCING YOU, JUST FORGET ABOUT THIS SERIES OR ANY OTHER SERIES. IF YOU CAN'T MAKE MONEY WITH "THE TELEPHONE GIRL" SERIES LOCK YOUR THEATRE UP AND THROW THE KEYS IN THE LAKE.

FILM BOOKING OFFICES

Snover Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.

127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

Exchanges Everywhere





JUST TO  
REMIND  
YOU  
THAT

Now is the Time  
To Begin Your  
ADVERTISING  
CAMPAIGNS  
RIGHT

BY USING  
KEYSTONE  
Programs  
and  
Heralds



1511 AND WAYBOLT  
KANSAS CITY, MISSOURI



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID F. BARRETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Suburban First Run

Some of the most successful picture shows in the city are those that have a first run house in the suburban district. The picture production is complete and the picture is completed much sooner than usual. It is not alone that these picture are pleasing to the eye, but they are good.

They will recall the amusement that the Apollo Theatre, situated at 23rd and 14th, is now presenting. The showing of the picture, "The Great Train Robbery," is a definite picture in the line of the picture production. It is a picture that is being shown in the city and many are interested that they should see it. The Apollo Theatre, situated at 23rd and 14th, is now presenting a picture that is being shown in the city and many are interested that they should see it.

And now the City Theatre, just a block from the Apollo, stepped to the front of the picture production. It is a picture that is being shown in the city and many are interested that they should see it. The City Theatre, situated at 23rd and 14th, is now presenting a picture that is being shown in the city and many are interested that they should see it.

The picture production is complete and the picture is completed much sooner than usual. It is not alone that these picture are pleasing to the eye, but they are good.

## NEWMAN THEATRE CELEBRATES ANNIVERSARY

Royal Opens on Its Tenth Year and the Newman Celebrates Its Fifth Anniversary.

After ten years of unusual success in playing distinctive features to the patrons of Kansas City, Frank L. Newman, president and general manager of the Newman and Royal theatres presents his annual anniversary week program this week. For this program, "Bluff," the late Paramount feature with Antonio Moreno and



FRANK L. NEWMAN

Ames Ayres, heads the bill at the Newman and "True as Steel," a Goldwyn picture, with Aileen Pringle, is the feature attraction at the Royal. The Newman is also presenting a musical revue on this week's bill. Both houses are said to have enjoyed near capacity business.

Mr. Newman, called the dean of Kansas City showmen, opened the first motion picture theatre in St. Louis seventeen years ago. It was called the Royal. Leo F. Forbstein, present musical director of the Newman Concert Orchestra, played for "experience" in the St. Louis Royal's orchestra.

The Kansas City Royal was opened ten years ago. In those days, 1914, it was the largest downtown movie house. In 1919, the Newman opened to capacity business, a record it has perhaps more nearly continued than any other house in Kansas City. It is today the city's largest and finest theatre.

Mr. Newman has attained nation-wide prominence in presenting features of distinction and in synchronizing those features with a colorful bill of pleasing elaborateness. Credit in part for this new tone society program feature must be given to the efforts of Mr. Milton H. Feld, managing director of the Newman, who personally supervises the staging of all scenes and performances.

"Her Own Free Will," starring Helene Chadwick, was completed this week for Holkinson Productions, scheduled for release July 20.

## O'TOOLE SEES PROSPERITY FOLLOWING TAX REPEAL

M. J. O'Toole, new president of the M. P. T. O. A., sees better programs and greater prosperity for the exhibitor as a result of the final passage of the seat tax repeal and the abolition of the assessment against all admissions not higher than 50 cents. "This step marks a new triumph of the industry," the new chief declares.

"We are much pleased with the action of President Coolidge in signing the new revenue bill which will lift a great burden from motion picture theatre owners and enable them to improve their programs," O'Toole's statement declares.

The new president desires to thank all connected with the industry and especially individual theatre owners who in any way assisted in obtaining passage of the repeal measure and states his belief that such action demonstrates the power of the screen in directing official thought along progressive lines.

The Motion Picture Theatre Owners entered upon the campaign following the Chicago convention a year ago and it was only after a continued and well organized fight that relief from congress was effected.

## U. S. COURT UPHOLDS MUSIC COPYRIGHT

In eleven cases tried in the United States Court for the Western District of Missouri involving application of the "music tax" principle, judgments favoring the publisher were handed down in each case, according to a decree of Judge Arba Van Valkenburg, entered June 9.

Damages amounting to \$250 and \$100 lawyer's fees were assessed on the defendants in each case. The court stated its opinion that the American Society of Composers, Authors and Publishers was within its rights in defending its copyrights, and that any exhibitor or organization playing such compositions without license was subject to legal consequences.

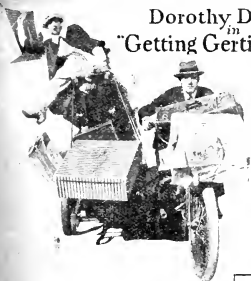
The eleven cases were heard as one, the testimony centering around the case of the Jerome H. Remick and Co., Inc., vs. J. G. Hiatt, et al. Testimony around which part of the court's opinion is said to have been framed, was that in the case of Irving Berlin vs. H. H. Barrett, in which it was proven that the defendant was licensed by the American Society of Authors, Composers and Publishers until about February, 1923, and that said license expired in May, 1923, after which time grounds for damages were alleged to have been executed.

The eleven cases as judged by the court are: Jerome H. Remick & Co. vs. J. C. Pratt, et al; Leo Feist, Inc. vs. Joseph Stockdale; Leo Feist, Inc. vs. A. K. Bronsard; Broadway Music Corporation vs. Joseph Stockdale; Irving Berlin vs. H. H. Barrett; Irving Berlin vs. A. M. Eisner; Leo Feist, Inc. vs. J. T. Wilson; Stark and Cowan vs. Joseph Stockdale; Jack Mills vs. A. K. Bronsard and J. H. Remick & Co. vs. Gillham Theatre Amusement Co.

Book your selling troubles with  
**The Reel Journal.**

The Southwest showmen's market  
**—Reel Journal.**

Dorothy Devore  
"Getting Ger<sup>in</sup>tie's Goat"



Bobby Vern<sup>in</sup>on  
"Reno or Bust"



# Christie Comedies

Christie Comedies have been "saving the show" with surprising regularity, if the newspaper critics are competent judges. The latest acknowledgment of the great entertainment value of Christie Comedies is a review in the Los Angeles Daily News under the heading "Christie Comedy Wins Laurels at Clune's Broadway," in which the critic says

*The Christie Comedy in which Dorothy Devore is featured, titled "Stay Single," is really worth sitting through the painful siege and boredom of watching — (the feature picture) screened "Stay Single" is a delightful story, in which many humorous moments are incorporated. It is worth two times two-bits and then some, despite the fact you will only be charged seventeen cents to see it.*

When your feature is not as strong as you expected, a Christie Comedy can always be counted on to "save your show." And it will always make a good show better.

Bobby Vern<sup>in</sup>on  
"Cornfed"



Jimmie Adams  
"Safe and Sane"



Neal Burns  
"Dandy<sup>in</sup> Lions"



Educational Pictures



"THE SPICE OF THE PROGRAM"

EDUCATIONAL  
FILM EXCHANGE, INC.

170 Broadway, New York

## Important Ruling in Reference to Your War Tax Tickets

The following is a telegram which gives you complete information on how to handle your war tax tickets which you have on hand.

June 12, 1924.

### Film Board of Trade:

Notify exhibitors in your territory that tickets printed in accordance with the regulations issued under Revenue Act of 1921, established price of which was fifty cents or less may be sold until September 1, 1924, for the established price printed thereon. A ticket printed with established price 30c, tax 3 cents—Total 33c may be sold for thirty cents but such a ticket could not be sold for thirty-three cents merely because the established price and the former amount of the tax to be paid totals thirty-three cents. With regard to destruction of tickets your attention is directed to a provision which will appear in Regulation 42, part 1, Revised, issued under the Revenue Act of 1924. This section of the Regulation will provide that tickets which have become obsolete due to change in price or for any other reason shall not be destroyed except in the presence of a Deputy Collector or other representative of the Bureau. After the destruction of tickets a certificate will be issued stating number of tickets destroyed, their denomination and all other pertinent information—one copy of this certificate will be retained by taxpayer and another copy kept by collector.

C. C. PETTIJOHN, General Counsel,  
Motion Picture Producers and Distributors Ass'n.

## ELEVEN FOR METRO-GOLDWYN

### Eleven New Features Announced For July-August-September

New York, June 14—Metro-Goldwyn Distributing Corporation announces a tentative schedule of releases during July, August and September including eleven features. There will be no releases during June.

The feature roll includes: "The Arab," directed by Rex Ingram, filmed abroad, "Revelation" by George D. Baker, during July.

"Bread," by Victor Schertzinger, "Tess of the D'Urbervilles," by Marshall Neilan, "Little Robinson Crusoe," with Jackie Coogan, and "Broken Barriers," by Reginald Baker, are the August offerings.

Five features are on the September program: "The Red Lily," a Fred Niblo production; "Mary the Third," by King Vidor; "Circus," with Mae Murray; Buster Keaton in "The Navigator," and "On Night in Rome," starring Laurette Taylor are the September features.

Viola Dana, Monte Blue, Marjorie Day and Lew Cody lead in "Revelation"; Mae Busch, Amanda Hawley, Pat O'Mahoney and Robert Frazer appear in "Bread"; Conrad Naegel and George Fawcett are among the cast in "Tess of the D'Urbervilles," and a notable cast plays in "Broken Barriers," including Adolphe Menjou, James Kirkwood, Mae Busch, Norma Sherry and Walter Hiers.

Eleanor Boardman, Johnny Walker and Zasu Pitts lead in "The Red Lily."

Donald Hall, who recently completed an important part in Paramount's "Un-guarded Women," has been cast for the sympathetic role of the Court Physician in the Greta Swanson-Mlan Dwyan production for Paramount, "A Woman of Fire."

Universal announces the release this week of "High Speed," comedy drama, starring Herbert Rawlinson. A large number of prints are being rushed to Universal exchanges for summer booking.

\*\*\*

"Wanted by the Police," is to be the title of the forthcoming Patheserial now in production at Ft. Lee, N. J. The cast, including Jack Mulhall and Edna Murphy, is directed by George B. Seitz.

## UNIQUE TITLES FOR "CHANGING HUSBANDS"

H. M. Walker, one of the best known comedy title writers in the motion picture industry, is preparing the titles for Paramount's "Changing Husbands," featuring Leatrice Joy. Walker is the head title writer for Hal Roach, having titled nearly all of the Harold Lloyd comedies produced under contract with Roach.

"Changing Husbands" is a comedy adapted for the screen by Sada Cowan and Howard Higgins from Elizabeth Alexander's Saturday Evening Post story "Roles," and was directed by Frank Urson and Paul Iribe under Cecil B. De-Mille's supervision. Supporting Miss Joy are Raymond Griffith, Victor Varconi, Zasu Pitts and Julia Faye.

### GOOD ONCE.

Joe Hewitt, of the Strand Theatre, Robinson, Ill., got a good one for parked autos. He knows that car owners are so used to having advertising dumped into their parked cars that they seldom look at the stuff any more but merely dump it into the gutter.

He got some paper bags, known as "popcorn" size, printed them up with "A bag-full of goodies," put a folded program into each one and dropped a bag on the driver's seat of each car.

It's good only at long intervals, so save it for a special; but Joe writes that it made wonderful business for him.

## One little want ad may prove your Santa Claus.



George Hackathorne and Lucille Ricksen in "Judgment of the Storm"—F. B. O.

# There's an Avalanche Coming in August, Boys!

It's an avalanche of pictures such as this industry has never seen or heard of before. It's an avalanche of super-hits that will send box-office figures sky-high and bury former records in the dust.

It's PARAMOUNT'S FAMOUS FORTY, and the first one comes to you on August 4th!

On that date you'll get "MANHANDLED," in which GLORIA SWANSON gives a performance so far surpassing any she's ever done before, including "The Humming Bird," that there's no comparison. A riotous comedy-romance produced by Allan Dwan. A gold-mine of the stuff that gets the coin. And a bear of a title!

If you attended the special showing at the Rialto of Zane Grey's "WANDERER OF THE WASTELAND," I don't need to tell you what a marvel this first all-color feature picture is. The book has sold over a million copies. The picture tells you why.

Then there's RUDOLPH VALENTINO in "MONSIEUR BEAUCAIRE," also coming in August. Boys, here's a road show if there ever was one! Almost any other company would present it themselves at \$2 top. Paramount offers it direct to you.

And here's a hot tip: Have James Cruze's "THE ENEMY SEX" screened for you whether you book it or not. It will give you some very pleasant entertainment. If, after seeing it, you're able to walk away without wanting it, you're not the showmen I think you are!

August alone brings these Big Four to you and, in addition POLA NEGRI in "Compromised," "UNGUARDED WOMEN" (Crosland production with Bebe Daniels, Richard Dix), and "CHANGING HUSBANDS" (supervised by Cecil B. De Mille).

August will be a big month for exhibitors who ride with the Paramount Avalanche.  
***For Paramount underwrites August with its reputation!***

S. R. KENT

## CHARLES RAY TO STAR IN NEW PATHE RELEASE

"Demagogue Smith" is one of the Thomas H. Ince production "turns." Charles Ray, under the Pathe banner, is being back to the screen under the guidance of the producer who first discovered him in the lowly country youth. Ince is for Ray his reputation is an actor of note in the film world. According to Mr. Ince, this will be the first of all trials. For this, an entrance in ideal character, "one of the type" which has endeared the actor to the public.

Jacqueline Logan and Besse Love, both of whom have been starred in their own name, will have leading parts opposite Mr. Ray. The former is to have a plenty of opportunity as "Kitty Gray," a demure little waitress. Miss Logan has recently appeared in "Down of a Tomboy," "The Light That Failed," and "Code of the Sea."

Wallace Berry, familiar as one of the most able "heavy" of the screen, Lyda Knott, a favorite "model" of the silver-screen, Russell Powell and Adolbert Knott complete the cast.

## SIX SPECIALS FOR EARLY PATHE RELEASE

Will Rogers, in "Don't Part There," and Harry Langdon, in "His New Mammy" is in Pathe's program of six specials for June 22, "Young Obedience," a much needed "family comedy" featuring Charles "Chick" Young, featuring Minnie Murray, starring "Her Money" and "Don't Part There," the fifth chapter of the Pathe-serial "The Fortieth Door," and a program number on the June 22 program.

"Don't Part There" presents Will Rogers in the highly humorous role of Jubilo, a ranch owner. The fun in this offering centers about the congested automobile situation now prevalent. A highlight of the comedy action occurs when Jubilo, sent on an errand by his wife, endeavors to locate a parking space for his trusty Ford. Many side-splitting situations are included at this point, as Rogers succeeds in violating unnumbered traffic regulations. This number is delightfully titled to Rogers' talent, and an excellent number is ably assisted by Marie Mosquini.

## JACQUELINE LOGAN STAR IN "THE HOUSE OF YOUTH"

A new star has been added to the list of forthcoming Holmstrom releases in the person of Jacqueline Logan, who will be presented by Regal Pictures in a series of a feature production, the first of which will be "The House of Youth." "The House of Youth" has been adapted for the screen by a theater playwright from the novel by Frank L. Poland and Warren.

The story, handled by Frank Merrill, is a highly idealized, more the better, of the world's first "college" school, first being the current conditions in which students cannot do and, consequently, "The House of Youth" will be a feature production of a type of a picture, a new type.

Mr. Merrill's scenario will be produced by the Regal Pictures, and will be the first of a series of Holmstrom

## AT KANSAS CITY THEATRES

### Week of June 8th NEWMAN

Anniversary Program, "Bluff," Paramount, with Agnes Ayres and Antonio Moreno.

### MAINSTREET

"Cytherea," First National, with Lewis Stone, Alma Rubens, Irene Rich.

### ROYAL

"True As Steel," Goldwyn, with Aileen Pringle.

### LIBERTY

"Blind Husbands," Universal.

### GLOBE

"Broadway Gold," with Elaine Hammerstein.

### PANTAGES

"Right of the Strongest," with Tully Marshall and Helen Ferguson.

## "TROUPE WITH ELLEN" FOR HELENE CHADWICK

The rights to the Earl Deer Biggers, Saturday Evening Post story "Trouping With Ellen" have been secured by Eastern Productions, Inc. for release through Holmstrom and production of the play will be started immediately at the Biograph Studios where "Her Own Free Will" from the Ethel M. Dell story has just been completed.

Helene Chadwick, who is starred in "Her Own Free Will," the first of the Eastern Productions through Holmstrom, will also be starred in "Trouping With Ellen." T. Hayes Hunter has been engaged to direct the second picture.

## BATTERY "B" BOYS TO SEE "THE SPIRIT OF THE U. S. A."

On Saturday night, June 14, the Film Booking Offices will give a strictly private pre-release showing of Emory Johnson's special production, "The Spirit of the U. S. A." This private showing will be given at the Armory at 3620 Main street, Kansas City, headquarters for the 10th Engineers.

The occasion of the showing will be the nineteenth annual reunion of Battery "B," Missouri Field Artillery. It is estimated that approximately seventy-five members of Battery "B" will be present. Among the prominent guests who are expected to attend is Colonel Danford of Fort Leavenworth.

"The Spirit of the U. S. A." is not a war picture, but it includes some huge battle scenes, which were filmed with the complete co-operation of the United States government at the Army reservation in San Francisco, the presidio. Other battle scenes were contributed by the war department, scenes having actually been filmed by doughboys under fire in France. As stated above, this pre-release screening will be strictly private and only for members of Battery "B."

Frank Borzage will direct Ramon Novarro in his first starring picture for Metro Goldwyn-Mayer. Novarro is now at work on "The Red Lily."

Tune in with 2,200 showmen—  
Reel Journal.

## INCE-FIRST NATIONAL COMBINE IS RENEWED

Contracts have been signed, whereby Thomas H. Ince, the noted producer, renews his distribution arrangement with First National Pictures, Inc. The new contract covers a third year of cordial affiliation between Mr. Ince and First National.

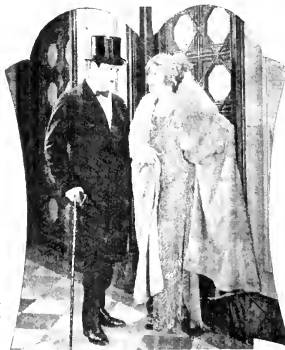
Negotiations which have been in progress for several weeks between Mr. Ince and First National and a general agreement for renewal was effected with the Board of Directors of First National at New Orleans late in April although the formal contracts have just been signed by Robert Lieber, President of First National and Edwin Brown, Eastern Representative of Mr. Ince and Vice-President of the Ince Corporation.

The contract calls for six Thomas H. Ince special productions for delivery during the coming season. Two of the stories have already been selected by Mr. Ince. They will be Kathleen Norris' novel, "Christine of the Hungry Heart," and "Dr. Nye," the new story from the pen of Joseph Lincoln. "Christine" is generally conceded to be one of Mrs. Norris' most popular stories and "Dr. Nye" is reported to be the biggest seller of Joseph Lincoln's career.

The consummation of the contract between Mr. Ince and First National indicates the most active year in the history of the Ince Studios at Culver City, for in addition to the six First National specials, Mr. Ince will make "The Last Frontier," from Courtney Riley Cooper's story of the American west, and possibly one other picture of the same proportion. In addition to these productions, Mr. Ince will produce four Charles Ray pictures, and there will be operating at the Ince Studios, three additional independent units producing four pictures each.

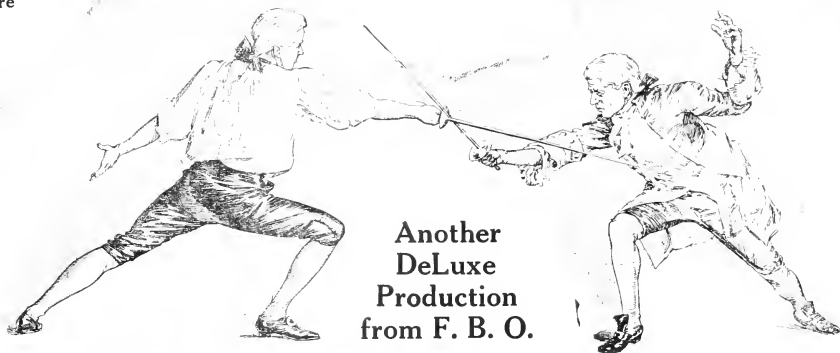
Work into the inner circle—read  
and use Reel Journal.

Box office reports, shop talk, how  
Smith does it—it's reeling with news.



Scene from Warner Bros. Classic of the  
Screen, "Broadway After Dark."

An  
DEAL  
FILMS  
Ltd.  
Picture



Another  
DeLuxe  
Production  
from F. B. O.

# Swords and the Woman<sup>11</sup> *is magnificent!*

from the Original Story--"I WILL REPAY" by the Baroness Orczy

DIRECTED BY HENRY KOLKER

A FIERY, romantic story by the Baroness Orczy of the scarlet days of romance during the French Revolution. A tale of beautiful women and brave, dashing men, who battled with their swords and wits for the women they loved. Mighty scenes of spectacular splendor have been merged into this passionate love story of three men and a woman. Holmes Herbert and Pedro de Cordoba plays the leads and are supported by an unusually distinguished cast.

FILM BOOKING OFFICES

OF AMERICA, Inc.

Snowier Bldg., Kansas City, Mo. 3312 Olive St., St. Louis, Mo.  
127 So. Hudson St., Okla. City, Okla. 106 So. Cross St., Little Rock, Ark.

EXCHANGES EVERYWHERE.

June 21, 1924



# An Overnight Hardboiled New surprise The **FIGHT** **AM**



Booked on sight  
for the entire

**U. B. O.**

CIRCUIT

following its sensa-  
tional Broadway  
Run!

Directed by **Tom Forman**

KANSAS CITY—1710 Wyandotte Street—Harry Hollander, Branch Manager

Universal F



June 21, 1924

sensation  
ork gets the  
s life!

# ING ERICAN



l-boiled New York  
f its feet!



*"We say decidedly, do not miss this picture."*

New York Herald-Tribune

*"Sprightly comedy. A good hour's entertainment."*

New York Morning Telegraph

*"Amusing entertainment."*

New York Daily News

*"Good entertainment. Clear and well done throughout."*

New York Evening Journal

Get your dates now for  
Big Summer Business!



## UNIVERSAL PICTURE

ges, Inc.

ST. LOUIS—3320 Olive Street—E. L. Alperson, Branch Manager

# Al Kahn Acquires Warner Product For 1924-1925

Al Kahn, President and General Manager of Film Exchange, Inc., returned from Los Angeles yesterday and after Warner Bros. had announced their convention, Warner Bros. called on calling the convention at Los Angeles was to impress upon their distributors the fact that a number of them could they find a more complete, more up-to-date, or as well managed, trade as that of Warner Bros., being not that they are able to produce such production as "Brain Bunnies," "The Marriage Circle" and other high class product that is on a par with the best.

The distribution looked upon Warner Bros. in a new light with great pride," said Mr. Kahn. "With how many jobs which every exhibitor is worth for the lot and with the most complete organization that Warner Bros. ever had before, not only in their own company, but have been making a profit for ten or twelve years. The progress of Warner Bros. in the past few months has been so significant, and so successful that many of the Los Angeles exhibitors have tried to direct it. As a result of this, a number of them have left the industry that they will continue to do bigger and better picture work."

"Warner Bros. 1924-25 program," said Mr. Kahn, "is the best that has ever been put out by any of the studios, and the industry will be glad to see it. The 1924-25 will be the first program that Warner Bros. has put out since they have ever produced a film of a special kind. It is a program that is a new departure. The program is a new departure, and it is a new departure, and it is a new departure, and it is a new departure."

"I believe that the 1924-25 program will be the best that has ever been put out by any of the studios, and the industry will be glad to see it. The 1924-25 will be the first program that Warner Bros. has put out since they have ever produced a film of a special kind. It is a program that is a new departure. The program is a new departure, and it is a new departure, and it is a new departure, and it is a new departure."

"Warner Bros. 1924-25 program," said Mr. Kahn, "is the best that has ever been put out by any of the studios, and the industry will be glad to see it. The 1924-25 will be the first program that Warner Bros. has put out since they have ever produced a film of a special kind. It is a program that is a new departure. The program is a new departure, and it is a new departure, and it is a new departure, and it is a new departure."

# BRANDT SEES GOOD YEAR FOR INDEPENDENT FORCES

"The Independent has come into his own," Mr. Brandt declares.

Joe Brandt, president of C. B. C., Film Sales Corporation, has just returned from a two months' tour of the key cities and declares that the Independent producer and distributor has every reason to look forward to a period of unprecedented prosperity.

"The many big pictures that will be released on the Independent market this year and the fact that the exhibitors everywhere are keeping 'open time' so as to take advantage of these big Independent productions evidence the fact that this will be the biggest Independent year," Brandt forecasts.

"One of the reasons for the success which has greeted the efforts of the Independent is the fact that competition with the National distributors compelled us to study the exhibitors' needs from every angle. Our stories had to be adaptations of famous novels, stage plays, or else written especially for us by authors of note," he declared.

# WALTER HIERS WILL MAKE SERIES FOR EDUCATIONAL

Walter Hiers, until recently a star in Paramount features, will make a series of two-reel comedies for distribution through Educational Film Exchanges, he is according to an announcement just made by E. W. Hammons, president of Educational. The series will consist of six two-reel comedies.

Hiers has been appearing in Paramount feature length productions for over seven years. He has appeared in about forty-two features during this time.

The series for distribution through Educational will be produced at the Christie Studios, Los Angeles, and production will start at once. Mr. Hiers left New York for California last week after completing final arrangements with Mr. Hammons regarding his coming productions.

"I believe Walter Hiers will prove one of the best drawing cards in Short Subject," said Mr. Hammons in his statement announcing the acquisition of the series by Educational.

own laboratory, a steel and concrete building that is second to none in the country and is this plant only Warner Bros. prints will be developed, and to which developing and printing the same technical attention will be given as that of the making of the pictures. By handling their own printing the distributors will save the extra outlay, they will be better off and will cost less, thereby enabling the distributor to buy more prints of each subject, which will insure exhibitors even in small towns of good, new prints.

"We have had no difficulty the past season," Mr. Kahn in conclusion, "of convincing the exhibitors that we could deliver to them twenty consistently good pictures, and do not believe we will have any trouble convincing those same exhibitors that this coming season we can and will deliver even bigger and better pictures than those in the past season."

# F. B. O. TO FILM COMEDY SERIES "THE GO-GETTERS"

F. B. O. announces a new series of two reel comedies, entitled "The Go-Getters" will be started within the next two weeks. This, together with the fact that Emory Johnson will begin his new picture in the near future and that within a short time both Al Santell and Ralph Lewis will have features photodramas under way, promises to make summer production history.

The new series will feature George O'Hara, star of the "Fighting Blood" series, and Alberta Vaughn, star of the present "Telephone Girl," series, as co-stars. It will be the first time that these two players have been teamed.

The twelve stories and continuities for "The Go-Getters" will be written by George Marion, Jr., who did continuities and titling for the concluding episodes of "The Telephone Girl." Del Andrews, who just finished the "Galloping Fish" for Ince, will direct part of the series.

# NON-THEATRICAL COMPETITION ATTACKED BY M. P. T. O. A.

A resolution condemning the practice of certain producers in supplying feature and program pictures to non-theatrical centers, and calling upon all exhibitors to take such steps as they may deem advisable to effect a discontinuance of this business was adopted by the committee at the recent convention of the M. P. T. O. A. at Boston.

Sydney S. Cohen, retiring president, declared before the convention that this practice was unfair to the exhibitor, and showed where such non-theatrical organizations were not subject to the legal restrictions, rent and overhead of the theatre owner.

A recommendation that the exhibitors seek to control the situation in his community by refusing to buy the product of a distributor or exhibitor engaging in such practice, was voiced.

A letter from Will H. Hays regarding the problem was read, in which that executive stated that "solution of the problem must always be predicted primarily on a recognition of the obvious rights of the theatre owners who are engaged in an essential industry."

It was the view of the convention that no objection was seen in churches and schools presenting religious, educational or scientific or civic pictures.

# "BEING RESPECTABLE," NEW PREVOST-BLUE PICTURE

Marie Prevost and Monte Blue are fast becoming the screen team of today, Hollywood gossip declares. Not since the days of May Allison and Harold Lockwood have a leading man and woman in the position of co-stars attracted so much attention with their work together, it is alleged.

These two players were signed up by Warner Bros. to make "Brass." This was followed up by "The Marriage Circle" and "How to Educate a Wife." Now they are working together in Dorothy Farnum's adaptation of Grace Flandrau's "Being Respectable," with Phil Rosen directing.

**SMALL TOWN SHOWMEN WANT "BIG PICTURES"**

New York, May 30.—(Special to Reel Journal)—Exhibitors of all classes, particularly those in the small towns, are keenly interested in exploitation suggestions and accessories and are eager for big pictures which are worth while exploiting, is the report brought back by Eddie Bonns, just returned from a nine weeks' trip on behalf of the Metro-Goldwyn Pictures Corp., among exhibitors in New York state and in the small towns of Missouri and Kansas.

He met and talked with managers of houses in all of the towns visited in regard to the kind of pictures they want and how the producers and distributors can aid in exploiting them so that they can derive every possible bit of revenue.

Everybody in the territories visited is enthusiastic about the agricultural condition and outlook, and because of this encouraging prospects, exhibitors generally expect a prosperous summer, fall and new season.

"The small town exhibitor is very anxious to get all the exploitation aids and accessories that the distributor can furnish to him," says Mr. Bonns, "because he realizes that he must sell the picture to the residents of his town by arousing their curiosity and interest, and he can do that only through good exploitation. The small town exhibitor is very keen on putting each picture over successfully so that he will have a profit on it. His public is limited in numbers and in what it can pay, for its screen amusements. He find, especially in towns where there are two or more film theatres, that the patrons are shopping for pictures. They visit the lobbies of the various houses, examine the stills and other features of the theatre front display, before deciding upon which film they want to see."

"I learned a number of unusual things. One is the keenness of the interest of the small-town merchants in the motion picture theatres. This is especially true in towns so small that the picture house is open but two nights a week. Often the theatre is run by a merchant. The business men of these towns want something to attract the people from the surrounding territory into town so that they may sell their goods. The stores remain open on the nights when a picture is being screened, for the people come from miles around to see the picture and while in town do a lot of shopping."

**CHURCHILL TO ATTEND**

**F. B. O. SALES CONVENTION**

Roy F. Churchill, Kansas City branch manager for Film Booking Offices, will leave for Chicago Friday of this week to attend a national convention, which his company will hold at the Drake Hotel, June 14 and 15. At this meeting plans will be disclosed for the coming season, and some of the big subjects, which will be released at an early date, will be screened. The meeting will be attended by Home Office executives, division managers and all branch managers of the company.

It's hot from the "Lot" if it's in The Reel Journal pot.

**A. H. BLANK TO HANDLE BABY PEGGY FEATURES**

The A. H. Blank enterprises have just closed a deal whereby that company is to distribute the new Baby Peggy features and the new specials from the adaptation from Harold Bell Wright, according to H. E. Corby, Kansas City manager.

Mr. Corby declares an important announcement involving a sensational fall program from this company is coming shortly. New features are to be announced which will greatly aid the exhibitor with his summer slump proposition, he believes.

In addition to these specials, the A. H. Blank Enterprises will include in the fall program a number of features from such stars as Bebe Daniels, Norman Kerry, Harry Myers, Irene Rich, Alex Francis and Louise Fazenda, it is forecasted.

**M. P. T. O. A. TO LAUNCH FIGHT AGAINST LOEW**

New York, June 10.—Since the Boston convention of the Motion Picture Theatre Owners of America, exhibitors have communicated with the National office from different parts of the country by wire, and otherwise, complaining of the unfair business methods employed in their respective localities by Loew Incorporated and allied interests in producer-theatre extension and along other lines.

At the meeting of the National Board of Directors here, definite lines of procedure were agreed upon which will fully comprehend every requirement of the situation. At the proper time, these plans will be communicated to district leaders of theatre owners in all parts of the United States and Canada so that a complete understanding of the same will be reached by all theatre owners who will cooperate in carrying the same into effect.

Theatre owners everywhere may rest assured that no time will be lost in moving to correct the abuses complained of and that this line of procedure will be conducted in a legal, systematic and thorough manner.

**FILM CLASSICS GETS NEW PRINTS FOR SMALL TOWNS**

In order to supply the smaller towns with good prints of Warner Brothers' Classics released in the season of 1922-23, Al Kahn has received from the laboratory new prints on "Rags to Riches," "Heroes of the Street," "The Beautiful and Damned," "The Little Church Around the Corner," "Brass" and "Main Street." Therefore, the exhibitors who have not played these pictures can be assured of receiving as good prints as those furnished the larger towns when the pictures were released.

Christie's next comedy for Hodgkinson is to be a feature length offering, "A Reckless Romance." Production is to start immediately.

Sam Polo, brother of Eddie Polo, is to play one of the supporting roles with Jack Dugerty and Eileen Sedelwick in Universal's new chapterplay, "Fighting Fate."

**ALL OMAHA SWARMS OUT TO SEE "WHITE SISTER"**

"We must handle our patronage. Please leave the show after having seen one performance."

This unique advertisement appeared in Omaha papers recently where Mr. Goldberg, manager of the Sun Theatre, was driven to desperation in attempting to handle the crowds who swarmed out to see the first run of Lillian Gish in "The White Sister," according to the manager of the Kansas City Metro-Goldwyn exchange.

Omaha's reception of this unusual picture rivals that of Kansas City in the two-weeks' first run at the Royal Theatre, where a record for capacity houses was set for the entire engagement.

According to Mr. Metzger, the management of the Sun Theatre returned \$400 to patrons on the second day of the bill because seats were not available. This is probably the first time in film history that a theatre had to ask patrons to leave the show after they had once seen the performance through.

"The White Sister" is a Henry King production for Inspiration Pictures, Inc., of which Charles H. Duell, jr., is president. It is the screen version of F. Marion Crawford's novel.

Don't hitch your wagon to a star—old stuff—Use the Reel Journal.



**BETTY COMPSON**  
in an **ALAN CROSLAND** PRODUCTION  
**"MIAMI"**  
DISTRIBUTED BY **HODKINSON**

## A Review

By BEN SHILYEN

### "THE SPIRIT OF THE U. S. A."

F. B. O. has another winner produced by the able young director, Emory Johnson. "The Spirit of the U. S. A." is the title of this new production and like "Westbound Limited," "The Mahan" and "The Third Alarm" it is a human interest melodrama with all the ingredients that a picture needs to make it a huge box-office success.

The story is so wholesome that it holds the interest of the spectator from the start and the plot is very easy to grasp and every incident true to life and not far-fetched, as is too often the case with melodramatic productions.

The characterizations are excellently portrayed and Johnny Walker and Mary Carr, who make their first appearance together since "Over the Hill," score a genuine hit with their performance. Carl Stockdale also gives an excellent characterization—in fact the entire cast is good.

The story has a simple setting dealing with the life of an American youth who goes from the farm to the battlefields, who encounters many obstacles in his path, but overcomes them, and the picture winds up with a smashing and fitting finish.

Though it is not a war picture there are shown some very fine war scenes made through the co-operation of the government. The picture contains heart-interest, patriotism, humor and pathos and there are some pretty strong tugs at the heart strings every now and then, but at the finish they turn into cheers of joy.

The picture should score at the box-office as it is one that should please the multitudes. It isn't an extravaganza, just a simple little story, but it contains some mighty big wallops.

### "SPIRIT OF U. S. A." STUNT SWEARS IN BABE RUTH

Further impetus to F. B. O.'s exploitation campaign on "The Spirit of the U. S. A." was gained in New York last week when George Herman, better known as "Babe Ruth," appeared in Times Square and was sworn in as a member of the New York National Guard, according to Roy E. Churchill, manager of the Kansas City office.

Ruth was sworn in as a member of the 104th Field Artillery by Col. James F. Austin. All the New York papers gave the stunt considerable space and other news bureaus broadcasted the story on their wires, the Kansas City Star carrying the story on the port page.

A very effective tie-up was carried out with John Wamander's, one of New York's leading stores, and all in all, 33 window exhibits were placed. The advertising campaign for the picture was planned and executed by Nat G. Rothstein.

### F. B. O. EMPLOYEES HOLD LONG SERVICE RECORDS

J. A. Masters, office manager and cashier for Film Booking Offices in Kansas City, has held his position for over four years. The same is true of C. G. Oliver, in charge of the Booking Department. These two department heads have been associated with Mr. Churchill for several years. Long records for service are also evidenced by the length of time other members of the Kansas City F. B. O. office have been in their present positions. The head of the inspection department holds a record of two years' service. Miss Kanatzar, in charge of billing, has served for four years, and Miss Brooks, secretary to Mr. Churchill, has held her position for two years and a half. The efficiency of the Kansas City F. B. O. force is attested by the splendid service that is given to exhibitors in the Kansas City territory.

### STANLEY CHAMBERS BOOKS BIG F. B. O. PRODUCTIONS

The Kansas City F. B. O. exchange announces that Stanley Chambers, Wichita exhibitor, has booked the big Emory Johnson production, "The Spirit of the U. S. A." and "A Girl of the Lumberlost," which is adapted from the famous story of the same name by Gene Stratton-Porter, for early showing in Wichita. These two productions will be given an extensive exploitation campaign, and it is predicted by Roy E. Churchill, Kansas City F. B. O. manager, that these two productions will hang up a box-office record in Wichita that will be very pleasing to all concerned. Mr. Chambers is also playing the "Telephone Girl" series in the Miller Theatre, and the patrons of that beautiful house have stamped the famous H. C. Witwer stories with high approval.

### EDUCATIONAL PRESENTS BIG 1924-25 PROGRAM

An imposing array of features is on the Educational program for 1924-25, according to recent announcement. Concerning the new Educational product, the Cleveland Plain Dealer says: "The worry is not over the quantity but quality. It doesn't seem probable that one company can release even 104 comedies a year and have them all good or a high percentage of them good."

Anyhow, here they are:

6 Bobby Vernons, 6 Walter Hierns, 10 Christies, 6 Lloyd Hamiltons, 6 Juveniles, 12 Marnolds, 6 Tuesdays—all two-reelers. The single reelers are: 24 Cameos, 12 Dodge Podge, 15 Earl Hurd Special Cartoons and 104 Kinograms News Weeklies.

The Yale University Press, producing the "Chronicles of America" series for Pathé, is maintaining an uninterrupted schedule with two companies at work. Webster Campbell's unit is making "Discic" and Kenneth Webb's staff has completed the work of assembling "Alexander Hamilton." There are to be 33 pictures of the series.

Something to sell, something to buy, Reel Journal does it, if you try!

### MAKE USE OF THE RADIO IN EXPLOITING PICTURES

Instead of complaining that radio hurts business, Crandall's Metropolitan Theatre, Washington, D. C., hooked "The Son of the Sahara" to a local station and got after the radio fans on their home territory. That seems to be a more intelligent procedure. Nelson B. Bell, of the Crandall staff, was assisted by Jack Fuld of the home office of First National.

WRC, the local broadcasting station, has a nightly talk for the children at 6 p. m. There are five newspapers published in Washington. That is the backbone of the stunt.

Friday morning this advertisement appeared in the morning issues:

**SAVE THIS LETTER!  
Let's have a Radio Party  
For Peggy Albion's Kiddies**

(5)

**WHAT IS LOOKED FOR IN THE SAHARA?**

**Listen on Tonight—6 P. M.—WRC  
A First National Release**

It also appeared in the other morning papers, but each carried a different letter. The afternoon papers repeated the stunt. Apart from the change in the letter, the only difference in the displays was the line just below the letter. The other lines read: "What is the best thing about a desert?" "What you look for in a desert," "What helps in crossing the desert," and "This is the middle of what you look for in the desert." The letters spelled "Oasis."

That night every radio fan, including some without children in the household, tuned in for Peggy Albion. She told them that they should get all five papers and wait until Saturday, when she would tell them what else to do. She also made a few remarks about "The Son of the Sahara."

Saturday night she told them to form the letters into a word relating to deserts, give the definition and send them to an address she gave. Tickets were promised for the 200 replies that showed the most care in preparation and accuracy of definition.

Monday night she reminded them that all replies must be in by Tuesday and Tuesday she reminded them that it took a little time to sort the answers. Thursday night she told them to look in the papers for the names of the winners. The tickets were good for the Friday matinee, and on Friday evening she told what a fine time was had at the party, and advised the listeners to look out for the next contest.

The theatre paid for five advertisements which were run on the radio page of each paper. It also supplied the 200 singles. The Radio Company broadcasted the stuff in return for advertising. The papers got their share of the publicity without cost, but they more than returned the small investment in the additional publicity they gave the attraction, so all parties were well pleased.

You can't stop the radio. The next best thing is to use it.

# Moving Along Movie Row

Miss Russell, Educational's chief inspector, is learning the high dives and fancy strokes this week. It's her vacation.

H. E. Corby, local manager of A. H. Blank Film Enterprises, is making an extended trade tour of the territory this week.

R. Melcher of the local A. H. Blank office, is out checking up the prospects in the territory.

L. B. Metzger, manager of the Kansas City Metro-Goldwyn office, is in Chicago attending the first conference of district and division men since the merger of the two organizations.

Ben Levy of the Hippodrome Theatre, Joplin, visited Kansas City exchanges the past week.

Bob Holmes of the Royal Theatre, Emporia, Kans., was along Movie Row last week.

S. H. Harvey of the Colonial, Pittsburg, Kans., marketed with the exchanges last week.

G. L. Hooper of the Orpheum and Isis at Topeka, Kans., was in Kansas City this week.

Ed Pesky of the St. Joseph Penn Theatre, was a guest along Movie Row.

J. C. Allison of the Eureka Theatre, Weston, Mo., visited with the film boys this week.

An exhibitor in Southwestern Missouri was arrested for speeding and fined \$100. Ralph Scherzer came along and the exhibitor subscribed to his Film Delivery Service plan, so he'll make up his fine with the saving through this service.

I. E. Ruyman of "Meet me at the Iris" fame, bought the Iris Theatre at Hutchinson, Kans., seven years ago. Last week Mr. Ruyman, now the dean of Hutchinson showmen, remembers when he was given six months to "slow up." Congratulations on your anniversary, Ike!

Charlie Sears and Brother Bill of the Sears Circuit of theatres, were busy boys last week with the Shrine convention and booking pictures, et al.

"Plastigrams," Educational's third dimension novelty, is being featured on the Newman Theatre's Fifth Anniversary Week bill.

Al Kahn is very happy on his return from Los Angeles. Al has closed a deal for the Warner Classics for 1924-25.

Everybody on Movie Row is happy over the repeal of the admission and seat taxes. Why not?

Many congratulations came to Educational from exhibitors who saw the previewing of "The Chase," a scenic reel

of Switzerland, screened here Sunday. The feature is for early release.

The Kansas City theatres are glad the Shrine convention is over. Three parties, two at night were necessary to get help the pictures business.

Managers Blackwell and Keen of the Hemmetta, Mo., picture house, visited the film colony recently.

"Revelation," featuring Avelle, Dora Monte Blue and Fay Goddard, "The Arab," with Alice Terry, are the next two from Metro-Goldwyn, scheduled for release July 28.

Harry Hollander, Universal manager and Jerry Akert, district manager, are looking over the territory.

W. H. Rindley, Omaha representative of the Hostetter theatre interests of St. Joseph and Topeka, was in Kansas City recently.

The Jack White, so called "The Jack" with Louise Fazenda and "The Fun Shop" are ready for immediate release. Educational announces.

Following is memo attached to weekly report from a salesman out in the territory which has come to the attention of the Film Board of Trade. This fellow had a break in his picture last night and he let his tore at least 100 feet of film before he could get the operator awake. He was told he had a lot of extra stock about film coming out in his territory while that one at machine shop is ready for the scrap heap and his district collector was running good films.

C. A. Schultz, manager of the A. W. Allen, assistant manager of the Eureka City Astoraph office, is making a tour through southwestern Missouri this week.

C. M. Patton of the Patton Theatre, Lawrence, Kan., visited the exchanges this week.

C. O. Heiman, of the Palace Theatre, Enterprise, Kans., visited with the Astoraph office this week.

Phyllis Woodhill, formerly with the City M. P. T. O. Agency, is at Astoraph.

The new Economy Film exchange, managed this week. The exchange is making important announcements in making summer bookings.

Oscar Remert of the Eureka Theatre, Hinnahdi, Kan., was here the several of this week.

C. E. Terry of the Royal of the Green Valley, Mo., visited Headquarters recently in making summer bookings.

Fox has a new salesman, C. W. Allen, formerly of the Lincoln Fox office, now covering Missouri from the Kansas City branch.

... manager, to ... Wednesday, with a ... summer ...

The ... Mr. ... Mr. ...

The ... Mr. ...

## UNIVERSAL ANNOUNCES SHORT SUBJECTS RUN

The week of June 23 through June 29 will be a double of short subjects released during eleven reels of a weekly feature program, serial chapter and novelized story-telling on the program is a novelty. The first short is "The Mystery of the ..."

One of the features of the week is "The ... of the ..."

The ... of the ...

The ... of the ...

The ... of the ...

The ... of the ...

## REEL JOURNAL EDITOR NOW PROUD BENEDICT

Mrs. Minna Harris, president of the ... of the ...

The ... of the ...

The ... of the ...

The ... of the ...

The ... of the ...

## :: BOX-OFFICE REPORTS ::

### FIRST NATIONAL

**Mighty Lak A Rose**, Dorothy Mackall—Good picture. It was a credit to play such a picture. With more could have seen it. Print fair.—W. F. Stepp, R. 2, 20 Theatre, Pleasanton, Kans.

**When A Man's A Man**, John Boyer.—This picture broke all home records for me. Was toned to trim many days. Paid a big price for a small but not much more money on it than my picture. Ever ran. Give me more like it. Print in excellent condition.—E. F. Delano, Electric Theatre, Vesta, Kans.

**Flowing Gold**, Milton Sills—We found this to be an excellent play, a very entertaining and pleased all. Print and accessories good.—W. A. Rogers, Columbia Theatre, Wamego, Kans.

**Trouble**, Jackie Coogan—One of the best comedies we have shown. 100 per cent entertainment. Print excellent, advertising very good.—Earl Bookwalter, Ideal Theatre, Halstead, Kans.

**Penrod and Sam**, This picture drew better than Circus Days and pleased as well, at least 95 per cent. Print good.—Geo. Leathers, Strand Theatre, Mt. Vernon, Mo.

**Oliver Twist**, Jackie Coogan—Drew good business.—J. M. Bailey, Babby Theatre, Waverly, Kans.

**Silent Call**, Stronglight—A very strong production because of Stronglight's acting. Give us more animal pictures. Attendance only fair. Print fair.—H. H. Barrett, Colonial, Kansas City, Mo.

**Twenty-One**, Richard Barthelmess—Good picture, pleased those who saw it. Print and advertising good.—Harry Neptune, Victoria Theatre, Haysville, Kans.

**Money, Money, Money**, Katherine Mac Donald—Good, pleased most of our patrons, but there are always a few that you never like.—Print and advertising O. K.—J. A. Dunning, Doric Theatre, I. Hart, Kans.

**Penrod**, Very good, plea of both children and adults. Print in good shape. It drew better than usual. Print excellent.—Mrs. E. Isaac, Cox Theatre, Stanton, Kans.

**Mighty Lak A Rose**, Dorothy Mackall—Good picture, and good print.—S. W. Wilson, Opera House, Scott City, Kans.

**Sunshine Trail**, People liked this picture. It was very popular. Give us more like it better than Sun Day. Print in excellent condition.—Ray Hayward, Olympic Theatre, Uruka, Kans.

**Love Master**, Picture of the kind we very good attraction here. Although don't think this is a good picture, the production—Richard and photo capital make it doubly interesting. Business better than average. Print and advertising good.—Henry Endler, Endler Theatre, Labor, Kans.

**Children of Dust**, A very good picture. Fair box.—Alton Cox, Hebe Theatre, Healy, Kans.

**Fury**, Good. Print in good condition.—J. A. Wright, Cox Theatre, Price City, Mo.

**Tolable David**, Richard Barthelmess—He is an exceptionally good picture. Would recommend it to everyone.—Print good.—Electric Theatre, Gridley, Kans.

**Circus Days**, Jackie Coogan—A fairly good picture of comedy and pathos. Cause of several laughs from my audience and all around pleased.—Nothing wrong only audience was not large enough. Print very good.—Nella McCullough, Royal Theatre, Humboldt, Kans.

**Lilies of the Field**, Connee Griffith—Excellent picture. Print and accessories good.—Eden W. Dickinson, Marshall Theatre, Manhattan, Kans.

**Tofable David**, Richard Barthelmess—Fine picture. Splendid acting. Don't fail to book it. Print good.—Jas. R. Robinson, Community Theatre, Riley, Kans.

### F. B. O.

**Mailman, Ralph Lewis**—Excellent box office attraction.—H. H. Barrett, Colonial, Kansas City, Mo.

**After the Ball**, Barton Glass—My patrons liked this one. Drew very good business. Give us more like it.—G. F. Costa, Bonaventure Theatre, Kansas City, Mo.

**Alimony**, One of the most entertaining pictures I have used.—F. B. O. has the goods.—G. F. Costa, Bonaventure Theatre, Kansas City, Mo.

**Judgment of the Storm**, Madge Bellamy—One of the most pictures of the year. A real special with perfect print. Don't miss this one.—G. F. Costa, Bonaventure Theatre, Kansas City, Mo.

**Judgment of the Storm**, Madge Bellamy—A real special production. The Maxima with Ralph Lewis—Wonderful.—E. E. Blender, New Centre, Kansas City, Mo.

**Judgment of the Storm**, Lloyd Hughes—Best picture seen in several weeks.—H. H. Barrett, Colonial, Kansas City, Mo.

**Light Cut**, Ruth Stonehouse—Free. A great feature, good for any exhibitor.—H. H. Barrett, Colonial, Kansas City, Mo.

**Daring Years**, Mary Carr—Very nice attraction.—H. H. Barrett, Colonial, Kansas City, Mo.

**Lights Out**, Beth Stonehouse—Good, lot of action, pleased 75 per cent.—L. Ricksicker, Rosedale, Rosedale, Kans.

**North of Nevada**, Fred Thomson—Silver King—wonderful horse. Great, let's have more like it.—L. Ricksicker, Rosedale, Rosedale, Kans.

**Judgment of the Storm**, Lloyd Hughes—Good different from rest, pleased 100 per cent.—L. Ricksicker, Rosedale, Rosedale, Kans.

**The Mailman**, Ralph Lewis—Fine, true to life, of postal department, pleased 75 per cent.—L. Ricksicker, Rosedale, Rosedale, Kans.

**The Dancer of the Nile**, Carmel Meyer—Excellent.—**The White Sin**, Madge Bellamy—More than excellent.—J. H. Blender, New Centre Theatre, Kansas City, Mo.

**The Mailman**, Ralph Lewis—Very good, pleased 100 per cent.—B. Schultz, Marlborough Theatre, Kansas City, Mo.

**Judgment of the Storm**, Madge Bellamy—Very good, pleased 100 per cent. Best picture this season.—B. Schultz, Marlborough Theatre, Kansas City, Mo.

**The White Sin**, Madge Bellamy—Very good, pleased 100 per cent.—B. Schultz, Marlborough Theatre, Kansas City, Mo.

**Blow Your Own Horn**, Ralph Lewis—Plea of 100 per cent.—Great. Don't fail

to play it.—B. Schultz, Marlborough Theatre, Kansas City, Mo.

**After the Ball and Daring Years**—Both very good.—J. Byam, Lyric Theatre, Kansas City, Mo.

**Starland Revue**—This one-reel subject should be used by every exhibitor.—G. Costa, Bonaventure, Kansas City, Mo.

**The Mailman**, Ralph Lewis—This is a long time picture and played to capacity business. All of Emory Johnson's pictures make money for me.—G. F. Costa, Bonaventure, Kansas City, Mo.

**The White Sin**, Madge Bellamy—The best picture we have played for many a day. A real special. Gave great satisfaction.—G. F. Costa, Bonaventure, Kansas City, Mo.

### VITAGRAPH

**Masters of Men, All Star**—A good picture that brought only a fair business because of the opposition by public schools. Condition of film good.—J. C. McKee, Electric Theatre, Bolivar, Mo.

**Ninety and Nine, All Star**—The scenes in this picture are excellent. Picture drew fairly well. Condition of film good.—J. C. McKee, Electric Theatre, Bolivar, Mo.

**Roevs Romance**, Rodolph Valentino and Erber Williams—This is a re-issue, and did not please here. After this I am through with all re-issued pictures. Film good.—Paul Bowlin, Missouri Theatre, Mt. Grove, Mo.

**Little Wildcat**, Alice Callum—An excellent picture which pleased our patrons. Splendid acting by the entire cast. Good photography and direction. The comedy running through it makes the picture complete. Condition of film excellent.—W. J. Storm, DeLuxe Theatre, Spearville, Kans.

**Bring Him In**, Earle Williams—Good picture, took well for a Mounted Police story. Good scenery. Book this one. Print and accessories good.—A. R. Plummer, American Legion Theatre, Sedgewick, Kans.

**Pioneer Trails**—Extra fine picture. We need more of this kind. Did good business and everyone well pleased. Don't be afraid to book it. Print in good condition.—A. R. Plummer, American Legion Theatre, Sedgewick, Kans.

**Masters of Men**, Alice Callum, Wanda Hawley, Earle Williams, Cullen Landis—One of the finest pictures I have had the pleasure of seeing, and I mean it. The story is fine and is carried out well in the picture. I have had more unasked for expressions on this picture than any picture I have as yet shown. I have not found one dissatisfied patron. Something out of the ordinary. First picture I have shown with "standing room only." Print in excellent condition.—E. H. Intellemann, Star Theatre, Cole Camp, Mo.

**Masters of Men**, Alice Callum, Wanda Hawley, Earle Williams, Cullen Landis—Went over big. Drew a good house, and everybody well pleased. Film in perfect condition.—Community Theatre, White Cloud, Kans.

**My Man**, Dustin Farnum and Patsy Ruth Miller—An exceptionally good drama of American life today, with enough comedy to satisfy the average audience. Played to a good house. Everybody satisfied. Condition of film excellent.—Community Theatre, Bern, Kans.

## ST. LOUIS TRADE EVENTS

By David F. Barrett

UNIVERSITY CITY MINISTER  
ATTACKS MOVING PICTURES

"Misused Blessings" was the subject of a sermon in which Rev. W. E. Gillens at the University Southern Methodist Church, 6901 Washington Boulevard, University City, Mo., on Sunday, June 1, discussed motion pictures and automobiles.

"Every good thing we possess" he said, "may be put to a right or wrong use. And practically all of our troubles come from making a wrong use of some good thing. The ill-starved pair in the Garden of Eden were possessed of certain appetites which were good, but they made wrong use of them. Often we take God's blessings and misuse them so that they become hurtful instead of helpful and bring us sorrow instead of joy."

Touching on the movies, he said: "The motion picture is a wonderful invention, possessing great potentialities for good. But on the whole I fear we have made it an instrument for moral degradation in the land. Their picture life on its abnormal side. Hardly a picture goes on the screen which has not in it something shocking to the moral sense of decent and refined manhood and womanhood. Society would be better off without the morbid, the salacious, the vulgar parts and the excruciatingly sentimental parts. Once in a great while I have had the privilege of seeing a good picture show, but most of the pictures I have seen left me with a feeling that I had cheapened myself by sitting through them."

"Sometimes I wonder why some man doesn't arise in the land, to build a plot around something other than the eternal triangle, or why somebody doesn't write a play for the screen whose villain is not a church deacon or elder. There has been an exodus, especially of the young people, from the church to the theatre on Sunday evenings. This is one of the most tragic and alarming things in our modern life. If the crowds that through the theatres on Sunday evenings were getting something there that deepened reverence for the divine and strengthened love for virtue and kindled aspirations after high and better things it would not be so bad."

Concluding his remarks on motion pictures he said: "The motion picture is not a thing bad in itself. We just haven't found out yet the wisdom of making a right use of it."

The cries of an abandoned 2-weeks old infant found in an automobile standing in front of William Goldman's Kings Theatre, St. Louis, furnished an added thrill for the capacity audience on Saturday evening, June 7. Goldman flashed the news of the find on the screen. Reginald Hunt of Normandy Grove in whose automobile the babe was found said it was not a member of his family. It was later taken to the maternity ward of the St. Louis City Hospital.

## NAZIMOVA AGAIN!

Nazimova, who has been absent from the screen for several seasons, is going to return to motion pictures.

Richard A. Rowland, general manager of First National Pictures, Inc., announced this week that he had signed a contract with Nazimova to appear in a story by a foreign author which will be made in Los Angeles in the near future.

BRIGHT BITS  
and  
NEWSY NOTES

Circuit Judge G. A. Wardeman at Clayton, Mo., has appointed Theodore Bayer of Clayton, cashier of the St. Louis City Bank and Charles Austin of University City, receiver for the General Film Manufacturing Company of University City. Each furnished a \$10,000 bond. Application for the receivership was filed at Clayton by one of the stockholders of the company who charged that the affairs of the company were being mismanaged.

In the biggest vote in the history of Sterling, Ill., voters of that city on June 4, voted in Sunday theatres by a majority of 276.

The managers of the leading St. Louis motion picture houses have revised their prices of admission so as to give their patrons the saving due to the taking off of the amusement tax of 10 per cent. The new schedules take effect on July 5 when the tax reduction is effective.

Many St. Louis motion picture exhibitors from all parts of Southern Illinois attended the grand opening of the new \$500,000 Marlow Amusement Park near Herrin, Ill., on Decoration Day. The park was jammed with visitors throughout the day. It is regarded as the finest park of its kind in the Central West. It occupies twelve acres and has everything needed to amuse visitors. It has a soft water bathing pool that will accommodate 1400 persons and a theatre seating 2000. Boating lagoons, skating rink, dance floors, restaurants, etc.

Articles of incorporation have been taken out by the Park Amusement Company of St. Louis. Sam Goldman has 31 1/2 shares, M. A. Reber, 32 1/2 shares and B. Young, one share. The company plans to operate, buy and sell motion picture shows. The capital stock is \$6300 fully paid.

Jack Weil of the local Goldwyn office has returned from a business trip to Chicago.

MUCH EXHIBITOR INTEREST  
IN SUIT AGAINST POSTER CO.

St. Louis motion picture exhibitors are watching with interest the outcome of a suit for damages filed the past week in the St. Louis Circuit Court by M. A. Rossini, grand opera baritone and vocal instructor against the St. Louis Poster Advertising Company, 2920 Olive street. Rossini asks \$104,000 damages of the poster company claiming that it was responsible for the financial failure of a season of grand opera promoted by Rossini at the Oleon Theatre last March.

Rossini claims that he was to have received a fourth of the profits of the opera, but that there were no profits because the poster company wrongfully attached the box office receipts for a bill and the public would not attend performances where the sheriff was in charge of the doors. He asks \$54,000 actual and \$50,000 punitive damages.

W. C. Daviet, vice-president of the Postal Telegraph & Cable Company showed a motion picture film of the activities incident to laying the company's cable across the Atlantic to the members of the St. Louis Chamber of Commerce on Wednesday, June 11. The pictures were made while actual work of laying the cable was in progress.

Loew's St. Louis Realty & Amusement Company has been authorized to increase its capital from \$5000 to \$1,000,000 with 10,000 shares of preferred stock, \$100 par value, and 40,000 shares of nominal par value common stock. Marcus Loew, trustee for Loew's Incorporated holds all of the preferred stock which is fully paid up.

Tom McKean of F. B. O. will attend the F. B. O. sales conference in Chicago next Saturday, Sunday and Monday.

Mr. and Mrs. Bob Cluster of Belleville, Ill., celebrated the nineteenth anniversary of their wedding on Saturday, May 31. Among their guests were: Mr. and Mrs. C. L. Hickman, Mr. and Mrs. William Kegeley of Benton; Tom Reed of Duquoin, Mr. and Mrs. Lee Bent, John Walsh, Tom McKean, Mr. and Mrs. F. H. Dewitt of Christopher, George Newsome of Monit Vernon, Mr. and Mrs. I. W. Rodgers of Poplar Bluff and Cairo.

Lawrence Talley has joined the Selznick sales organization. He formerly was with the St. Louis Film Exchange. He has been assigned to Northern Illinois.

Harry Strickland, United Artists salesman, and Jim Boyd, Blytheville, Ark., exhibitor, motored to St. Louis from that city. It was some trip and both were glad to finish it.

Sam Watts, Princess Theatre, Springfield, Ill., was injured seriously in an automobile collision last Tuesday. Two ribs were fractured.



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## BROADWAY AFTER DARK

Warner Brothers-Adolphe Menjou and Norma Shearer

HERALD—Scenes of Broadway, cabarets, beaming gowns with the Epitome Ball as the background for a brilliant picture.

WORLD—Adolphe Menjou in the leading role again demonstrates that he is an artist to his finger tips. He makes every expression and movement register. "Broadway After Dark" is really a masterpiece and ranks high among the season's successes. It is brightened by some of the brightest comedy touches ever seen on the screen. The garb of the players is superb.

FILM DAILY—As a whole, step right up, look this one. The title will bring them in. They'll surely figure melodrama but they'll go out delighted even though they have not seen what they expected.

## THE WOMAN ON THE JURY

First National-All Star

FILM DAILY—As a whole, spectacle that is interesting from a historical standpoint. Will prove interesting to the average audience. A drama that women will especially find to their liking and their word-of-mouth advertising will help a lot.

WORLD—Emotional drama of exceptional strength and power. It is a picture that appeals to the heart and plays large with the emotions. We believe it will appeal to all types of patrons and thoroughly satisfy the ordinary patron and virile drama.

NEWS—This feature has a real honest-to-goodness plot that bubbles over with suspense. No exhibitionism is allowed to pass this one up and let his companion reap the benefit. The cast alone will put it over, and you have one of the best stories put in this lot this season.

## MISSING DAUGHTERS

Selznick-Eva Novak

TRADE REVIEW—Here is a picture the title of which is sure to attract an audience everywhere. And none of the patrons will demand their money back after the show. It provides an exciting entertainment and points a moral. A dramatic subject has been timely handled, and there is no trace of ingenuousness or coyness. Vice is made unattractive and the wisdom of not playing with fire is clearly indicated.

NEWS—This picture is characterized by the fast set type of story which points toward conflict with the convention. It is similar to "Daughters of Ladies" in theme. The film is well mounted and the action contains some melodramatic material leading to thrills.

## WANDERER OF THE WASTELAND

Paramount-Jack Holt and Noah Beery

TRADE REVIEW—"Wanderer of the Wasteland" stands alone. Another great study has been made toward perfection. Jack Holt does the best of his career. There are thrills—If it's beauty you want—well, praise the lily or attempt technical description. Beauty is what "Wanderer of the Wasteland" has nothing else but. Comedy? Picture Noah Beery, the dearest scorchel moner, doing Paris in song and fish with a couple of "gold diggers." The picture has everything. It

won't need exploitation. Just let the newspaper boys get a look and you will be on the front page.

NEWS—Paramount's first full length picture to be produced in natural colors. It is fine melodrama, simple effective and always impressive. A vigorous tale—one of Zane Grey's best—it is directed with fine authority.

WORLD—As a motion picture plus, too much can not be said about "Wanderer of the Wasteland." A very good outdoor western, done in technicolor. Able direction and even the art titles, done in technicolor, should come in for praise.

## NEWS NUGGETS

The first scenes of "Captain Blood," from the novel by Raphael Sabatini, were shot at Hollywood by Vitagraph last week. J. Warren Kerrigan is to play the leading role opposite Jean Paige.

"Behold This Woman," from the novel by E. Phillips Oppenheim, to be released for summer loadings by Vitagraph, is now being assembled at Hollywood. J. Stuart Blackton is directing.

John G. Adolfi, who directed, "What Shall I Do?" for Frank Woods, has been engaged to direct the second Woods feature, "Beauty and the Bad Man," for Hodgkinson release.

Marguerite Clayton is to return to the screen in "Tiger Thompson," the third of the Harry Carey pictures to be distributed by Hodgkinson. She has been signed by Hunt Stromberg.

A notable cast including Elliott Dexter, Lowell Sherman, Pauline Garon and Betty Blythe appear in "The Spirit," an Associated Exhibitors special for release, the current month.

First National has started "The Lost World," from Conan Doyle's romantic novel. Bessie Love, Wallace Beery and Lewis Stone have leading parts. Harry O. Hoyt is directing.

Milton Sells and Nazimova have been signed for the leads in Edwin Carewe's next picture for First National, "Madonna of the Streets," from W. B. Maxwell's novel, "The Rugged Messenger." The new feature will be Carewe's fifth picture for First National.

Lon Chaney will play the title role of Loewell Andrews's play, "He Who Gets Slapped," which is to go into production soon under the direction of Victor Seastrom, Louis B. Mayer announces for Metro-Goldwyn-Mayer.

F. B. O.'s new release, "Fools in the Dark," is being cut and edited at Hollywood and is to be released for late summer. Patsy Ruth Miller and Matt Moore are the co-stars.

Bobby Vernon has engaged Ann Cornwall to play the lead in the first of his series of six Bobby Vernon comedies to be released through Educational, beginning in September. The series has been started at the Christie Studios.

Irene Rich has signed a long term contract with Warner Brothers and is to appear in the leading role of "The Lost Lady," according to Hollywood gossip. Miss Rich is just completing "Being Respectable," in which she stars with Monte Blue.

Beverly Bayne will return to the silent drama as the feminine lead in "Her Marriage Vow" which Warner Brothers are making, according to late announcements. She will appear opposite Monte Blue.

## BEVERLY BAYNE SIGNED BY WARNER BROTHERS

Beverly Bayne will return to the silent drama as the feminine lead in "Her Marriage Vow" which Warner Brothers are making, according to late announcements. She will appear opposite Monte Blue.

For the past few seasons, since her temporary retirement from the cinema field, the actress has toured the Orpheum and Keith circuits as a headline attraction. She has been resting in Los Angeles for several months and it is because of her individual style and her likeness to the part in "Her Marriage Vow," that she was finally induced to return to pictures in this important role.

In this new picture, beside Blue, the cast includes Willard Louis, Margaret Livingston, Allan Forrest and Priscilla Moran.



**PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::**

**BOLLER BROTHERS**

**THEATRE ARCHITECTS**

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**BAUSCH-LOMB**  
**NEW CINEPHOR CONDENSING**  
**SYSTEM FOR ARC LAMP**  
**HOUSES**

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

**CHAS. M. STEBBINS**

Picture Supply Co.  
1822 Wyandotte St. Kansas City, Mo.

**Smiling Service!**



Archie Josephson, President

**HOTEL BRAY**

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish  
to pay more  
--and  
risky to  
pay less.*

**Absolutely  
Fireproof**

150 Outside Rooms  
with Bath  
**\$1.50, \$2.00, \$2.50**

Stimulate Business With  
**KEYSTONE PRINTING**  
The Keystone Press

Nineteenth and Wyandotte Streets

Telephone—9763—Delaware

**Let B. Finkelstein**

**INTERIOR DECORATOR**



Beautify Your Theatre  
Interior decorating  
of theatres and lobbies  
a specialty.  
My Own Drawn  
Designing  
Phone Benton 0125

1910 Montgall K. C., Mo.

*"Say it With Flowers"  
From*

**THE OWL FLORISTS**  
BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

**Opera Supply Company**

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

**Guaranteed, Non-breakable Steel  
Standard Opera Chairs.**  
**THE CHAIR THAT'S ON THE  
SQUARE**  
**Lowest Prices Quick Delivery**

**ST. LOUIS TRADE NOTES. (Cont.)**

Tom Creilly of the Wellston Theatre St. Louis, has opened his new Midland Airplane just over the county line.

Out-of-town exhibitors sent along Picture Row were: S. E. Pette, Jerseyville, Ill.; Rex Barrett, Cozy Theatre, Columbia, Mo.; Tom Young, Dyerburg, Tenn.; Gus Karanotas, Springfield, Ill.; Tom Reed, Dugout, John Rice, Wellsville, Mo.; and F. M. Francis, Charleston, Mo.

Ed Strongberg and C. Ansell have taken over the Janita Theatre on South Grand Boulevard. They plan to spend some \$10,000 in improvement and will reopen on September 1.

C. W. McCutcheon is installing 650 new seats in his house at Charleston, Mo.

Jim Reilly, well known Alton, Ill., exhibitor is confined to his home by a severe attack of the flu.

Cracksmen who broke into the Grand-Florissant Theatre, Grand and Florissant avenues, St. Louis, early Monday, June 2, were frightened away by the police while at work, abandoning a tin box containing \$2,000 in their flight. The robbers had broken the combination from the safe which stands in the lobby. The box was near an exit in the rear of the theatre. The Grand-Florissant is owned by the St. Louis Amusement Company.

**CLASSIFIED ADVERTISING**

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

**WANTED**

Management of theatre. Will pay interest in same or will rent. Just sold my interests in theatre here. 1 1/2 years experience as exhibitor. Refer to any exchange manager in St. Louis. I am open to propositions. What have you? E. S. Perkins, Casco, Ill.

**FOR SALE**

12 opera chairs used 30 days. Also two Powers 6-A hand drive machines, one metal reel box, two theatres. Will sell cheap. M. Kelley, 201 N. Walnut Street, Dugout, Ill.

**FOR SALE OR TRADE**

Theatre building fully equipped, with a soda fountain and canteen in connection. Center of a good territory. Only show. For particulars write Mark Havenhill, 1331 Povnitz Ave., Manhattan, Kans. 6-13

**FOR SALE**

Uncle Tom's Cabin on five reels. World made in first class condition. Advertising lobby boards on shipping crate; Taylor Bill trunk, good two reel comedy; in fact an almost complete good show all ready to go. Address Box 67, Redding, Ill.

Winton Electric piano with mandolin attachment in excellent perfect condition. Slot attachment on bottom. Suitable for theatre, rest room or home. About 100 rolls with it. Piano also cost \$200. Sell for \$125. Particulars write R. R. Winslip, Majestic Theatre, Phillipsburg, Kans. 6-14

**WANTED TO BUY**

Theatre in town of 2500; also 200 opera chairs uncolored or veneer. Edward Smith, Minneapolis, Kans. Box 202. 5-31

**CURRENT RELEASES**

- For Week of June 21  
**A. H. BLANK ENTERPRISES**  
Innocence, Anna Q. Nilsson (14),  
**FOX**  
Western Luck, Buck Jones (15),  
**ENTERPRISE**  
Maggie's False Step, Mack Sennett (12)  
**HODKINSON**  
Hold Your Breath, Dorothy Devore (6)  
Not One to Spare, All Star (5)  
Another Scandal, Louis Wilson (14),  
**PATHE**  
Don't Park There, Will Rogers (2),  
His New Mama, Harry Langdon,  
Young Oldfield, Charles Chase, Hal Roach (1),  
Her Memory, Will Nash Miniature drama (1),  
Desert Trails, 14th chapter The Fortieth Door.  
**STANDARD**  
Tucker's Top Hand, Neal Hart (15),  
King's Creek Law, Lee Maloney (15),  
**UNIVERSAL**  
The Poor Kid, Baby Peggy (2),  
Dark Stairways, Herbert Rawlinson (5),  
"One-reel comedy."  
The Iron Man, Second Series (2),  
The Fast Steppers, No. 4 (2),  
The Title Holder, second Jack Dempsey series (2),  
International News, Nos. 53 and 54,  
A Royal Pair, Century Comedy (2),  
The Little Savage, Western (2).

The earliest hieroglyphics were forms of advertising. That's no new gag—try Reel Journal Wants.

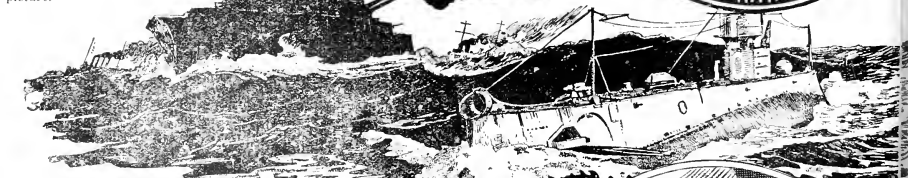
The trade paper is the Exhibitor's Business College—Reel Journal.

# F. B. O.

Presents

# "THE DANGER LINE"

Thematic music cue sheets available on this picture.



## Starring SESSUE HAYAKAWA

"Something entirely out of the ordinary" says the "N. Y. Morning Telegraph." If you want to give your patrons something away from boresome movies, try "THE DANGER LINE".

Huge battles scenes in mid-ocean — with entire fleets — thrilling beyond words — a beautiful love story, with Tsuru Aoki (Mrs. Sessue Hayakawa) and brilliant cast. Here is something big, new — a sterling box-office attraction.

Sensational posters and Ad matter. A sure-fire bet in any house. Bound to pack 'em in. Book and boost it!



Presented by Aubert

A Vandal-Delac Production

Released thru Producers Security Corp.

## FILM BOOKING OFFICES

Snowier Bldg., Kansas City, Mo.  
127 S. Hudson St., Okla. City, Okla.

106 S. Cross St., Little Rock, Ark.  
St. Louis, Mo.

*The***Reel  
Journal****The Film Trade Paper of the Southwest****King of Them All!**

When it comes to comedies, I believe you will agree that we lead the field.

There are now only a few good comedians on the screen that are not under the Pathe banner. Glance over this list:

**HAROLD LLOYD—FEATURES****TWO REELERS**

Mack Sennett	The Spat Family
Our Gang	Harold Lloyd
Will Rogers	Sennett Star Series
Ben Turpin	Harry Langdon
Snub Pollard	Roach Star Series

and our latest discovery Arthur Stone Series

**ONE REELERS**

Hal Roach with Snub Pollard	Topics of the Day
Dippy Doc Dad	One Reel Lloyds
Aesop's Fables	Chas. Chase

Where! Oh, Where! can you get a line up like that?

Listen—Our idea now is to book all comedy programs, look them over, figure out a five or six or seven reel program and write us for prices.

**Pathe Exchange, Inc.**

111 West 17th Street

Kansas City, Mo.

C. C. VAUGHAN, Branch Manager

JUST TO  
REMINDE  
YOU  
THAT

Now is the Time  
To Begin Your  
ADVERTISING  
CAMPAIGNS  
RIGHT

BY USING  
KEYSTONE  
Programs  
and  
Heralds



19TH AND WYANDOTT,  
KANSAS CITY, MISSOURI



STANDARD FILMS

Present

**NEAL HART**

"AMERICAS PAL"

IN

**„TUCKERS“**  
**TOP HAND**

AN ACTION MELODRAMA OF THE  
ARIZONA CATTLE COUNTRY

Neal Hart, the Ace of Western Stars,  
works his best in this one. Plenty of ac-  
tion and is well directed.

STANDARD FILMS

111 West 18th Street

Kansas City, Mo.

NEAL HART AS BARRY MUSTON





Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

Telephone Delaware 9763  
 St. Louis Correspondent  
**DAVID F. BARRETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## People As Censors

Now that it is fairly settled that the censor board's powers are to be materially curtailed, the responsibility of maintaining high moral standards in motion pictures exhibited in Houston rests more heavily upon the people, says the Houston Post.

It has been said that the moral standards of the moving picture are set by the box office receipts. That is a rather blunt way of putting it. And it is not altogether true. The Post does not believe for a moment that the majority of motion picture exhibitors in Houston would consent to the showing of positively indecent and immoral films.

It is true, however, that the picture producers and exhibitors strive to give the people what they want. Their success in business depends on their ability to please their patrons. Necessarily, they are governed largely by public taste, just as are salesmen in other lines of business. You can't sell the people something they do not want.

It will be a simple matter for the people to make themselves heard in determining the character of pictures to be shown here. They can set the moral standards they desire by refusing to patronize houses that persist in offering below the standard of ordinary decency and morality.

Furthermore, they can make their wishes known by direct communication with the managers. Let them criticize a bad picture sharply in personal communication to managers, and they may be sure he will be careful to avoid offering another picture of similar character.

On the other hand, if a picture is good and exerts a wholesome influence, as well as entertainers, tell the manager of the theatre. Commend him for his selection. Not only that, commend the picture to others and commend the house that offers the right sort of pictures.

What the whole moving picture industry needs right now more than anything else is constructive criticism. Too many people have been finding fault, and too few have been praising what was good,

and prating out with their support and with practical suggestions to lift moral standards.

All we ever hear from the censor board is censure. If they are going to be outspoken in their condemnation of bad pictures, wouldn't it be fair for them to be as free in praise of good pictures? More boosting of the good would make knocking of the bad less necessary.

The divine command to "overcome evil with good" is but an application of the law of substitution that runs through all nature. It is up to the people, the final arbiters, in this censorship issue, to settle it permanently by forcing the substitution through the use of their patronage, and unreserved expression of their opinions.

## W. E. TRUOG NEW SELZNICK MANAGER

Former Goldwyn Manager Succeeds J. E. Foland, Who Will Do Special Sales Work.

An important change along Movie Row last week was the appointment of William E. Truog, formerly district manager for Goldwyn in the Kansas City territory, as branch manager of the Selznick organization in this territory. Mr. Truog will succeed J. F. Foland, who will remain in the Selznick Kansas City office in charge of special sales work. Mr. Truog's appointment has already gone into effect.

The new change was effected upon appointment of President Dealittle of the Selznick organization, who visited Kansas City last week. He is said to have been pleased with Kansas City and its opportunities as the film mart for the entire Southwest.

Truog comes to Selznick after twelve years of the game, practically all of that time being spent in the Kansas City territory. He is well acquainted with the exhibitors and their needs, and he and Mr. Foland wish them to remember each as heretofore.

Rumor has it that some further change in the local Selznick office are in the offing, and Mr. Truog intimated that he would surround himself with some of the men of the old Goldwyn organization, formerly associated with him.

The Film Board of Trade congratulated the new Selznick manager with a floral offering, and Mr. Truog wishes to take this opportunity of expressing his appreciation and his best wishes to Movie Row and the showmen of the Southwest.

According to J. E. Foland, formerly manager of Selznick, business is pepping up in Tulsa and Eastern Oklahoma, through which territory he visited last week. He announces that the entire Selznick output has been booked for several runs with Tulsa houses.

Lee Raftis, manager of the Liberty Theatre report a great reception for "The Fast Strippers," the new Gerald Beaumont series of stories in two reels each, starring Billy Sullivan of "Leather In-ners" fame.

**Twenty-two hundred exhibitors have forty-four hundred ears—Sell through the Reel Journal.**

## O'TOOLE IN STATEMENT OF NEW TAX REPEAL

Theatre Owners throughout the country experience a sense of satisfaction in the action of Congress which brought about the repeal of the Seat Tax entirely and the Admission Tax on ticket prices up to and including fifty cents. This repeal of the Seat Tax applies to the present fiscal year according to information given up by the officials of the Treasury Department. Under the same ruling the collection of taxes on admissions up to and including fifty cents ceases after July second's business at all theatres. Up to that time the tax will be collected as usual and the customary reports made by the Theatre Owners to the district revenue collector. After July second no taxes will be charged on admissions up to and including 50 cents but all prices above fifty cents will have the same tax applied and collected as is now the case.

## K. C. HOUSES BOOST BUSINESS WITH FIRST RUN SHOWINGS

Kansas City exhibitors are taking quite a fling at the car-marked phrase—"summer slump," by offering a series of unusual first run attractions at both downtown and suburban houses this week. And true to the predictions of distributors, business is said to be unusually good for this season.

"Broadway After Dark," a Warner Bros. picture is at the Newman Theatre, starring a cast of the calibre of Adolphe Menjou, Carmel Myers, Norma Shearer and Anna Q. Nilson.

"The Fighting American" is on the bill at the Liberty, included in the cast are Pat O'Malley and Mary Astor. It is one of the feature hits of the Universal Jewel series.

The Royal follows up its anniversary week with "Nellie, the Beautiful Cloak Model," a Metro-Goldwyn picture, that is bringing good business to this downtown house.

"The Gold Fish," with Constance Talmadge in all ver vivacity, heads the program at the Mainstreet. It is a First National picture.

And another suburban theatre shows its teeth with a first run showing, "My Man," with Dustin Farnum and Patsy Ruth Miller, at the Apollo from the Vitagraph lots.

## GERALD AKERS HAS NEED OF AN AIRPLANE NOW

When Gerald Akers, district manager for Universal announced that he was taking aviation lessons so that he could save time between Kansas City and St. Louis, he had no idea of the real necessity of the plane. Announcement has just been made that three other exchanges have been added to Mr. Akers' territory and he is now seriously studying air-road maps, is burning midnight oil to keep up his studies on aviation and it has been rumored that he was seen with a Montgomery-Ward catalog dealing with the sale of airplanes.

**Enterprise Distributing Corp.**

**Announce**

**For the Season of 1924-1925**

**Feature 49 Productions**

**--Consisting of--**

- 7 Special Features
- 10 McDonald-Ferguson Thrill-O-Dramas
- 12 Hart-Fairbanks Western Classics
  - 1 Tom Mix Western "Nuff Sed"
- 9 J. B. Warner-Walthall Stunt Action Westerns
- 10 Roy Stewart Western Classics

**49 Box-Office "Record Busters"**

**Feature 49 Productions**

**One <sup>per</sup> week Beginning June 21**

**WRITE OR WIRE**

**Enterprise Distributing Corp.**

**Kansas City, Mo.**

**St. Louis, Mo.**

## PRODUCTION BOOMING AT UNIVERSAL CITY

Production at Universal City, Calif., is so far ahead of schedule that exhibitors will be able to preview next Spring's releases before the end of the present summer, says Julius Bernheim, director general of the Universal studios, who was in New York this week conferring with Carl Laemmle concerning the coming Universal product.

Of the twelve Jewel pictures promised to exhibitors for next Spring by Al Lichtman, Universal sales chief, nine already have been selected, as a result of Bernheim's trip to New York.

During the last several months, Bernheim, as director general of Universal City, has put much time into the planning and study of mechanical and technical improvements for the big studio plant. "Our increased Jewel production has made Universal City the busiest place in the film world," explained Bernheim on the eve of his departure for the West. "We always have five or six big Jewel companies working at Universal City nowadays, besides the companies making western features, and the various comedy, serial and short western production units. This is unprecedented in the history of Universal.

"Right now, besides the Jewels in production for Spring, we are finishing up the last two or three of the Fall releases, including "Wine" and "The Tornado." "Wine is a big picture built around William McHarg's International Magazine story of 18th amendment violation. Clara Bow was engaged to play the reckless, excitement craving society girl around whom the picture is built. Louis Gasnier is directing it.

"The Tornado," is being made by King Baggott from Lincoln J. Carter's famous melodrama. It will be the first House Peters picture under the star's new two-year contract with Universal.

"The three big ones already in production for 1925 are 'The Husbands of Edith,' 'Clinging Fingers' and 'The Nightcap.' 'The Husbands of Edith' will be a Reginald Denny picture. Laura LaPlante will be co-starred with Denny. William Seiter will direct.

"'Clinging Fingers' will be a Virginia Valli feature. It is from the story by Marjorie Orth and Elizabeth Holding Edward Sloman is directing it, with Norman Kerry, Louise Fazenda, T. Roy Barnes, Ward Crane and Kate Lester in important roles.

"'The Nightcap' is from the popular Broadway stage success of that name, by Guy Bolton and Max Marcin, recognized as the leading writers of stage comedy today. Herbert Blache is directing it, and James Kirkwood, Madge Bellamy, Rosemary Theby, Frazee Pitts and Tom Wilson have the leading roles.

"As soon as I get back to the coast, work will be started on 'The Best in Life,' by Muriel Hime. It is to be the next Mary Philbin picture and will be directed by Sven Gade, the noted European stage and screen director.

"Then will come 'California Straight Ahead,' or 'Oh Doctor' with Denny, Siegel,' by Samuel Hopkins Adams, to be followed later by 'Miracle,' the new Clarence Budington Kelland story, for

House Peters, and 'Ann's an Idiot,' another Mary Philbin picture, written by Pamela Wynne.

"The same full-steam production that marked Universal City during the first six months of 1924, will be duplicated during the coming six months. We have increased our studio facilities and are prepared to put out just as many big ones as the market calls for."

## A FAST SALESMAN CAUGHT IN CYCLONE

Sylvia, Kans., June 7, 1924.

Special to the Reel Journal.

One of the most exciting incidents of the cyclone's visit here recently was the disappearance of Edward Wescott, a traveling motion picture salesman in the employ of the Universal Film Company. Arriving majestically in Sylvia in a new Buick sport car. This dapper dan of the movies caused a lot of attention, especially from the members of the fair sex. After he had completed his business with Manager Owens of the Electric Theatre, Wescott prepared to drive onward. Admittedly one of the fastest salesmen in this part of the country, Wescott was not quite as fast as the cyclone that arrived as Wescott was departing. While the natives were scurrying to their homes for protection from the Kansas gale, Wescott drove his car into the Main street garage and leisurely strolled in the direction of the general store. When the cyclone was at the height of its fury, Wescott too decided that "it was no disgrace to run when one is scared," and he fled to the nearest cellar which was part of the residence of Dr. Amos Smith, proprietor of the only drug store in the county. After the storm had abated, the checking up process began, and an attendant of the Main street garage found Wescott among the missing. A search was made for him and not until long after dark did he emerge from the protective cellar humming a popular ditty. He refused to talk for publication and upon being placed in his car, immediately went to sleep from the effects of the strange experience that he had gone through.

The entire Paramount Circuit of Canada has looked the Educational Pictures Special, "Plastigran," the third dimension movie, establishing another record for this short subject attraction.

Rube Mclcher, salesman for the A. H. Blank Film Enterprises is having a very successful trip in Western Kansas.

## "A WOMAN WHO SINNED" BOOKED FOR FOX CIRCUIT

"A Woman Who Sinned," featuring an all-star cast headed by Mae Busch and Irene Rich, has been booked by the entire Fox Circuit in a deal consummated by Charles Rosenzweig, manager of the New York Exchange, of the Film Booking Offices, who are distributing the Fris-Fox Production.

This large booking is only one of many being received by F. B. O. on this feature. According to an announcement from the offices of Harry M. Berman, general manager of exchanges, large and representative houses throughout the country are booking this inspirational picture.

## HARRY BERMAN BACK AGAIN AT HIS DESK

Harry M. Berman, general manager of exchanges for the Film Booking Office, is back at his desk after an absence of several weeks on account of illness. This will be good news to many of his exhibitor-friends throughout the country, as is evidenced by the hundreds of letters F. B. O. have received concerning Mr. Berman's health.

Mr. Berman underwent an operation at a New York hospital sometime ago and has since been convalescing at Atlantic City. He has recovered his full strength and health and will attend the F. B. O. sales conference in Chicago this week-end.

## SANTELL INVENTS NEW METHOD OF CUTTING

A new method of cutting pictures which it is anticipated will mean a tremendous saving of time and labor in assembling the finished product at motion picture studios, has been invented by Alred Allen Santell, it is announced at the F. B. O. lot in Hollywood. The invention is a process for marking the film automatically in "takes" as it runs thru the projection machine, so that the director, viewing his "rushes" may, by pressing a button, check any part which he wishes to leave out, or any place on the film where he wishes to put in new material.

Mr. Santell, who has just finished "Fools in the Dark," has been advised to have the process patented, and is doing so. Just how the machine works has not been divulged, for obvious reasons.



## Announcing "The WISE VIRGIN"

STARRING

Patsy Ruth Miller & Matt Moore

AN ELMER HARRIS-  
SPECIAL PRODUCTION

for

HODKINSON RELEASE



# FALL PRODUCT

The subject of most discussion is "Fall Product," or the line-up of releases offered by various distributing organizations. Naturally the announcement of First National has created the most interest—not because of the amount of "printers ink" displayed, but rather the outstanding list of box office attractions with established value. Possibly a more important reason is the fact that the exhibitors are convinced that they can rely upon the fulfillment of an announcement by our organization.

Just a few words regarding our "Fall Product." First, we have "SECRETS," the latest and greatest Norma Talmadge production—"THE SEA HAWK," a Frank Lloyd special, now making a box office record at the Astor Theatre, New York, where it is playing an extended run at a \$2.00 top. "Variety" says: "The Sea Hawk" will hold up at the Astor as long as First National cares to leave it there." Then we have "ABRAHAM LINCOLN," the picture that has created a nation-wide sensation. Critics have voluntarily given more space to it than possibly any other production—"SUNDOWN," the greatest western, historical drama ever made—"THE LOST WORLD," we predict to be the most unusual production of its kind ever filmed. Then we have the twenty-seven "PACE-MAKERS" which includes two Norma Talmadge productions, two Corinne Griffith productions, two Colleen Moore productions, two Richard Barthelme productions, two Constance Talmadge productions, two John M. Stahl-Louis B. Mayer productions, two Earl Hudson First National Specials, two Thomas H. Ince productions, two Frank Lloyd productions, two Barbara LaMarr productions, one Claire Windsor-Bert Lytell production, one Goldwyn-Fitzmaurice production, one Samuel Goldwyn Special, one J. K. McDonald-Ben Alexander production, one Sam Rork production, one M. Levee production and one Edwin Carewe production.

All of the above mentioned releases will be released between August 1, 1924 and February 1, 1925.

First National has won their leadership by giving the exhibitors the best line-up of box office attractions which were available during the past eighteen months. They will maintain and strengthen their leadership by virtue of the productions listed above. There is only one guide to the future and that is "performance in the past."

## Associated First National Pictures, Inc.

KANSAS CITY  
E. C. RHODEN, Branch Manager  
1712 Wyandotte St.

ST. LOUIS  
HARRY WEISS, Branch Manager  
3319 Locust Street

## "BETWEEN FRIENDS" SCORES 50 FIRST RUN BOOKINGS

"Between Friends," the J. Stuart Blackton production for Vitaphone with Lou Telegan, Norman Kerry, Ana Q. Nilsson, Alice Calhoun, Stuart Holmes and Henry Barrows, which was released May 11 when it played at the Rivoli Theatre in New York City, booked more than fifty first run theatres in the United States and Canada during the first two weeks of its release, as well as scores of other theatres. This picture is one of the newest Vitaphone productions which John B. Rock has released for summer runs instead of holding back for the fall.

Among the theatres which booked "Between Friends" during the first two weeks of its release are: Temple Theatre, Birmingham; Strand, Nashville; Charleston Theatre, Charleston, S. C.; Beacon-Modern, Boston; Capitol, Springfield, Mass.; Olympia, Brewster, Mass.; Keith, Portland, Me.; Strand, Providence; LeRoy, Pawtucket; Lafayette, Buffalo; Empire, Syracuse; Columbia, Dayton, O.; Strand, Hunting, W. Va.; Walnut, Louisville; Majestic, Columbus, O.; Capitol, Dallas, Tex.; Egypt, Fort Worth, Tex.; Regent, Grand Rapids, Mich.; Mecca-Palace, Saginaw, Tudor, New Orleans; Crown, Mobile; Newark, Newark, N. J.; Keith Circuit, New York City; Capitol, Paterson, N. J.; Rialto, Tulsa, Okla.; Strand, Springfield, Ill.; and many other large first run houses.

## HAROLD BELL WRIGHT PICTURE TO BE ROAD SHOWED

"The Mine With the Iron Door," one of Harold Bell Wright's greatest and most popular novels has been picturized and will be handled in Kansas and Western Missouri by the A. H. Blank Film Enterprises.

This picture will be the finest Harold Bell Wright picture yet produced and will have a large cast of prominent stars in it. The A. H. Blank office is busy at work on their plans as this picture is to be road shown in this territory.

This story in book form has a circulation of 1,800,000 copies which is 400,000 more copies than were sold on "When a Man's a Man."

"It is a known fact the several pictures previously made from Mr. Wright's novel have stood out as great box office attractions. With the splendid exploitation being planned and with the known box office value of "The Mine With the Iron Door," it stands to reason that this picture as a road show will be a phenomenal success.

Fabrics will be well to communicate with the A. H. Blank Film Enterprises office as this picture will be ready on September 1.

After this picture has been successfully launched, the next Harold Bell Wright picture to be released will be the "Re-creation of Bryant Kent."

Mr. H. E. Corby, manager of A. H. Blank Film Enterprises has spent a busy week in his office arranging for the release of their new schedule and making plans for the road showing of the Harold Bell Wright feature.

## WARNER "FAMOUS 20" BY MANY STAR CASTS

Favorable comment from all parts of the country is being voiced concerning Warner Bros. "Famous 20" Film Classics, lately announced for the 1924-25 season, according to Al Kahn, local manager of Film Classics, Inc.

The "Famous 20," announced following the Los Angeles convention follow: Kin-Tin-Tin in "The End Young Man"; "The Dark Swan"; "The Bringer of Sighs"; "The Narrow Street"; "The Lighthouse by the Sea"; "The Age of Innocence"; "How Baxter Butter In"; "The Broadway Butterfly"; "Debra, the Lover of Camille"; "This Woman"; "Eve's Lover"; "The Eleventh Virgin"; "The Dear Pretender"; "A Lost Lady"; "My Wife and I"; "The Yoke"; "Three Women"; "Recompense," Second Ernst Lubitsch individual production, second Kin-Tin-Tin feature production.

Among the players which will appear in the casts of these pictures are: Marie Prevost, Pauline Frederick, Rockfife Fellows, Alice B. Francis, Monte Blue, May McAvoy, Mary Carr, Carmel Myers, Mary Allen, Rin-Tin-Tin, Irene Rich, Lew Cody, Louise Fazenda, Raymond Hatton, Beverly Bayne and many others.

## U. S. ARMY MAJOR ENDORSES "SPIRIT OF THE U. S. A."

Giving his unstinted endorsement to the patriotic qualities of Emory Johnson's big new photoplay "The Spirit of the U. S. A." Major Edward Hinegnot Pierce, chief recruiting officer of the U. S. Army in the Southern California district, whose base is Los Angeles, reviewed the F. B. O. production last week.

"It is just what the nation needs," was his succinct appraisal of the Johnson production. "We need something like this to tell us the truth, to reawaken us from coast to coast and to shatter once and for all the inertia that makes laggards of so many.

"In point of entertainment value 'The Spirit of the U. S. A.' is truly a marvelous piece of work. But to me, as a soldier, its patriotic atmosphere, its idealism and its powerful message, which is never permitted to intrude upon the dramatic development of the story, are the outstanding factors.

"I am sure that the U. S. Army and every patriotic man and woman in America will not only see 'The Spirit of the U. S. A.' but will insist that all their friends see it."

## "MANHANDLED" HAS ITS PREMIERE IN LOS ANGELES

Gloria Swanson in the Allan Dwan production, "Manhandled," the first of Paramount's "Famous Forty," with the exception of "The Covered Wagon," to be shown to the public, opened a pre-release engagement at Grauman's Million Dollar Theatre, Los Angeles, Sunday, May 25 bearing out the predictions of Paramount officials, capacity audiences which were not backward in demonstrating their enthusiasm greeted the picture throughout the week.

"The Famous Forty" will be introduced to New York audiences in June, when "Changing Husbands," featuring Leatrice Joy and directed by Frank Urson and

Paul Irlbe and "The B. DeMill" sup-  
er-  
will be shown at the Rivoli and  
"Unquarred Women" with Bebe Daniels  
and Richard Dix, an Alan Crosland pro-  
duction, at the Kialto.

## "FIGHTING AMERICAN" SCORES AT LIBERTY

Universal's newest picture "The Fighting American" showing this week at the Liberty Theatre has proven itself weather proof. Opening cold on a hot day, by Monday it was the most talked of subject along Moore Row. Its unusual and unexpected situations, its punch and punch, landed in such a delicate manner that the most fastidious cannot be offended, makes "The Fighting American" the most unique picture that Carl Laemmle has ever produced. Raymond Hatton, Mary Astor and Pat O'Malley, head an excellent cast. Lee Balsly, manager of the Liberty Theatre, assisted by the Universal exploitation department put over many good stunts in connection with "The Fighting American" and the box office has reflected the efforts. The unusual teaser campaign in the newspapers caused a lot of comments and backed up with a really great picture "The Fighting American" is enjoying the excellent business that it really deserves. Exhibitors will make no mistake in booking this one.

## CHAS. SKOURAS PRAISES "SUNDOWN" PROFUSELY

First National's big production, "Sundown," the Earl Hudson special depicting the great cattle drive in which American ranchers took a quarter of a million of cattle across the Rio Grande to the still open ranges of Mexico, having succumbed to the advancing barbed-wire entanglements of our civilizing progress, is nearing completion at the United Studios. It has reached the final stages of editing and tiling.

It was far enough advanced so that Mr. Hudson screened two reels of it for Charles Skouras when that St. Louis exhibitor visited the plant one day last week. Mr. Skouras was so thrilled by the two reels that he saw that he was still raving about the picture several days afterwards.

## PATHE NEWS SHOWS SPEED IN PICTURES OF G. O. P. CON.

Within a few hours after the formal opening of the Republican Convention at Cleveland on Tuesday morning of this week, Broadway audiences in New York were viewing motion pictures of the great political convulse. This remarkable record was made possible by the extraordinary arrangements made by Pathe News for the rapid dispatch of its convention news to all sections of the country.

The convention was called to order at eleven o'clock Tuesday morning in Cleveland, New York Auditorium. At 3:15 Tuesday afternoon, the first Pathe News plane took off from Wilbur Field for New York with its precious negative and consignment of Broadway prints. By nine-fifteen the Pathe News prints were in the projection rooms of the various big theatres, the regular programs being interrupted in several instances to permit the immediate presentation of the Pathe News views.

**FIRST RUN TO FIX THE VALUE ON "FIVE SPECIALS"**

**First National Announces Features for Releases August 1-January 1.**

In determining the national value of its five big specials, which are to be marketed in a group by themselves, First National pictures has arranged to test the drawing power of "The Sea Hawk," "Secrets," "Sundown," "Abraham Lincoln," and "The Lost World" through first run showing in eight key city points. From the box office value of the specials in the eight key cities will be determined the national value of each special. The showing in each territory will also establish the rental price in the territory.

Accordingly no sales quotas have yet been set on the five specials which First National set out to make leaders in the new season's group of finest pictures. The quotas will be set after the box office performance of each picture in the eight key cities has given a basis for arriving at an equitable rental price for each film in the various points in that territory.

**First National Releases From August 1 to January 1.**

"Temperament," featuring Colleen Moore.

"Sundown," a First National Special, "Christine of the Hungry Heart," a Thomas H. Ince production.

"The Lost World," a First National Special, with Matt Moore and Bessie Love.

"Belonging," a Maurice Tourner production.

"Secrets," a Norma Talmadge production.

"The Sea Hawk," a Frank Lloyd production with Milton Sills.

A new Richard Barthelmess picture, "Potash and Perlmutter in Hollywood," a Samuel Goldwyn production with Alexander Carr and George Sidney.

"Learning to Love," Constance Talmadge production.

"Sandra," a Barbara LaMarr production.

"Tarnish," a Samuel Goldwyn production, directed by George Fitzmaurice.

"Abraham Lincoln," a Rickett Special. With George Billings.

"The Ragged Messenger," an Edwin Carewe production.

"Wilderness," a Corinne Griffith production.

"The Bird of Paradise," a Richard Walton Tully production.

"Sailors' Wives," by Warner Fabian.

"One Way Street," a First National Special.

"I K. McDonald Production.

"The Lady," a Norma Talmadge production.

"So Big," a First National Special, with Colleen Moore.

"East of Suez," a Frank Lloyd Special.

"If I Marry Again," a First National Special.

"Declasse," a Corinne Griffith picture.

"The War," John M. Stahl, a Louis J. Gasnier production.

**EDUCATIONAL HOLDS NAT'L CONVENTION IN LOS ANGELES**

The third national convention of exchange managers and executives of Educational Film Exchanges Inc. will be held in Los Angeles, July 1 to 5.

"Los Angeles," said E. W. Hammons, president of Educational, in making this announcement, "has been selected as the convention city as a reward to the Home Office executives and branch managers for the finest season's business in the history of our organization, as well as to give them all an opportunity to get better acquainted with our producing forces."

"Especially has the late winter and spring business been notable, and the sales force is winding up the season in a blaze of glory. Our bookings during May, right at the beginning of the warm weather season, are without precedent. With this splendid showing, we are going to visit the studios while laying plans for the coming season, before starting our intensive work on the 1924-1925 product. We are looking forward with confidence to the fall, and do not feel that it is necessary to rush into the field in early summer to sell those pictures which will not be released for two or three months at least."

The Home Office delegation and managers of the eastern exchanges will meet in Chicago, June 27. Two special cars have been engaged to carry them from that city to Los Angeles and back. All other exchange managers, except the Rocky Mountain and Pacific Coast men will meet the train in Kansas City. The trip will be made over the Santa Fe.

The executive office contingent will consist of Mr. Hammons, A. S. Kirkpatrick, Assistant General Manager; D. J. Chatkin, Acting Domestic Sales Manager; J. R. Wilson, Assistant Domestic Sales Manager; Gordon S. White, Director of Advertising and Publicity; and Lowell V. Calvert, Supervisor of Exchanges. They will be accompanied by O. R. Hanson, Canadian General Manager; Captain George MacL. Baines and Harvey Day, of Kinogram Publishing Co., Inc., and Lloyd Hamilton, star of Hamilton Comedies, and Mrs. Hamilton, for several weeks on his annual vacation and in conference with Mr. Hammons regarding production plans for next season, and has delayed his return to Los Angeles in order to make the trip in company with the Educational executives.

**AT KANSAS CITY THEATRES**

**Week of June 15  
NEWMAN**

"Broadway After Dark," with Adolph Menjou, Violet Q. Nilsson, Norma Shearer and Carmel Myers.

**LIBERTY**

"The Fighting American," Pat O'Malley, Miry Astor.

**ROYAL**

"Nellie, the Beautiful Child Model," Lily Windson.

**MAINSTREET**

"The Goldfish," with Constance Talmadge.

**GLOBE**

"The Beloved Vagabond," with Carlyle Blackall.

**PANTAGES**

"The Heart Breakers," with Viola Dana and Milton Sills.

**ISIS**

"The Great White Way," with an all star cast.

**"FIGHTING AMERICAN AD STUNT HAS K. C. WRITING ADS**

Over six hundred different copies of advertisements on "The Fighting American" were received at the box office of the Liberty Theatre where the picture played last week. An offer appeared in the theatrical columns last Sunday offering \$2500 for the best ad written for this picture. Some of the ads were good, some were bad and some were good and bad. Members of the Kansas City Ad Club decided upon the best written ad and the stunt was the means of getting a great line of publicity for a most worthy picture.

The convention will be held at the Ambassador Hotel in Los Angeles, business sessions beginning on the morning of Tuesday, July 1. Sessions will continue through Saturday, the delegates traveling for their respective headquarters on Saturday, July 5.

While previous Educational conventions have been completed in three days, plenty of time has been allowed to provide for the visits to the studios and for a program that will include several interesting entertainment features for the visitors in addition to the business sessions.

**IN PRODUCTION**



**FLORENCE VIDOR**  
A Super-Special Film Dramatization  
**"BARBARA FRIETCHIE"**

BASED ON PLAY BY  
CLYDE FITCH  
Directed by LAMBERT HILLYER

for HODKINSON  
RELEASE

**Reel Journal Classified Page is your trouble hospital. Why wait for the hearse.**

June 28, 1924

# JACKIE

The Greatest  
**CARD** in the  
— *base*



Presented by **CARL LAEMMLE**

ST. LOUIS—3320 Olive Street—E. L. Alperson, Branch Manager

Universal

June 28, 1924

# DEMPSEY

DRAWING  
WORLD  
one!

Beyond a doubt the greatest picture series ever in the history of moving pictures! From the box-office as well as the entertainment angles they are absolutely the biggest, the finest money-making proposition imaginable. Jack Dempsey, the world's champion fighter, in stories especially written for him by Gerald Beaumont, the popular fiction author—a knockout supporting cast—successful directors! Without Dempsey this would be a big series—but with him it is by far the greatest.

NOW IS THE TIME TO GET YOUR DATES!

NOW PLAYING  
AT THE LIBERTY THEATRE,  
KANSAS CITY

"FIGHT and WIN" STORIES

ies, Inc.

KANSAS CITY—1710 Wyandotte Street—Harry Hollander, Branch Manager

## Moving Along Movie Row

Claude Saunders, head of the New York Paramount exploitation department was a guest of Jean Belasco of Universal this week.

Tommy Taylor is meeting with great success in booking personal appearances of Baby Alma Talcott, who is on her way to make a series of two reel comedies at Hollywood. Baby Alma is known as "Baby Peggy's Double" and is said to be the greatest child entertainer on the stage today. She appeared for a week at the Liberty Theatre Xmas week and scored a great hit.

G. B. Howe accompanied by Mrs. Howe will make an extensive tour of the various Universal exchanges beginning June 1.

Rumors have it that a booker whose name begins with B., is doling his car up for a honeymoon trip.

Ki Kielman, former manager of the Grand Theatre, Topeka, Kas., is now dramatic editor of the Topeka Capitol. He states that he has not been in Kansas City in five years.

John Plumb has been appointed publicity director of the Grand and Orpheum theatres, Topeka, Kas. He did some great work on "The Hunchback of Notre Dame."

Universal announces that bookings are coming in very strong on "Blind Husbands," the picture that made Von Stroheim famous.

R. R. Winslow of the Majestic Theatre, Phillipsburg, Kas., visited the Kansas City Film Classics office last week.

Lee Jones, formerly of the Auditorium Theatre, Marshall, Mo., was in to see friends along Movie Row last week.

Mabel Golitko, formerly with United Artists, has been employed by the Kansas City Warner Brothers exchange as an inspector.

Frank Reinke of the Orpheum, St. Joseph, Mo., was in Kansas City this week.

Ruth Kelley of the Kansas City Universal office, is away on a two-weeks vacation trip visiting Universal City, Cal.

Gossip along the Row has it that Joe Rosenberg, H. J. Chapman, Earl Wächter and J. Millstein, new Universal salesmen, have formed a combine with the purpose of booking Jack Quinlan at the Mainstreet.

J. D. Goodnight of the Pastime, Ottawa, Kas., was Along Movie Row last week.

Mr. Wolf, booking manager of the Orpheum circuit photoplay presentations, who was here recently, is said to be well pleased with the new Mainstreet policy and commended its success.

M. Kahn, general manager of Film Classics, went to Omaha on business this week.

Jerome Beatty, chief of the Universal New York exploitation department reports that one of his exploitation men is going to see the Dempsey-Wills fight at Jersey City as the guest of Carl Laemmle.

Fred LeCompte, manager of the Majestic Theatre, Springfield, Ill., buried his wife last week. Mr. LeCompte is one of the pioneers of the film industry, and has had a number of legitimate shows on the road for a number of years.

Jamie Jameyson and Stanley Chambers did themselves proud in handling "The Hunchback of Notre Dame" at the Palace Theatre in Wichita, Kas. this week. A great week's business was reported. Jean Belasco made the tow for Universal.

Universal's entire sales force attended an executive meeting at Chicago last Saturday which was presided over by Carl Laemmle and M. Lichtman.

C. W. Sears, Lyric Theatre, Booneville, visited along the Row this week.

M. W. Hubbell of the Hubbell Theatre, was in Kansas City last week.

The condition of Merrill Wood, Fox shipper, who was struck over the eye with a baseball Sunday, is reported as improving. He is convalescing at Research Hospital.

M. A. Levy, manager of the Kansas City Fox office will return from the annual Fox sales convention now in session in New York this week. Mrs. Levy accompanied Mr. Levy to the convention.

W. L. Sheridan is temporarily covering Kansas for Fox. This territory was formerly covered by V. L. Schram, who is returning to his home in Indianapolis.

Better business is in prospect in Southwest Missouri, according to C. A. Schultz, Vitagraph manager, who recently return-

ed from a trip in that section. He found crop prospects much beyond the average, and showmen are playing their best as an inducement toward gaming summer business.

Joe Bloustine Educational shipping clerk, is away on his vacation.

Tom Clark of the Electric Theatre, Maryville, was into the Standard office last week.

Bob Gary, Paramount exploitation man, is on his vacation this week.

W. D. Fite of the Best Theatre, Independence, Kans., was a Movie Row visitor last week.

Manager Dudgeon of the Orrick, Mo., showhouse, was in town last week.

### MEIGHAN AND BRENON GO TO ALASKA FOR EXORIS

Northward bound for Alaska, Thomas Meighan and Producer Herbert Brenon left Los Angeles Friday to film the exteriors for "The Alaskan," in the picturesque country described in James Oliver Curwood's famous novel.

Weeks of preparation at the Paramount West Coast studio culminated when the entire company, including Estelle Taylor, who plays the lead opposite Meighan, embarked on its three thousand mile journey along the West coast of North America.

Mountain ranges which never before have appeared upon the screen, glaciers almost as old as the hills, forests where white men seldom go and lonely streams will for the magnificent settings for Thomas Meighan's starring picture.

### DEMPSEY "FIGHT AND WIN" SERIES TO PLAY AT LIBERTY

Sunday, June 22 will see the first of Universal's ten 2-reel "Fight and Win" stories at the Liberty Theatre, starring Jack Dempsey. Each picture is a complete story, authored by Gerald Beaumont. The cast assembled is a notable one and from bookings that are literally flooding the local Universal office, record-breaking grosses are sure to be piled up. Manager Balsly made a fight for the series and has arranged a big exploitation campaign to introduce the first ones. Sporting editors have taken kindly to the Dempsey pictures and the trade reviews have been exceptional.

## COMING SOON

Helene  
Chadwick

in  
"HER OWN  
FREE WILL"

for HODKINSON RELEASE

Season 1923-1925 Daily First Run Picture



# Sensational Exploitation again makes history for F. B. O.

again F. B. O. staggers Broadway with sensational exploitation  
not alone Broadway but all New York. A full showing of 24  
covering the city, 3 sheets on Subways and Elevateds.—A huge  
at 43rd & B'way with 119 ft. signs on four sides acquainting  
of thousands with "THE SPIRIT OF THE U. S. A." Ban-  
Armories, a million heralds distributed, Babe Ruth himself  
in the exploitation,—5, six horse teams hauling French 75's  
the streets,—and that's only a fraction of it that's telling New  
and the entire Nation how big an attraction is—



# The SPIRIT OF THE U.S.A.



with **MARY CARR**  
and **JOHNNIE WALKER** in  
**Emory Johnson's**

—greatest Screen Epic that will resound throughout the Nation in thousands of exhibitors' box offices. Bigger by miles than ANY former Johnson Production far more sensational exploitation possibilities which have been already demonstrated,—now playing everywhere to cheering, enthusiastic audiences who are thrilled to their very toes by the stirring scenes, gripping story, beautiful pathos and tremendous human interest.

SEE IT SCREENED AT YOUR NEAREST F. B. O. EXCHANGE.  
It's the SEASON'S outstanding financial mop-up for all exhibitors.

(Thematic Music Cue Sheets available on this picture).

**Film Booking Offices**  
OF AMERICA

Snover Bldg., Kansas City, Mo.  
127 S. Hudson St., Okla. City, Okla.

3312 Olive St., St. Louis, Mo.  
106 S. Cross St., Little Rock, Ark.

## A. H. BLANK FILM ENTERPRISES RELEASES—SUMMER AND FALL

Local Office Very Enthusiastic With Their Praise of These Big Box-Office Attractions.

A. H. Blank Film Enterprises in the next few days will announce their new Fall program. In order that the exhibitor may have big and fine production during the Summer the Kansas City office will start releasing the following picture within the next several days according to Manager Corby, of the local office.

"Baby Peggy in 'Captain January,'" supported by: Hebert Bosworth, Lincoln Stedman, Harry T. Morey, Barbara Tennant, Irene Rich, John Merkyll, and Emmet King. Baby Peggy's popularity not only will make this picture a strong drawing card but particular attention is called to the wonderful cast which supports her.

"Helen's Babies," starring Baby Peggy, supported by Clara Bow, who made the big success in "Black Oxen" with Jeanne Carpenter and a big cast. "Helen's Babies" will be remembered as one of the funniest books ever written.

"Broken Hearts of Broadway," starring Colleen Moore, supported by Johnnie Walker, Tully Marshall, Alice Lake and Creighton Hale. Rated as a picture reloaded with such prominent stars. Colleen Moore is nationally known through her success in "Flaming Youth" and other First National pictures.

"Innocence," starring Anna Q. Nilsson, supported by an all star cast. This picture is a story of very unusual merit and is a splendid vehicle for the display of Miss Nilsson's ability.

"Forgive and Forget," a society drama skillfully directed. Included in the cast are such popular stars as Estelle Taylor, Pauline Gordon, Joseph Swickard, Wyndham Standing, Lionel Belmore and others.

"Listen Lester," with Louise Fazenda, Harry Myers, Eva Novak, Lee Moran, Alec Francis, George O'Hara and Dot Farley. These splendid players have made of this picture one of the most delightful comedies ever screened. "Daring Youth," a real picture with a new theme, starring Bette Daniels, supported by such excellent stars as Norman Kerry, Lee Moran, Lillian Landon and Arthur Hoyt; directed by William Beau-dine.

"The Masked Dancer," starring Helene Chadwick and Lowell Sherman, supported by an all star cast. This production was made by W. O. Hearn and Henry Hobart, who were the gentlemen that produced "The Green Goddess," "The Devil" and "Secrets of Paris."

"Daughters of Pleasure," a very unusual picture starring Marie Prevost and Monte Blue. These two stars through their splendid work stand today in the highest of popular favor and this picture will add to the reputation that they have already made.

"The Good Bad Boy," Here is a picture that will delight old and young alike. The cast includes Joe Butterworth, Mary Jane Frame, well known movie players and they are being supported by Forrest Robinson and B. Owens, the Century dog, as well as a number of well known actors and actresses. This story was directed by Eddie Cline who

directed "Greens Days" and a number of other successes.

"Girls Men Forget" starring Johnnie Walker and Patsy Ruth Miller. Miss Miller has made a great success in Douglas Fairbanks' latest picture "The Thief of Bagdad."

"The Mine With the Iron Door" is the next picture to be made from a Harold Lloyd Wright novel. Read how plans are now being formed for this territory.

"The Re-Creation of Bryant Kent," the second of the Harold Bell Wright series. Cards and releasing plans to be announced later.

The local management of the Blank Office is very enthusiastic over the splendid product that they have acquired and are confident that when these pictures are released it will cause a sensation among the exhibitors in the territory. These splendid titles of these pictures combined with the first rate stars that are playing in them to say nothing of the popularity of Harold Bell Wright makes a combination that is bound to make sure-fire successes of these releases.

## "THE SPIRIT OF THE U. S. A." SUPPORTED BY CLUB WOMEN

Los Angeles club women, intent upon doing their share in the mammoth national reawakening of patriotism, have thrown the full force of their influence and enthusiasm in the joint campaign for Emory Johnson's big patriotic spectacle "The Spirit of the U. S. A." and the nation-wide movement designed by the organizers "To put a flag in every home."

Feeling that apart from its strong entertainment and dramatic qualities, the new Johnson production will do much to stir the citizens of America to a full realization of their responsibilities, the Los Angeles women not only have endorsed the production, but already have done much to bring the Johnson photoplay to the attention of hundreds of thousands of theatre-goers.

The "Put a Flag in Every Home" movement is rapidly gaining ground throughout the country. It was launched recently in Los Angeles, then was taken up in the East and Middle West and has since been spreading to remote sections of the United States.

## UNIVERSAL EXECUTIVES WATCH JAP Situation

Universal executives are following the Japanese situation with keen interest. Japan is one of Universal's best foreign markets, the group of Universal exchanges in Japan having grown by leaps and bounds during the past few years.

It is understood that Universal has temporarily held up on film shipments to Japan pending the clearing of the situation, which is expected in short order. Recent reports from Japan to 1600 Broadway indicate that business on Universal pictures was exceptionally good even as late a list work.

Universal stands high with officialdom in Japan, as may be inferred from the recent preview showing of "The Hunchback of Notre Dame" which was attended by many princes and princesses of the royal blood, in addition to scores of other nobles and high officials of the Japanese court and government.

## ROY CHURCHILL RETURNS FROM F. B. O. CONVENTION

Roy E. Churchill, branch manager for Film Booking Offices, returned from Chicago this week, where F. B. O. held a big national convention with branch managers, as well as many Home Office executives, including Harry M. Berman, general manager. Lee Markey, assistant to Mr. Berman; Mr. Art Schmidt, Mr. Cleve Adams; Mr. Max Weisfeldt, Mr. C. E. Penrod, Mr. Eddie Smith, division managers, were in attendance. The policy and the plans for the coming season were discussed at the Chicago meeting and Mr. A. Rothstein, head of the Publicity Department, discussed exploitation plans for the current and coming big attractions to be distributed by F. B. O. Mr. Churchill was particularly impressed at a screening of "Fools in the Dark," and he has confided to the editor of the Reel Journal that "Fools in the Dark," is one of the finest pieces of screen entertainment he has ever witnessed. All of the F. B. O. organization in attendance to the convention were entertained at a dinner by Mr. Berman at Pershing Garden. Mr. Churchill requests all exhibitors to get ready for the best news they have heard this season when plans are announced within the very near future.

## MANY NOVELTIES IN NEW DEMPSEY PICTURES

Universal has gotten out many novelties on the Jack Dempsey "Fight and Win" series that opened so successfully at the Liberty Theatre. There are good luck coins, pairs of boxing gloves, magic cards, a newspaper extra, a great line of cards, ones, threes, sixes and twenty-four sheets. The lobby displays and eleven by fourteen are most attractive and a great flash backed up by great pictures, makes this series a great hot weather proposition.

## PATHE HAS BIG LIST OF RELEASES OF JUNE 29

"Jubilo, Jr.," the latest and most humorous of the Hal Roach "Our Gang" comedies, and the sixth chapter of the new serial "The Fortieth Door," head Pathe's schedule of releases for June 29. "Stolen Goods," a single-reel Roach comedy featuring Charles Chase, and a Grantland Rice "Sportlight"—"Solitude and Fame," are also included in the June 29th program.

In "Home Talent," an Aesop Film Fable, "the game in the back alley" hold a big show. Pathe Review No. 26 includes "Arabian Daze," a Pathecolor presentation; "Diamond Cut Diamond," How a rough diamond is made into a stone; "The Toy Railroad"; A miniature railroad on a large country estate in England; "The Joy-land of Japan," and a camera interview with W. Granville Smith, famous artist and angler. Topics of the Day No. 26 and Pathe News Issues Nos. 54 and 55 complete the program.

**Don't hide your light under a bush—Advertise.**





# Reel Journal Want Ads

are the exhibitors cheapest advertising medium through which they may---Buy a theatre; sell your theatre; purchase equipment; dispose of surplus equipment; or employ an operator, they are sure to bring results.

Try one and see the results you can obtain for such a small outlay of money.]

**Read Them!**  
**Use Them!**



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## UNSEEN HANDS

Associated Exhibitors-Encore Photoplay

**TRADE REVIEW**—A rather mediocre picture which may serve as a program attraction but will not pass muster as entertainment for critical patrons. The subject is not an agreeable one, dealing as it does with the morbid self-consciousness of a murderous thief haunted continually by spectres of his imagination, nor is this far-fetched theme handled after a fashion likely to carry conviction. Photography good.

**HERALD**—Highlights.—Melodramatic type of story dealing with a conscience-stricken murderer who is continually pursued by men-of-law. Fight between hero and villain. Operation upon and death of some owner. Good acting by Beery.

## HOLD YOUR BREATH

Christie, Dorothy Devore-Walter Hiers

**TRADE REVIEW**—The old ones, the young ones, the elite, the proletarian like are going to like this picture. And, as the title implies, they'll hold their breaths many times at the antics of the irresistible Dorothy. Talk about thrills; talk about thrills; talk about entertaining situations on all sorts. "Hold Your Breath" simply abounds in them. Verily, the film is a hot night version of the western comedy which studded with ones that promise no end of merriment wherever it is shown.

**HERALD** Highlights.—Young lady clinging to side of fourteen story building while crowd escap. Seen tearing loose, plank slipping, terror of negro and entrance of Helms peddler. COMEDY.

## THE MARRIAGE CHEAT

Thos. H. Ince-First National

**FILM DAILY**—Very black a good box office number. Good audience appeal for the general crowd. Probably a trick difficult to convert to a small town church school. Drama. A very good one.

**WORLD** Filmed in a colorful authentic and logical of the ordinary circumstances, excellently directed and portrayed by a distinctly superior cast with an unusually finished quality. Ince's recording of a hero doing all his work in two days that is interesting and intensely dramatic, the First National production "The Marriage Cheat," should prove a thoroughly satisfactory long picture attraction for any type of theater.

## MIAMI

Hodkinson-Betty Coleman

**FILM DAILY**—Should go big. Beach scenes, a dated title, film parties and general fun. Miami is not a strange

local party. You ought to know how one of these luxury boasting jazz girl pictures go with the crowd. A fine but weathered picture.

**WORLD**—Miami is a picture that is built with an eye to the box office, and while the theme offers no strikingly ori-

ginal situations, it has been handled so expertly and the surroundings and entire atmosphere are so fascinating that it should provide thoroughly welcome entertainment for the majority and prove a good box office tonic, especially during the warm days to come.

## NEWS NUGGETS

In line with the promise of its officials that every C. E. Film Corporation for the current season will contain stars of recognized names and ability, comes the announcement of Edline Hammersten, signed to play the leading role in the "Foolish Virgin," an original story by Thomas Dixon, the first of the series of eight Columbia Productions.

The Selznick Distributing Corporation has just been informed that the Oregon Council of the National Motion Picture League has publicly endorsed its latest hit, "20 a Week," the Selznick Distinctive picture starring George Arliss, supported by Taylor Holmes, Edith Roberts, Ronald Coleman and Ivan Simpson.

Another endorsement of a Selznick production, "Daughters of Tokay," comes from Indiana, where the Better Film Committee commends it "as a story depicting the virtues and faults of the modern flapper."

"Vitagraphers," those who began their picture careers with this company, held a reunion at the home of Stewart Blackton in Hollywood during the recent visit of John Rock, general manager. Among the guests who have attained fame in the show who were present were: Rose Tapley, Leah Barol, E. K. Lincoln, Wally Van, Frank Lawrence, William P. S. Earle, Wilfred North, Cissy Fitzgerald, William Humphrey, Templer Saxe, Anders Randolph, James Morrison, Florence Lawrence, Percy Marmont, Perry Vekroff, Thomas Mills, Arnie Pretty, Hector Dion, Eulalie Jensen, Edward Earle and Albert Dorris.

J. Warren Kerrigan sacrificed his natural hair to play the part of Peter Blood in "Captain Blood," the picturization of Rafael Sabatini's novel which David Smith is directing at the Vitagraph studios in Hollywood. In the older days when gallants wore wigs, they shaved their heads and Kerrigan submitted to the clippers and razor for the period of this production.

James Morrison has been engaged for the role of Jeremiah Pitt, the young ship right in "Captain Blood," the picturization of Rafael Sabatini's novel. Jer-

emiah accompanies Blood on all his adventures while commanding a pirate fleet on the Spanish Main. J. Warren Kerrigan and Jean Paige have the leading roles of Captain Blood and Arabella Bishop. David Smith is now shooting the production.

The Nigh-Smith Pictures Incorporated will release "Fear Bound," written and directed by Will Nigh through Vitagraph. This is a gripping drama and a story of Idaho settlers of today.

Vitagraph is compiling an elaborate press sheet for "The Code of the Wilderness" which will be released for summer runs. Exceedingly fine posters have been provided for this dramatic tale of the burnt grass country all of which are reproduced in the press book. This picture brings under the Vitagraph banner, John Bowers, one of the most prominent leading men of western type on the screen today. It is a David Smith production.

Ann Brody, who made her debut in pictures twelve years ago in "The Sacrilege," a two-reeler directed by Herbert Brenon at the old Imp studios, is now appearing in the important role of the Duceña in "A Sainted Devil," the Joseph Henderson production for Paramount which stars Rudolph Valentino.

Gloria Swanson's new Paramount picture, which has been called "A Woman of Fire" will have the new title, "Her Love Story." The screen story was adapted by Frank Tuttle from Mary Roberts Rinehart's new magazine story, "Her Majesty, the Queen."

George Fawcett has completed his part of the grand duke in Gloria Swanson's new Paramount picture, "Her Love Story," and has left for Hollywood.

James Cruze has completed his Paramount production of "Merton of the Movies" and the film is now being cut and titled. Glenn Hunter, who starred in the Cruze picture, has returned to New York and will shortly resume his road tour in the Kaufman Comedly stage version of the Harry Leon Wilson story.

# ST. LOUIS TRADE EVENTS

By David F. Barrett

## ST. LOUIS DELEGATION AT QUINCY THEATRE OPENING

A special car carried the St. Louis delegation of film celebrities to attend the grand opening of Puckelmann & Cory's handsome new Washington Square Theatre, Quincy, Ill., on Monday, June 16. A few of the more venturesome soul motored to Quincy.

The theatre which cost approximately \$500,000 is among the finest in the Plains State, ranking right up with Chicago's best. It has accommodations for some 2,700 persons and is equipped with a full size stage, lighted by the latest word in electrical effects with remote control. The equipment includes two Type 8 Singsler's projection machines with double bearing movements, double 75 transmitter 204-90 Minusa screens, all purchased from the St. Louis Exhibitors Supply Company, and a Berton organ.

Ben Prince, formerly of Memphis, Tenn., will manage the house, with Charles McElvaney as to stage manager. The opening bill included Fox's "Temple of Venus" as the feature picture, and also five acts of vaudeville. Prince plans to put out a weekly fan magazine of some 12 to 14 pages devoted to the late happenings and future programs to the house.

## MT. VERNON, ILL. THEATRE HAS SPECIAL SHOWING "MIAMI"

George Newsome of Mount Vernon, Ill., sprang a new one on St. Louis filmdom on Wednesday, June 11, when he chartered an aeroplane and flew from Murphysboro, Ill., to St. Louis to obtain a print of "Miami" the Hollinson super-special, for presentation at a private showing in honor of W. F. Tilford, producer of the picture.

Mr. Tilford, a native of Murphysboro, stopped off in his home town en route from Florida to the West Coast. Some fifteen years ago Tilford operated a motion picture theatre in Mount Vernon and later sold his house to Newsome. When Newsome learned of Tilford's coming to Murphysboro he took charge of his entertainment, and the private showing of "Miami" in honor of the producer in his home town was one of the features on the program.

## JOE HANKIN TO THE LOS ANGELES CONVENTION

Sol J. Hankin, manager of the St. Louis Educational exchange has perfected arrangements to attend the Educational convention to be held in Los Angeles, Cal. He will meet the special train that will leave Chicago on June 27th, at Kansas City and expects to return to St. Louis about July 10. This is the third annual convention of the Educational exchange manager and executives and it promises to far surpass anything previously held by the organization.

## JACK WEIL NEW ST. LOUIS SELZNICK MANAGER

Jack Weil, formerly manager of the local Goldwyn office in the city, on Tuesday, June 10, assumed charge of the St. Louis office for the Selznick Distributing Corporation. The installation was led by A. K. Kaplan, the new district manager for St. Louis. Weil has announced that he is one of the following salesmen: M. Bradford, Southern Missouri, Arkansas and Tennessee; Nat M. Barkley, Northern Missouri; A. S. Seymour, southern Illinois; J. Talley, Northern Illinois; and Mike Dunn, general utility.

## BRIGHT BITS and NEWSY NOTES

Ray Gerber, formerly manager of the Hippodrome Theatre in Terre Haute, Ind., has taken over the Indiana and Liberty theatres in that city. The Indiana has been closed temporarily.

Charles Sweetman of Evansville, Ind., now owns all but one house in that city. The one being the Criterion, Majestic, American and Strand.

Walter J. Price, special sales representative of First National departed last Monday for Dallas, Tex., after spending two days in St. Louis.

Jack H. Christal of the Motion Picture Promoters and Distributors of America, Inc., New York, visited the local First National exchange during the past week. He highly commended Manager Henry Wors for his first aid medicine for the fact the office has a doctor attached.

The Grand Theatre, Sixth street, St. Louis, has installed two new American reels by the company art lights. Messrs. Drake and Conroy, owners, report better operation of the log cut in electric bills.

Francis Drake has opened his new White Way Amphitheatre, Maplewood, Mo.

Charles Werner, manager of the local Goldwyn-Metro offices, has returned from the big Metro convention, the ninth Metro gathering that he participated in. He says that he would not have missed this year's meeting for anything. Charles attended, naturally, with Goldwyn in Des Moines, Ia., has been named assistant to Werner here. Pending the opening of Metro's new offices on the South Side of Olive street, Werner is dividing his time between the two exchanges.

Among forty-three Missouri corporations deprived of their licenses for alleged failure to file financial statements as of December 31, 1923, with the State Finance Department, were the following

motion picture organizations: Central Amusement Company Midwest Productions, Inc. William Christy Cabanne Motion Picture Trust Estate.

G. D. Woodward, manager of the Woodward Players, dramatic stock company, has announced that he will operate stock companies at both the Empress and Pershing theatres, St. Louis, during the 1924-25 season. The Pershing, controlled by the St. Louis Amusement Company, has been dark the greater part of the current season, having been used for a few super-specials.

Lucas Warner of the Warner Drug Company, Hoxie, Ark., has purchased the Triangle Theatre, Hoxie, from George Lewis.

The Riado Theatre, Moberly, Mo., has been closed for the season. H. M. Forth, owner-manager, contemplates several improvements during the off-season.

Walter Thummig has purchased a theatre in Salina, Kas.

The St. Louis Film Board of Trade during June, July and August will meet only twice a month instead of every week. The new arbitration board composed of Joe Mogler, Oscar Lehr and Hector M. E. Pasmieszko, representing the exhibitors, and Tom Leonard, Pioneer Pictures; S. J. Hankin, Educational Pictures, and Harry Krause, Permutum Pictures, has been obtaining very good results. The new exhibitor members were appointed by the recent convention of the Motion Picture Exhibitors League of Eastern Missouri and Southern Illinois, it being the first time that organization officially recognized the arbitration board.

J. C. Bruggy of the Service Department, First National, New York, is a visitor to the local office.

F. W. DeYoung of the Memorial Hall, Waterloo, Ill., is touring to the Coast in his Dodge car. He expects to spend some three months on the trip. In the meantime his assistant is operating the theatre.

The Royal Theatre, Elvins, Mo., has been taken over by J. C. Hershman. He will operate the house until August 11 when Brother Ballinger, owner, hopes to complete successfully his campaign for election as City Constable.

James Marion, travelling auditor for W. W. Hodkinson Corporation, who had been in St. Louis for two weeks, departed June 14 for Los Angeles, Calif.

Maurice Engel, publicity director for Columbia Pictures Corporation is a patient at the Missouri Baptist Sanitarium, Taylor avenue and the Hodiadmont tracks. Engel has been in bad health for several months but persisted in sticking on the job.

## :: BOX-OFFICE REPORTS ::

### ASSOCIATED EXHIBITORS

**Tea With a Kick**, with all star cast—It has the right name, because they all kicked that saw it. It has been a good picture at one time but it has lost something. Don't book it—Eagle Theatre, Edgewood, Ill.

### FIRST NATIONAL

**East Is West**, Constance Talmadge—Pleased 100 per cent. Financial outcome fair. It is a better picture than the average. Print good. Advertising fair.—Abrahamson & Price, Mainstreet Theatre, Garfield, Kas.

**Song of Life**, Pleased patrons and a financial success. Print good.—S. F. Thomson, High School, Cowville, Mo.

**Hotentot**, Douglas MacLean—A dandy good picture. Everybody like it who saw it. Print and accessories fine.—O. D. Mils, Derrick Theatre, Virgil, Kas.

**Chastity**—Good.—J. B. Brackett, Tackett Theatre, Coffeyville, Kas.

**Man of Action**, Douglas MacLean—This picture was more satisfactory than any we have had lately. Print fair.—C. K. N. Jan, Gen Theatre, Hugoton, Kas.

**Light In Dark**—Good picture. Several favorable comments. Print fair.—Iris Theatre, Cimarron, Kas.

**Bob Hampton of Placer**—Book it and boost it. It will please about 95 per cent. A good picture from every standpoint. Print and accessories good.—C. E. Terry, Capital Theatre, Oak Grove, Mo.

**East Is West**—Very pleasing picture. Played to good business considering conditions generally. Many pleasing comments. Print and accessories good.—H. M. Bailey, Bailey Theatre, Waverly, Kas.

**Peck's Bad Boy**—Picture took very well here. Film in fair shape. Advertising good.—John Edelbrock, Royal Theatre, Endora, Kas.

**Jealous Husbands**—Story good, cast good. Print and advertising good.—Fees Bros., Best Theatre, Parsons, Kas.

**Slippy McGee**, Colleen Moore—Good crowd picture that pleased about 75 per cent. Picture suitable for any town where an action picture goes over. Drew well despite bad weather conditions. The print and advertising good.—C. E. Terry, Capital Theatre, Oak Grove, Mo.

**Mighty Lak a Rose**, Dorothy Mackaill—Picture held audience in a remarkable fashion and people seemed to enjoy it. Print and advertising good.—G. J. Larson, Colosse Theatre, Highland, Kas.

**To-Table David**, Richard Barthelmess—Good picture, seemed to please. Print fair.—Julian Watson, Electric Theatre, Sheldon, Mo.

**Brawn of North**, Strongheart—Is a wonderful picture. Had a good crowd in spite of a tent show. Print and advertising good.—G. C. Sheetz, Electric Theatre, Hanover, Kas.

**Woman Conquers**, Katherine MacDonald—A real good northern and star did excellent work, more like this would help one. Print and advertising good.—A. E. Landin, Star Theatre, Stockton, Kas.

**Bond Boy**, Richard Barthelmess—Good picture. Rather sad; not quite enough happens in it. Print O. K.—J. H. Tharp, Grand Theatre, Cherokee, Kas.

**Seventh Day**, Richard Barthelmess—Had somewhat better crowd than have had for some time. We used U. S. postal cards stating it was Richard Barthelmess, which seems to help advertise. Print and accessories very good.—H. R. Dodson, Fairway Theatre, Fortescue, Mo.

**Mighty Lak a Rose**, Dorothy Mackaill—This is one of the best pictures we have ever shown. This is the third time we have shown it recently and it pleased 100 per cent. Print and advertising good.—Carl Cummings, Community Theatre, Gower, Mo.

**Potash and Perlmutter**, Alexander Carr and Barney Bernard—Everybody liked it. Print and advertising good.—M. J. Alley, Regent Theatre, Eureka, Kas.

**Voice of Minaret**, Norma Talmadge—Good production, but business still off due to financial condition of this community. Print and advertising good.—Paul L. Turgeon, Golden Belt Theatre, Ellsworth, Kas.

**Masquerader**, Guy Bates Post—Very good picture and did fair business. Print and advertising good.—Sam C. Day, Royal Theatre, Burden, Kas.

**Circus Days**, Jackie Coogan—Business fair but not the fault of picture as it pleased all who came to see it. Too much competition for good business. Print and advertising good.—Paul L. Turgeon, Golden Belt Theatre, Ellsworth, Kas.

### F. B. O.

**Dancer of the Nile**, Carmel Myers—Good timely picture. **Lights Out**, Ruth Stonehouse, Best in weeks. **Haldane of the Secret Service**, Houdini—Good feature. **Live Pirate**, Carmel Myers—Great subject. **Fashionable Fakers**, Johnnie Walker—Good picture for any exhibitor. —Oscar Reinert, Elite Theatre, Humboldt, Kas.

**Phantom Justice**, Rod LaRoque—Excellent production.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**After the Ball**, Gaston Glass—Great picture. **White Sin**, Madge Bellamy—Best in months. **Damaged Hearts**, Mary Carr—Very fine.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**Fighting Blood Series**—Good stuff—has great punch. Pleases 85 per cent.—Eagle Theatre, Edgewood, Ill.

**In The Name of the Law**, Ralph Lewis—Good police picture. Nice strains of comedy and ends well. You can't go wrong in booking the picture. I made my admission price 10c and 50c to nice crowd in small town.—Eagle Theatre, Edgewood, Ill.

**North of Nevada**, Fred Thomson and Silver King—The best Western I ever saw. The horse is a wonder. Boys book the six Fred Thomsons over. They will get you the jack.—Eagle Theatre, Edgewood, Ill.

### FILM CLASSICS

**Beau Brummel**, John Barrymore—This marks the peak of the Warner Bros. attractions and it is one of the best productions that we have ever run. We received more favorable comments on this picture than on any that we have ever had. Business was just fair, although it was played on Sunday and Monday.—M. G. Kirkman, Strand, Hays, Kas.

### FOX

**Three Jumps Ahead**, Tom Mix—One of Tom's last moving pictures. Lots of good action and thrills. Played to a full house. Pleased 100 per cent. It's a good picture. Pleases all.—Eagle Theatre, Edgewood, Ill.

### PREFERRED

**Maytime**, Harrison Ford, Ethel Shannon—Here is one that pleases all classes and makes you feel good when you count the money.—The Meade, F. W. Meade, Kingman, Kas.

### SELZNICK

I would like to pass this word along to fellow exhibitors: Selznick's re-issue of several most attractive little program pictures, featuring Norma and Constance Talmadge, are now accessible. Have shown them in double feature programs with pleasing comments from our patrons. Prints are new, and price very reasonable.—A. L. Ketchum, Aubert Theatre, St. Louis, Mo.

### UNITED ARTISTS

**Tailor Made Man**, Chas. Ray—Good comedy drama but it takes quite a long time to get results. Good program picture. 9 reels and pleases about 95 per cent.—Eagle Theatre, Edgewood, Ill.

### VITAGRAPH

**Ninety and Nine**, Colleen Moore—This is one of the best pictures I have seen in a long time. Has one of the best fire scenes ever put into pictures. Pleased 100 per cent. Film in excellent condition.—E. L. Delano, Electric Theatre, Agra, Kas.

**Flower of the North**, All Star—Played this to a good house, and all seemed pleased. Some said that it wasn't as good as the book, others said it was better. Vitagraph has always given me the best of prints, and live-and-let-live prices. If you haven't played their specials you are missing something.—E. L. Delano, Electric Theatre, Agra, Kas.

**Pioneer Trails**, All Star—One real money-getter for me, and pleased 100 per cent, which certainly made me feel good. Condition of print very good.—W. F. Kidwell, Royal Theatre, Versailles, Mo.

**Masters of Men**, Alice Calhoun, Earle Williams, Cullen Landis—A real box office bet. Don't pass this one up. Good in any town. Condition of film good.—W. F. Kidwell, Royal Theatre, Versailles, Mo.

**Masters of Men**, Cullen Landis, Earle Williams, Alice Calhoun—This picture is just about all that any one could wish for, and it certainly will please. I put this on as a benefit for the Boy Scouts and they sold the tickets. People came that I had never seen in the show before, and went away satisfied and talking to the world. There is action and comedy enough for all, and the best little love story running throughout. Film in good condition.—Roy W. Musselman, Princess Theatre, Lincoln, Kas.

**Man Next Door**, Alice Calhoun—A really high class western that will please any audience. It has just the right amount of comedy for good relief and action a-plenty. I enjoyed this show immensely, and from the looks of the crowd they were of the same opinion. It will make you a lot of friends, and it is a shame that more of this type are not produced. Condition of film good. Roy W. Musselman, Princess Theatre, Lincoln, Kas.

# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**KC Engraving & Colorplate Co.**  
8<sup>th</sup> and Walnut - Kansas City  
Perfect Plates for all  
Printing Purposes  
"on time" service  
**Main 4707**  
A. H. PATRICK - J. L. STEPHENSON - W. & B. ROGERS

**Smiling Service!**



Archie Josephson, President

## HOTEL BRAY

12th Street and Baltimore Ave. Kansas City, Mo.

*It's foolish to pay more --and risky to pay less.*

Absolutely Fireproof

150 Outside Rooms with Bath \$1.50, \$2.00, \$2.50

## Let B. Finkelstein

INTERIOR DECORATOR



Beautify Your Theatre Interior decorating of theatres and lobbies a specialty. My Own Drawn Designing  
Phone Benton 0125  
K. C., Mo.

1910 Montgall

*"Say it With Flowers"*  
From

THE OWL FLORISTS  
BILL LEVY

14 East 12th St. Kansas City, Mo.  
Phone Harrison 4791

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel Standard Opera Chairs.  
THE CHAIR THAT'S ON THE SQUARE  
Lowest Prices Quick Delivery

## Stimulate Business With KEYSTONE PRINTING The Keystone Press

Nineteenth and Wyandotte Streets

Telephone—9763—Delaware

### ST. LOUIS TRADE NOTES. (Cont.)

The Lyric Theatre, Sullivan, Mo., has installed a full size stage and 200 new seats. Charles Lippee is manager.

J. E. Chadwick, president of the Independent Motion Picture Producers and Distributors Association, New York, stopped off in St. Louis en route to New York from the West Coast. He is very enthusiastic about the future of independent productions, but said that to obtain the best results full co-operation must be furnished by the exhibitor of the country.

C. D. Hill, manager for the local W. W. Hodgkinson Corporation exchange and Chester Stewart, salesman, returned from a very successful trip to Mexico, Columbia and Jefferson City. They report selling each town 100 per cent on Hodgkinson product. W. E. Haynes, formerly with Universal made his first trip for Hodgkinson through Southern Illinois the week of June 9.

Visitors of the week included Messrs. Sullivan & Gray, Lyric Skydome, Pittsburgh, Ill.; Mrs. J. W. Rodgers, Cairo, Ill.; Louis Marosi, Marion, Ill.; Mrs. Frances Pert, Pert Theatre, Gillespie, Ill.

The funeral of Mrs. Jack Truitt, wife of the owner of the Sedalia Theatre, Sedalia, Mo., was held Thursday, June 5.

### CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

#### FOR SALE

Circuit of three picture theatres in towns 8 miles apart. No opposition. On Frisco R. R., one in division town. Fully equipped. Terms or trade. Reply to *Ex. crite Reel Journal.*

#### WANTED

Management of theatre. Will buy interests in same or will rent. Just sold my interests in theatre here. 12 years experience as exhibitor. Refer to any exchange manager in St. Louis. I am open to propositions. What have you? E. S. Perkins, Casey, Ill. 6-14

#### FOR SALE

34 opera chairs used 30 days. Also two Powers 6-A hand drive machines, one metal reel box, two rheostats. Will sell cheap. M. Kelley, 20 N. Walnut Street, DuQuoin, Ill.

#### FOR SALE OR TRADE

Theatre building fully equipped, with a soda fountain and confectionery in connection. Center of a good oil territory. Only show. For particulars write Mark Havenhill, 1331 Poyntz Ave., Manhattan, Kans. 6-13

#### FOR SALE

"Uncle Tom's Cabin" in five reels. World make, in first class condition. Advertising lobby boards in shipping crate; Taylor Bill trunk, good two reel comedy; in fact an almost complete road show all ready to go. Address Box 67, Kovalston, Ill.

#### WANTED TO BUY

Theatre in town of 2500; also 300 opera chairs upholstered or veneer. Edward Smith, Muncie, Ind., Kans. Box 202. 5-31

### CURRENT RELEASES

- For Week of June 29  
A. H. BLANK  
Foyette and Foyette, Foyette Grand 9-0  
F. B. O.  
The Fighting Six, Fred Thomson (5)  
Husbands and Lovers, Lewis Stone, Lew Cook  
HODKINSON  
Another Scandal, Louis Alvinson (6)  
PARAGMOUNT  
Tiger Love, Antonio Moreno, Estelle Taylor (6)  
PATHE  
The Fourth Day, No. 1  
Home Talk, Asson (1-0)  
Topics of the Day, No. 2  
Pathé News, News 3-45  
Stella's Goods, Hed Roush Comedy  
Sold and Famed, Grantland Rice Sport light (1)  
Johns Is Our Gang Comedy  
Pathe Review, No. 2  
STANDARD  
Black Gold, P. M. Morrison (1)  
King's Creek, Lane (1)  
SELZNICK  
Foxy of Women, Siddey Polonsky, Montague Glass (6)  
The World Struggle for (1) (5)  
VITAGRAPH  
The Law For the Woman, Gullen Landis (6)  
Reveries of Ray, J. Laure, S. mon (1)  
Modern Banking, Urban Classic (3)

The earliest hieroglyphics were forms of advertising. That's no new gag—try Reel Journal Wants.

The trade paper is the Exhibitor's Business College—Reel Journal.

BETTER THAN EVER

20

**WARNER BROS.**  
Classic of the Screen

SEASON 1924-25

*Book*

Warner Bros. Pictures

*First*

## Bigger and Better Than Ever

is more than just a saying with Warner Bros. Their product to be released during the season of 1924-1925 is comprised of stories from books that are "best sellers." Everything that will make these pictures box-office successes will be put into them. They will have TITLE, STORY, AUTHOR, STAR CASTS, DIRECTION, NATIONAL ADVERTISING--EVERYTHING! And they will be produced under most favorable conditions at one of the finest studios in the world, Warner Bros. own, where a picture has every available means to make it good in the the making, and that is what we mean when we say

## Bigger and Better Than Ever

*Book*

Warner Bros. Pictures

*First*

**F I L M**  
**CLASSICS**

Incorporated

AL KAHN, General Mgr.

M. A. KAHN, Manager

115 West 17th Street  
Kansas City, Mo.

*The***Reel  
Journal****The Film Trade Paper of the Southwest****TO THE SCREEN**

WHAT THE SPORT PAGE IS TO

**A NEWSPAPER**

What would a newspaper be without its sport page?

Almost a total failure!

The same applies to your theatre.

Your patrons want entertainment.

How can they be more entertained than by seeing their favorite champion in action (every kind of sport known).

Book

**Grantland Rice's Spotlights**

and be convinced.

The most popular added attraction of the day.

**OTHER NOVEL ATTRACTIONS**

Will Nigh Miniatures—Series of Three—1 reel highly dramatic productions.

WHY ELEPHANTS LEAVE HOME—2 reels

BIRDS OF PASSAGE—3 ree's  
and others.**Pathe Exchange, Inc.**

111 West 17th Street

Kansas City, Mo.

C. C. VAUGHAN, Branch Manager

# MY PLATFORM



HERE'S my Universal Platform for the coming Fall and Winter Season: I don't know how many *big* pictures Universal will make! At first we planned on thirty-six, which would be three times as many big Jewel pictures as Universal ever made in one season.

But I've decided to wipe that plan off the map until I know everything there is to know about each and every picture. So with the help of the huge Universal staff, I have been sorting out material, checking up and making up a fool-proof list of sure fire stuff.

The result is that I intend to open the season with the release of twelve pictures which I know are great. The stories, the casts, the directors and all details of the first twelve pictures are fool-proof. They will be better than anything Universal has ever attempted to do. Then what?

I don't know. I'll decide that after the first twelve are launched and as the subsequent pictures come in from the studio and can be checked up.

I don't intend to be bound by rigid numbers. If thirty-six great pictures come from the studio, then Universal will release The Perfect Thirty-Six. If only thirty are great, thirty will be our number. If only twenty-four [or any other number] are great, that will be the number we will release.

If any lemons arrive, they will either be

shoved up on the shelf or we will sell them to someone else, negative and all.

Remember, Universal has no fancy new "sales plan" or scheme of any sort. We simply admit we do not know how many of our pictures will be great until they are done, and we only propose to sell you the ones we know are exactly right. No producing company on earth can ever know that all of its pictures will prove to be as hoped for. Listed in this announcement are full details of all other Universal products.

Universal is on the top of the heap in every way and I hope to keep it there. The prospects were never so rosy as they are now and I don't intend to spoil them by making promises unless I know I can keep them.

That's our platform—guaranteeing each plank as it is known to be worthy.

It is not sensational, but it is sound. Compare it with anything else that may be offered to you and then—LOOK BEFORE YOU BOOK.

*Carl Laemmle*



# PROGRESS FILM SERVICE

ANNOUNCES

FOR THE SEASON OF 1924-1925

## "THE LURE OF THE YUKON"

FEATURING  
**EVA NOVAK**  
in  
THE FIRST PICTURE  
**MADE IN ALASKA**

Hundreds of Wolf Dogs  
Thousands of Reindeer  
Great Avalanche

A PHOTO DRAMA of the GOLD RUSH IN REAL ALASKA

ALSO

FRANKLYN FARNUM

J. P. McGOWAN and

JACK RICHARDSON

—in—

"BAFFLED"

"WESTERN VENGEANCE"

"CALIBRE 45"

"A DESPERATE ADVENTURE"

"CROSSED TRAILS"

"TWO FISTED TENDERFOOT"

"BORDER INTRIGUE"

"COURAGE"

BILL PATTON

—in—

"THE LAST MAN"

"DESERT SECRET"

"GASOLINE COWBOY"

"BORDER RIDER"

ART ACORD

—in—

"FIGHTING FOR JUSTICE"

"LOOPED FOR LIFE"

CLIFF SMITH and

EILEEN SEDGWICK in

"SCARRED HANDS"

## T O M M I X

—in—

"THE WAGON TRAIL"—"MAN FROM TEXAS"—"STAGE COACH DRIVER"

PRICES? WRITE US AT ONCE! SAVE YOUR DATES  
YOU'LL BE SURPRISED!

# PROGRESS FILM SERVICE



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

St. Louis Correspondent  
**DAVID F. BARRIETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating In Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## "Them As Ain't Had Nothin' "

News from the box offices has it that Kansas City theatres, especially down town houses, are enjoying unusually good business.

But, some weeks ago, these exhibitors started something that apparently is striking good cadence, and incidentally, teasing the cash register to ring. In a recent week, five first runs featured the programs of Kansas City houses. Special advertising stunts and exploitation tie-ups further make their bid to the so-called languid public. And there's talk of cooling temperatures and big summer extra attractions that lend color to the program.

Such competition and such programs of a character beyond criticism surely must pound home to the public that there is something to it all. And the so-called languid public, no doubt, is finding the beaches and amusement parks less attractive. And the exhibitor is learning that there's such a thing as "merchandising," if you please, the year around.

We venture, the exhibitor who faces "summer slump" with the philosophy of nonchalance, regarding it impossible to induce the public inside his doors, "because they won't come, anyway," is like a story we heard from Arkansas, and the family that lived in a one-room shanty, replying to the suggestion of improvement—"They as ain't evet had nothin' don't miss it."

## TAX REPEAL MAY ALLOW ADMISSION PRICE CUT

Following the repeal of the admission tax, about 50 per cent of the larger downtown picture houses of Kansas City, which have not been absorbing the tax in their prices, will lower admissions, according to unofficial plans. It is said that Frank Newman plans to go lower than that by reducing his prices below the tax plus level. Only one suburban house in Kansas City has not absorbed the tax.

Admission prices at the other houses will remain the same for the present, there now being a plan on foot to place a portion of the saving into the treasury of the M. P. T. O. of Kansas City.

About fifty per cent of the houses in Kansas and Western Missouri have absorbed the tax and will not lower their prices for the present, according to news reaching film row.

## HODKINSON CHANGES CORPORATE NAME

Out of the Chrysalis of the W. W. Hodkinson Corporation has emerged The Producers Distributing Corporation, completely and thoroughly reorganized under the group of new officials that assumed charge of the company on January first of this year.

The corporate name of the organization was officially changed to The Distributing Corporation at a meeting of the board of directors held in the company's offices this week after the reading of a sunnizing report declaring that the reorganization of its forces was now complete.

In less than six months of the most intensive work, the personnel, the character and the product of the company has undergone an entire change, and the progress that has been made in securing new producers, directors and stars, as reported in the trade press has aroused the keenest interest of the exhibitors and create a wide, general feeling of sincere confidence in the aims and ambitions of the company and the men now at its head.

Confident that there was a distinct place in the industry for a really independent distributing organization, President F. C. Monroe, backed by his aides Rapmond Pawley, Treasurer and John C. Flinn and Paul C. Mooney in the vice presidential chairs has gone ahead with dynamic energy that secured the product of the best of the independent producers.

## "TUCKER'S TOP HAND" AN EXCELLENT PICTURE

"Tucker's Top Hand," with Neal Hart, is said to rival his other vehicle, "Lawless Men," according to Standard Films, distributing the picture and is meeting with wide spread applause.

The following letter, from Neal Hart refers to this picture:

Dear Mr. Exhibitor:  
 I am more than gratified to learn that my first picture, "Lawless Men," has "gone over." The good news is encouraging, indeed, and spurs me on to greater efforts.

"Tucker's Top Hand"—my second picture of this series—is on a par with my first. I have spared no pains in selecting locations, and my support leaves nothing to be desired.

Feeling sure that "Tucker's Top Hand" will receive the same favorable comment as "Lawless Men," with best wishes, I am

Very truly yours,  
 NEAL HART.

## PARAMOUNT HAS MANY PICTURES FOR SUMMER

With the announcement of the June Paramount releases, Famous Players-Lasky Corporation advances the statement that not in several years has the company entered the summer months so well fortified with suitable pictures for the hot weather period.

The first picture on the June schedule is "Codes of the Sea," which received splendid press notices when it was shown at the New York Rivoli, a couple of weeks ago. The story was written by Byron Morgan, author of the successful series of automobile pictures in which the late Wallace Reid starred. This one, however, while it is just as exciting, enters a new field of romance, the U. S. Lightship Service. Rod La Roque and Jacqueline Logan are featured and the picture was directed by Victor Fleming.

"The Guilty One," produced by James Henaberry, is classed as a fitting successor to "The Stranger," which was made by the same director. As the title implies, this is a mystery story involving the solution of a puzzling crime. Agnes Ayres is featured, with Edward Burns playing the leading role.

Possessing the general theme—the unraveling of a mysterious crime—"The Bedroom Widow," a William de Mille production, presents a decidedly different method of treatment. This picture is now being shown at the Rivoli Theatre where it has won high praise from the New York newspaper critics for the maintenance of suspense.

Featured players in the cast are May McAvoy, Malcolm MacGregor, Ricardo Cortez, Robert Edison, George Fawcett and Ethel Wales.

Fourth on the list of June releases is "Tiger Love," a George McFord production which in general theme is not unlike "The Sheik." However, the "sheik" in this case is a picturesque Spanish bandit and the object of his ardent affections a beautiful senorita of the aristocracy. These roles are played respectively by Antonio Morino and Estelle Taylor.

Supplementing these and filling out an admirable schedule of Summer entertainment are the May Paramount releases, "The Breaking Point," a Herbert Brenon production; "Bluff," the Sam Wood production featuring Agnes Ayres and Antonio Moreno; "The Moral Sinner," with Dorothy Dalton, and Pola Negri in the Dimitri Buchowetzki production, "Men," and the earlier spring productions, "Icebound," "Fair Week," Gloria Swanson in "A Society Scandal," "The Fighting Coward," "Peter the Great," "The Dawn of Tomorrow," Thomas Meighan in "The Confidence Man" and Cecil B. de Mille's "Triumph."

# A Chance for Great Showmen

How many great showmen are there in this business?

I don't know exactly, but I do know these two things:

1. There would be more great showmen if there were more great pictures.
2. There will be more great showmen as soon as the great pictures in Paramount's FAMOUS FORTY start coming to you.

For we've deliberately built THE FAMOUS FORTY for showmen. In titles, stars, directors, stories, advertising material and exploitation possibilities, it's the greatest showman's group of pictures that's ever been offered to you.

Think of "THE COVERED WAGON," RUDOLPH VALENTINO in "Monsieur Beaucaire" and "A Sainted Devil." Think of GLORIA SWANSON in "Manhandled" and "The Coast of Folly," THOMAS MEIGHAN in CURWOOD'S "The Alaskan." Think of CECIL B. DeMILLE'S "Feet of Clay" and "The Golden Bed," POLA NEGRI in LUBITSCH'S "Forbidden Paradise."

Are they showmen's pictures? **You know they are.** And so are the other 31.

They're showmen's pictures because they're keyed exactly right to respond to the magic touch of the showman; because 90% of the work usually done by the showman after he gets the picture has been done in advance by Paramount; because they'll pay you a hundredfold for every bit of time, sweat and money you expend in putting them over.

That's why all the real showmen are rushing in to grab THE FAMOUS FORTY. That's why there'll be more great showmen in this industry by February 1 than it's ever known before.

S. R. KENT.

## F. B. O. HEAD OPTIMISTIC ON FILM CONDITIONS

**Sound Financial Situation Here and  
More Settled Conditions Abroad  
Aid Business.**

Major H. C. S. Thomson, managing director of the Film Booking Office, is optimistic on trade conditions in the film business and pleased with F. B. O.'s future look. In a statement issued this week Major Thomson points out that the sound financial situation here and the more settled conditions abroad are certain to aid the film industry.

Major Thomson's statement reads as follows:

"With the constructive steps being taken by the various Motion Picture Theatre Owners Association at their annual meetings being held this month, it is gratifying to note the sound financial condition of the United States, together with the more settled situation abroad.

"F. B. O. has enjoyed the busiest year of its history, and we look forward with every good reason to a larger business than ever before in our history in the coming fiscal and calendar year. At the present time there are 1,650 men on the pay roll of the home office, exchanges and studios, and we expect soon to increase this number.

"Extensions and additions to our studios have been made and many of our exchanges are moving into larger quarters. These improvements will supply facilities for meeting our constantly increasing business relations with the independent producer. It is most satisfying to realize that we are offering the independent producer a reliable distributing organization and a place to produce pictures with maximum result and at a minimum cost.

"We have every reason to feel forward to a more settled condition abroad now that Davis' report has been received and accepted. The resumption of the report should mean a larger outlet for the product of American film companies, and this wider distribution should bring about better average prices for American exhibitors.

"Miss Edna Williams, head of our foreign department, is now in Europe, after a consecutive coming to the continent at home and abroad, there is no reason to doubt a continuation of the present satisfactory condition and future prosperity of not only the Film Booking Offices, but the entire film industry."

## UNIVERSAL TO MAKE SIX MORE DEMPSEY PICTURES

Universal has signed with Jack Dempsey, world heavyweight boxing champion, to make six more pictures, in addition to the one or two he considers he is now making at Universal City, entitled the "Fight and Win" series. The additional six pictures will be a continuation of the "Fights and Wins" series.

An unusual demand for the Dempsey two-reelers on the part of exhibitors all over the country prompted Universal to project the added pictures. According to the reports of the Eastern Exhibitors' Department, the film world never expects

to see such a pyramiding of requests for pictures that attending the calls being upon Universal exchanges for the Dempsey two-reelers.

Errol C. Quimby, Short Subjects Sales Manager for Universal, who is handling the Dempsey pictures, says that the high percentage of booking requests at this time, indicates that the series will break all sales records at Universal. It is his belief that it will surpass all short subject sales records in the entire industry. Quimby is an authority on Short Subjects. Before joining Universal he was one of Pathe's leading sales executives.

## RAYMAKER ENGAGED TO CO-DIRECT "TELEPHONE GIRL"

Put-ting his policy of constructive up-building, B. P. Fineman, general manager of the F. B. O. studios, announces the acquisition of Herman Raymaker, who will direct alternate episodes of the "Telephone Girl" series from now on. Percy Pembroke, who directed the tenth episode, was engaged a few weeks ago, and Mr. Raymaker will alternate with him.

The eleventh episode, entitled "Faster, Faster," is already being filmed under the guidance of Mr. Raymaker. This is an automobile race picture. Mr. Raymaker comes to F. B. O. with an enviable reputation and a wealth of experience as a comedy director.

## CHAS. RAY FINISHES "SMITH" FOR PATHE

Following the strenuous "shooting" of "Smith," Charles Ray's first come-back picture, which was completed on record time at the Thomas H. Ince Studios, the star is taking a well-earned rest at Catalina. Mrs. Ray is with him, and so is "Whiskers," the wire-haired fox terrier which puns at home while his lord and master is at the studio.

"Smith," which is to be renamed, is being assembled and titled for release by Pathe early in the fall. It will mark Ray's return to his famous American boy characterizations. Ralph Ince, who directed the picture, is already at work on "The House of Youth," in which Langham Logan will be featured. Miss Logan has also just finished her work in "Smith," opposite Mr. Ray.

## M. P. T. O. ANNOUNCES NEW FINANCING PLAN

Definite lines of procedure comprehending the particular problems of exhibitors featured the meetings of the National Board of Directors of the Motion Picture Theatre Owners of America this week at the National headquarters.

The most important move made was that which will care for the financing of the National organization. So much has been done to protect exhibitor interests with limited finances and the needs of the present and immediate future call for the exercising of greater energy which necessitated added funds and this matter was cared for by the Board in a very specific way, inaugurating a fiscal policy which takes into account every requirement of the organization.

Director A. A. Elliot of Hudson, New York, chairman of the Membership Committee made a very comprehensive report, endorsing the plan of direct membership in the National organization and a mode of financing the same. He submitted schedules which afforded the directors an opportunity to fit the same into any locality. Mr. Elliot's report was adopted and the following schedules of theatre owners dues was endorsed:

Theatres of 500 seats or under, fifty cents per week; theatres over 500 seats and not more than 1000, \$1.00 per week; theatres over 1000 seats and not more than 1500, \$1.50 per week; theatres over 1500 and not more than 200, \$2.00 per week; theatres over 2000 seats and not more than 2500, \$2.50 per week; theatres of 2500 seats and over, \$3.00 per week.

Arrangements will be made by the Board to definitely designate and classify the theatres so that the fund will be made available for the National organization in such installments as may be agreed upon.

## K. C. CRITICS PRAISE FIRST DEMPSEY TWO-REELER

Acc in the Kansas City Post, and Katherine Prouser in The Star were high in their praise of the first of the Dempsey pictures produced by Universal and showing this week at the Liberty theatre. Acc said, "I shall watch for every one and shall see them all, for the first one was great entertainment."

## COMING SOON

HUNT STROMBERG  
& CHARLES R. ROGERS  
Present

**Priscilla  
Dean**  
in  
**"The Siren  
of Seville"**

Story by H. H. VAN LOAN—Directed by JEROME STORM



PRODUCERS DIST. CORP.

# Gene Stratton-Porter's "A GIRL OF THE LIMBERLOST"

is going to make scads of  
money says Albert Dorris  
Dramatic Critic of the Hollywood News



Stanley Chambers, of Wichita, one of the most prominent exhibitors in the Southwest realizing the possibilities of "The Girl of the Limberlost," has booked it for early July showing.

—and Mr. Chambers knows what it takes to beat the heat!

Booking Offices  
of America, Inc.

Power Bldg., Kansas City, Mo.  
12 Olive St., St. Louis, Mo.  
7 S. Hudson St., Oklahoma City, Okla.  
6 S. Cross St., Little Rock, Ark.



**"Girl of the Limberlost"  
Is All-Woman Production**

By ALBERT DORRIS

There is an old theatrical saying that a play is a sure-fire success if it will please the women. The same remark goes for motion pictures. A story appealing to them or written from their angle is a far safer risk than the average ho-man yarn.

All this being considered as absolutely authentic, "The Girl of the Limberlost," as presented in preview last night at the Granada Theater, is going to make scads of money.

## PICTURES MUST VITALIZE LIFE, GOLDWYN SAYS

Producer Aims Views on Moral Censor Movement.

While Samuel Goldwyn, prominent motion picture producer, does not like a facious stories, or even the timid picture with a salacious title, he emphatically disapproves of the mild, and a bit tonic, preferred by some persons who in his estimation, pretend to know what is good screen material and what is the reverse.

"We cannot make pictures stiff, for children or those with enlarged moralistic complexes," said Mr. Goldwyn. "If baby ideas should dominate the industry, it would needs date a pinulthrop with a spineless attitude toward the drama and coffers overflowing with gold. Vapid pictures, even if produced, would become a bore even to their immature sponsors. The greatest art is that which entertains the greatest numbers, and class must subordinate their tastes to mass."

"If you would have drama you must have love. And it is almost inevitable that you have a love clash. You can't expect to knock everything interesting out of a good story simply because some persons hold up their hands in horror at the mere suggestion of real life."

## FIRST NATIONAL HOLDS SEVEN SALES CONFERENCES

Seven sales conferences were held on Monday, June 10, by the Division Managers of First National Pictures with their branch managers. The conferences were held in New York, Chicago, Cleveland, New Orleans, Butte, Los Angeles and Toronto and were attended by every branch manager.

The conferences were called for the purpose of discussing the sales of the new First National product, the group of five productions to be marketed as specials for showing in motion picture theatres for extended runs at increased admission prices, and the production to be grouped under the new classification of Pace Makers. The products include "The Sea Hawk," "Secrets," "Abraham Lincoln," "Sun-down" and "The Last Word."

In the Pace Maker group will be two Norma Talmadge productions, "The Cornie Grinnith" and "Starting Out," Moore, two each from Richard Barthelmess, Constance Talmadge, Helen M. Stahl, Earl Hankson, First National specialties, Thos. H. Ince, Frank Lloyd and Barbara LaMarr, and one each from Claire Windsor-Bert, Lucille Goldwyn, Fitzmaurice, Samuel Goldwyn, F. B. O. Donald, Sam Kork, M. C. Levy, and Edwin Carewe.

## "THREE WOMEN" ANNOUNCED AS NEXT LUBITSCH TITLE

"Three Women" has been definitely decided upon as the title of the next Erich Lubitsch production to be released by Warner Bros. The picture was completed in work at the Warner studio on the West Coast. Mr. Lubitsch returns from one of the carefully prepared excursions for which he is celebrated, with the result that the production is now ahead with unusual rapidity.

## GOTHIC PICTURES CORP. TO DISTRIBUTE THRU F. B. O.

Louis Bann has been elected president of the Gothic Picture Corp., incorporated at Albany, New York, last week.

The Gothic Picture Company will make nature productions to be released by the Film Booking Offices. Work on the first production will be started soon under the tentative title "Purchased Youth," with Anna Q. Nilsson as the featured star. William R. Neill, who directed "Lover of the Sea," "The Radio Mania" and other box office winners, will direct "Purchased Youth."

Mr. Bann will leave for Hollywood this coming week where he will personally supervise production at the F. B. O. studios. Announcement will be made shortly concerning the stars and directors of a number of forthcoming productions.

## STROMBERG PERSONALLY ASSISTING PRISCILLA DEAN

Hunt Stromberg certainly cannot be called a swivel-chair producer.

Not content with supervising the countless details in connection with his Harry Carey and Priscilla Dean productions for Producers Distributing Corporation, he has become so enthusiastic over the progress of "The Siren of Seville," Miss Dean's first production under his banner, that he has dusted off the telephone he used on "The First Patrol" and joined forces with Jerome Storm on the actual direction of this subject.

## FAIRCHILD HURT WHEN AUTO SKIDS OVER INCLINE

After skidding in the slippery mud, a new Maxwell coupe, driven by R. H. Fairchild, a salesman for F. B. O., at Des Moines, went over the edge of road near Franklin Mills school, about 9 miles north of Burlington, Ia., and rolled to the bottom of the ditch, twelve or fifteen feet below.

Fairchild is in the Burlington hospital with an injured knee and the automobile is still in the ditch. It was badly damaged and will be brought to Burlington for repairs.

Following the accident, Fairchild was taken to a farm house near by and was later brought to the hospital by Edward Ebersole, of the Palace Theatre. An X-ray failed to reveal any broken bones.

It was regarded fortunate that Mr. Fairchild escaped without more serious injuries.

The ditch, according to Fairchild, was a steep pitch-off from the road and was not protected by a fence. When his car skidded in the mud he was unable to steer it away from the edge or keep it from going over.

## "GLORIOUS BETSY" TO BE PRODUCED BY VITAGRAPH

"Glorious Betsy" a romance of Napoleonic era, with its scenes laid in Baltimore and Bordentown, is for early production by Vitagraph. Its author is Rida Johnson Young, one of the most successful American writers, who has been equally successful as author of novels, plays and musical plays. Among her works, are included "Little Old New York," the operettas "Maytime," "Sometime," "Nautica Marietta," "His Little Widows" and "The Dream Girl," "The Boys of Company B," Captain Kidd, Jr., and most recently, "The Rabbi's Foot" and "Cheer Up," for the Dramatists' Theatre.

"Glorious Betsy" as a play was a tremendous success as a starring vehicle for Mary Mannering and gave that popular actress one of the best roles of her career. Its story is one which proves the old adage "truth being stranger than fiction." The writing of it was inspired by the career of Elizabeth Patterson, belle of Baltimore, who won the heart and hand of Jerome Bonaparte, younger brother of Napoleon Bonaparte, marrying her against the royal and imperial wishes of his august brother, despite the most terrible threats and fabulous inducements to prevent the union.

Casting will start on "Glorious Betsy" as soon as J. Stewart Blackton can find a star who looks as if she could charm a king.

## RALPH GRAVES STARTS "EAST OF THE WATER PLUG"

Ralph Graves, first of the featured players on the Mack Sennett program of two-reel star comedies, has started work on his second release in this series, "East of the Water Plug," first of the productions has already been reviewed by Pathe home office and has been pronounced a success. It will be available to exhibitors in August.

## NOW PLAYING

# Lois Wilson in "Another Scandal"

Cosmo Hamilton's  
latest and greatest novel —

An E. H. Griffith Production  
Introduced by  
Bilford Cinema Corp.



PRODUCERS  
DIST. CORP.



# HAMILTON COMEDIES

An excellent added attraction for any program, and a box-office bet that will pull equal to your longer feature unless it is of the very best.

## LLOYD HAMILTON

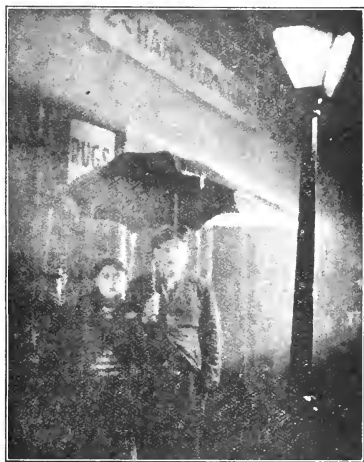
in

### "LONESOME"

and

### "KILLING TIME"

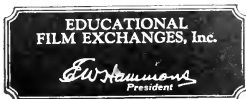
*Supervised by Jack White*



Hamilton always sends them away happy. He will draw them in as well—if you back him up in your advertising.



WEST EDUCATIONAL FILM  
EXCHANGE, Inc.  
18th St. KANSAS CITY, MO.



EDUCATIONAL FILM EXCHANGE  
of MISSOURI, Inc.  
3334 Olive Street ST. LOUIS, MO.

8 Big 1924  
Now for you



LET NOT MAN  
PUT ASUNDER

Pau'ne Frederick  
Lou Tellegan  
Helena D'Algy

A Stirring Indictment  
of Divorce.



MY MAN

Patsy Ruth Miller  
Dustin Farnum  
Niles Welsh

A Comedy-Drama of a  
Caveman.



BORROWED  
HUSBANDS

Florence Vidor  
Rockcliffe Fellowes  
Earle Willams

A Story of an Innocent  
Flirt.



BETWEEN  
FRIENDS

Lou Tellegan  
Norman Crosby  
Anna Q. Nilsson

A Powerful Drama of  
Friendship.

Straight to you from

C. A. SCHULTZ, Mgr.  
17th and Main Streets  
KANSAS CITY, MO.

VIT  
A.D.P.



# Specials Ready Summer Runs



## OUS LIARS

id Powell  
ith Allen  
r Godowsky

ia of Modern  
ety Life.

## ONE LAW FOR THE WOMAN

Cullen Landis  
Mildred Harris  
Otis Harlan

A Thrilling Tale of  
Mining Camps.

## THE CODE OF THE WILDERNESS

John Bowers  
Alice Calhoun  
Alan Hale

A Photoplay of Burnt-  
Grass Lands.

## BEHOLD THIS WOMAN

Irene Rich  
Marguerite de la Motte  
Charles Post

A Romance of Movie-  
Land.

# Broadway Premieres

PH

A. DANKE, Mgr.  
3310 Lindell Boulevard  
ST. LOUIS, MO.

## Moving Along Movie Row

J. H. Hill, formerly manager for Goldwyn in Oklahoma City, has been added to the personnel of the new Kansas City Selznick office. Mr. Hill will make the key cities of Oklahoma and Kansas, W. E. Truog, local manager announces.

F. C. Weary of the Farris Theatre, Richmond, Mo., visited along Movie Row last week.

Selznick is taking added precautions against the releasing of bad prints. Manager W. E. Truog has had the entire office force re-checking the condition of films this week, and affirms that all that were not satisfactory, have been disposed of.

C. L. McVey of Herington, Kas., was a guest along the Row last week.

The Hodgkinson salesmen were ace high last week. At least, that's what they said. They had just passed their quota for the last two weeks. Why not feel good! They met at the Kansas City office Saturday in sales conference.

Due to the ravages of the foot and mouth disease which has caused it to be nearly impossible to obtain horses in California "Tiger Thompson," with Harry Carey, scheduled for release July 13, has been held up two weeks, Hodgkinson—we must remember to say Producers Distributing Corporation—announces.

Progress Films have added to their many releases for fall what is said to be the first picture ever made in Alaska, "The Lure of the Yukon," with Eva Novak, scheduled for release early in August. B. C. Cook of Economy Films, is the Kansas City distributor.

Geneva Berwick of the Economy Films office, is taking a vacation trip touring through the territory.

Lee Gunnison of the Crystal Theatre, Atchison, Kas., visited Kansas City exchanges last week.

W. J. Kubitzki, Fox cashier, is away on his vacation.

A. T. Perkins of the Harrisonville, Mo., playhouse, was in Kansas City last week.

The Kansas City Fox office is making preparations for the celebration of Fox Week, September 7 to 13. Fox officials say their exhibitors are ready to back them up in the drive.

M. W. Jenks and G. L. Hooper of the Orpheum and Novelty Theatres, Topeka, Kas., visited Kansas City exchanges last week.

Lee Masters of Oak Grove, Mo., was seen along the Row last week.

G. A. Hickey, new Metro-Goldwyn supervisor, was here for a few days recently.

Roy E. Churchill, F. B. O. manager, is planning a tour of the Southwest territory soon.

C. W. Sears of Nevada and Brother Bill of Boonville were among the exhibitor visitors of the week.

J. E. Foland, special salesman for Selznick, is making a thirty day tour of the territory.

C. F. Senning, educational manager in Kansas City, left Saturday for the National Educational convention which opens next week in Los Angeles.

H. E. Corby, manager of the A. H. Blank Film Enterprises office, is out on a trade tour of the state of Kansas.

Cleve Adams, Middle West division manager for F. B. O., is sojourning at the local exchange, while on a tour of the branches under his wing. Cleve is looking as sprightly as ever and has that "business-as-good-not-care-what-happens" smile.

Jack Dempsey in the first of the Fight and Win stories, "Winning His Way," is showing at the Liberty Theatre here this week and if the business done is any criterion, Universal has another big winner in these stories of love, the prize ring and adventure.

H. Roy Payne, Palace Theatre Spring Hill, Kans., was seen booking some of Standard Films' western releases. Roy is operating the Palace at long distance, probably via radio, as he is living in Kansas City. But he keeps smiling, and that's always a good sign.

Roy Burford of the Rex at Arkansas City, Kas., was seen driving through Movie Row with M. B. Shanberg of the Midland Circuit of Theatres.

Harry Hollander, the Fighting American, manager of the local Universal exchange states that the Dempsey Fight and Win series of pictures are the real life-saver for the exhibitors, who have hot weather or any thing else as opposition.

Harry Taylor, who has been considerably active in real estate in Kansas City for the past two years, has returned to his first love, the film business, and is looking after the city sales for Selznick. Harry was for several years branch manager for Pathe and then went into business for himself with "The County Fair" as a road show prior to his adventure in real estate.

Another old timer, J. Edwin Dodson, has also been added to the sales staff of the Selznick organization. Dodson will cover his old territory, Missouri.

H. J. Chapman, the Swedish night-ingle, travelling in the interest of Universal is winning many new friends in this territory.

Just a few words from Roy Churchill. Roy says that F. B. O. means Full Box Office.

E. C. Rhoden, First National branch manager, left Monday for a two-weeks' vacation. Rhoden said that he was going to rest up for a big Fall drive. We thought that he had all the pep that was necessary.

G. K. Kramer, travelling auditor for First National, is in town giving the records the once over.

## PATHE OFFERS VARIETY FOR WEEK OF JULY 6

"The Wide Open Spaces" with Stan Laurel, and the seventh chapter of "The Fortieth Door," "Claws of the Vulture," lead Pathe's program of releases for July 6. "Jeffries, Jr.," a single-reel Hal Roach comedy featuring Charles Chase, Pathe Review No. 27, and an Aesop Film Fable, "The Body in the Bag" are also prominent numbers on the July 6 schedule.

"The Wide Open Spaces" is a highly laughable satire on the wild and woolly western type of production, and presents Stan Laurel in one of the funniest comedy characterizations the popular comedian has done to date. As Gabriel Goober, a lone rancher Laurel is the victim of a band of robbers. Many side-splitting situations are unfolded as he endeavors to fight the bandits but is finally forced to flee. Goober is appointed sheriff of a nearby town and at this point the fun becomes fast and furious. The manner in which he avenges himself upon the outlaws, proves himself the hero of the town and wins the girl he loves, makes this two-reel comedy one of the most amusing Hal Roach has yet produced.

"Claws of the Vulture," the seventh chapter of "The Fortieth Door" is said to be the most thrilling episode of this modern serial.

In "Jeffries, Jr.," Charles Chase is presented in a fast-moving single-reel comedy, and is found in the role of Jimmy Jump, a lad who has much nerve, but no muscle. The comedy-action centers around a pugilist's training camp where Chase endeavors to build himself up with exceedingly humorous results.

In "The Body in the Bag," an Aesop Film Fable, Paul Terry's cartoon characters are again seen in a decidedly laughable animated offering. Pathe Review No. 27 includes "Men and Mountain," perilous mountain climbing in Mexico; "The Indoor Garden," an interesting study of the making of artificial flowers; "Mixed Manners," a delightful dance offering depicting the contrast between the modern and old fashioned methods of dancing; and "Babes in the Wood," a beautiful Pathecolor presentation showing "bird life" in the woodland.

Topics of the Day No. 27 and Pathe News issues Nos. 56 and 57, conclude the Pathe releases for July 6.

Director Al Santell has finished cutting "Fools in the Park," his worthy successor to "Lights Out," and reports that in this picture Matt Moore and Patsy Ruth Miller have reached heights of comedy effect which have seldom, if ever, been equalled by any screen combination of stars.

**BOMBARDING EVERY EXHIBITOR WITH REAL PROFIT**  
**ANTHONY J. XYDIAS** Presents  
**KENNETH McDONALD**  
 THE KING OF STUNTS IN  
 A POWERFUL SERIES OF **6**  
 THRILLING COMEDY DRAMAS

**BOOK THE ENTIRE  
 SERIES  
 THEY'RE  
 SURE  
 FIRE**



Exhibitors Who  
 Want the Best  
 Will Play 'Em  
**ALL.**

**ALSO 8 JACK HOXIE SPECIALS AND  
 J.B. WARNER WESTERN FEATURES**

FOR THE SEASON 1924-1925

---Distributed by---  
**ENTERPRISE DISTRIBUTING CORPORATION**

ansas City, Mo.



Truly B. Wildman, Mgr.



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## THE BACK TRAIL

Jack Hoxie-Universal

WORLD—Jack Hoxie's newest picture for Universal presents him in the familiar role of a cowboy, but this time, he is shown as a shell-shocked veteran who has lost his memory and who finds himself in the midst of a plot to secure control of a valuable ranch which had been left to an adopted daughter of the owner. The usual ingredients of the typical western are present, and we don't recall ever having seen a greater number of men galloping on horseback at breakneck speed. There are excellent longshots and closeups that will thrill the most jaded.

FILM DAILY—Average Western. Where you know action and Western villainy appeals to your patrons you won't have to worry about the story not being original. The action will get over.

WORLD—Carries good action, incident and suspense. The exteriors are picturesque—and truly suggestive of the wide open spaces. Projects excellent horsemanship. It is surely one of the better westerns.

## THOSE WHO DANCE

First National-Thomas H. Ince.

FILM DAILY—The cast is made for the parts, couldn't have been better suited for the individual roles. A crook melodrama. Should be a real money-maker. Has unlimited possibilities and should be real easy to handle. Be sure to put this one down on your list for an early date. The plot deals with one of the most popular industries of the time—bootlegging—what more?

WORLD—With an up-to-the-minute cast and decidedly thrilling and interesting story which has been admirably directed and acted by an exceptionally capable cast, the Thomas H. Ince production for First National, "Those Who

## AT KANSAS CITY THEATRES

Week of June 22

### NEWMAN

"Daughters of Today"—Patsy Ruth Miller and Ralph Graves.

### ROYAL

"Under the Red Robe," Alma Rubens and Mary MacLaren

### LIBERTY

Jack Dempsey in "Winning His Way," and "Miami" with Betty Compton.

### MAINSTREET

"Those Who Dance," Bessie Love.

### PANTAGES

"The King of Wild Horses."

### GLOBE

"Cheating Wives," Mary Alden.

Dance," should thoroughly satisfy the demand for exciting entertainment and prove a very successful box office attraction as it is the type of attraction that the majority of patrons like.

## THE GOOD BAD BOY

Principal State Rights

FILM DAILY—You have had sufficient opportunity through previous similar films to judge whether or not this type of picture pleases your crowd. Pleasing kid stuff should prove attractive to the majority. Drama. There's not a great deal to the story but satisfying human interest theme.

TRADE REVIEW—The never failing appeal of the regular boy to women, men and the kids themselves makes this picture a sure winner with audiences of assorted ages. The Boy Scouts and all the other boys and girls will publicize the show at home and the old folks will surely attend. They too, will follow with interest the adventures of the kids and the story of married love entwined through the lives of the lovable "old soap" inventor and his long suffering spouse.

HERALD—The story concerns everyday life in a small town. A tale of love, loyalty and golden days of childhood, presenting spectacular fire scenes, and the acting of young people of the cast. Also a canine actor of unusual cleverness.

## THE BEDROOM WINDOW

World—May McAvoy, Malcolm MacGregor

WORLD—The Bedroom Window should prove an excellent box office attraction in any type of house if properly exploited and should thoroughly satisfy your patrons, but be sure and let them know the true nature of the story.

FILM DAILY—The title is apt to be misleading unless you make clear what the story is about. The Bedroom Window is first rate mystery drama. Don't let them see this one backwards.

NEWS—Carries good action, incident and suspense. Mystery element is dominant and it is brought out in interesting fashion. Off the beaten track of mystery melodramas—except for a few significant gaps.

## NEWS NUGGETS

Act and grow thin! So says Priscilla Dean, and she volunteers this latest reducing method without making any attempt to patent the idea. Just how productive of results it is may be ascertained by the fact that since Miss Dean started work on her first Hunt Stromberg production, "The Siren of Seville," seven weeks ago, she has lost 20 pounds.

Standard Cinema Corporation announces that it has acquired, for release through the Selznick Distributing Corporation, E. V. Durling's "Screen Almanac," a series of one-reel subjects, consisting of intimate and unusual views of leading personages in the world of entertainment.

"Love of Women," a Whitman Bennett production with Helene Chadwick and Montague Love, Mary Thurman, Lawford Davidson, Maurice Costello, Marie Shotwell and Frankie Evans in the supporting cast, has been acquired by Selco Pictures, Inc., for release through the Selznick Distributing Corporation.

An exact reproduction of the famous Torree in Seville has been constructed at the Thos. H. Ince studios for the spectacular bullfight scenes of "The Siren of Seville," Priscilla Dean's first Hunt Stromberg production for Hodkinson.

"The Follies Girl," a story of bright lights, "jazz," beautiful clothes, laughter and tears, has been chosen as the vehicle in which Margaret Livingston will make her debut as a star. Production by Thos. H. Ince.

Paul Bern, recently appointed a Paramount director by Jesse L. Lasky, has started the production of his first picture at the West Coast studio. It is "Open All Night," by Willis Goldbeck suggested by the stories of Paul Morand.

Pauline Frederick's is one of the featured players in "Three Women" which Ernest Lubitsch is making as his second production for Warner Bros.

Edward J. Ludly has been assigned by Abe Stern to direct Buddy Messinger in his next comedy for Century, "Her Face Value."

H. E. Butler's production, "The World Struggle for Oil," has been acquired by Selco Pictures, Inc., for release through the Selznick Distributing Corp.

George Melford will direct the first Barbara LaMarr production for Sawyer-Lubin which will be a First National release, "Sandra," from Pearl Dodes Bell's new novel.

# :: Kansas City Trade Directory ::

Here is a List of Leading Film Exchanges and Dealers of This Territory.  
Deal With These Recognized and Established Firms.

## EXCHANGES

### NATIONAL DISTRIBUTORS

ASSOCIATED EXHIBITORS, Inc.  
111 West 17th St.  
Dan Martin, Manager  
V. D. Shea, Booker  
Telephone—Harrison 8645

ASSOCIATED FIRST NATIONAL PICTURES, Inc.  
1712-14 Wyandotte St.  
E. C. Rhoden, Manager  
T. O. Byerle, Asst. Mgr.  
Ralph J. Heft, Booker  
Telephone—Harrison 8623

A. H. BLANK FILM ENTERPRISES  
130 West 18th St.  
H. E. Corbyn, Manager  
J. T. O'Neil, Booker  
Telephone—Grand 5151

FILM BOOKING OFFICES OF AMERICA, Inc.  
Snower Bldg., 18th & Balt.  
Roy E. Churchill, Mgr.  
J. A. Masters, Office Mgr.  
Charles Oliver, Booker  
Telephone—Harrison 3257

PRODUCERS DISTRIBUTING CORP.  
111 West 18th St.  
L. W. Alexander, Mgr.  
George Lodge, Booker  
Telephone—Harrison 0919

UNIVERSAL FILM EXCHANGE  
1710 Wyandotte St.  
Harry Hollander, Mgr.  
L. E. Harned, Booker  
Telephone—Harrison 5624

METRO-GOLDWYN PICTURES CORP.  
1706-08 Wyandotte St.  
L. B. Metzger, Mgr.  
Telephone—Harrison 7030

MIDWEST EDUCATIONAL FILM EXCHANGE, Inc.  
130 West 18th St.  
C. F. Senning, Manager  
R. C. Borg, Asst. Mgr.  
and Booker  
Telephone—Grand 2886

PATHE EXCHANGE, Inc.  
111 West 17th St.  
C. C. Vaughan, Manager  
V. D. Shea, Booker  
Telephone—Harrison 8645

SELZNICK DISTRIBUTING CORPORATION  
1820 Wyandotte St.  
W. E. Truog, Manager  
L. B. Lewis, Booker  
Telephone—Harrison 9180

UNITED ARTISTS CORPORATION  
7th Floor Davidson Bldg  
F. B. McCracken, Mgr.  
L. J. Doty, Asst. Mgr.  
Chair Woods, Booker  
Telephone—Grand 1822

VITAGRAPH, Inc.  
3rd Floor Davidson Bldg.  
C. A. Schultz, Manager  
C. W. Allen, Asst. Mgr.  
L. F. Durland, Booker  
Telephone—Harrison 8304

### STATE RIGHTS

CRESCENT FILM CORP.  
115 West 17th St.  
M. A. Kahn, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

ECONOMY FILM SERVICE  
The Mail Order Exchange  
No Contracts  
113 West 18th St.  
Bernard C. Cook, Manager  
Telephone—Harrison 8351

FILM CLASSICS, Inc.  
115 West 17th St.  
Al Kahn, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

STANDARD FILMS  
111 West 18th St.  
F. J. Warren, Gen'l Mgr.  
Jack Langan, Mgr. and Booker  
Telephone—Grand 1318

PROGRESS FILM SERVICE  
113 West 18th St.  
Bernard C. Cook, Mgr  
Fred Thompson, Booker  
Telephone, Harrison 8351

### EQUIPMENT

COLE THEATRE SUPPLY CO.  
Powers Machines  
109 West 18th St.  
T. F. Cole, Manager  
Telephone—Harrison 2231

CHAS. M. STEBBINS PICTURE SUPPLY CO.  
Motiograph DeLuxe Machines  
1818-22 Wyandotte St.  
C. M. Badger, Manager  
Telephone—Grand 0134

YALE THEATRE SUPPLY CO.  
Simplex Machines  
108 West 18th St.  
C. D. Struble, Manager  
Telephone—Grand 2923

K. C. SCENIC CO.  
Drops and Curtains of all Kinds  
24th & Harrison Sts.  
Telephone—Harrison 2735

THE KEYSTONE PRESS  
Printing For the Trade  
Heralds, Programs, Etc.  
19th & Wyandotte Sts.  
Telephone—Delaware 9763

This directory will be published in the first issue of each month.

Changes of copy must be in our office one week in advance of publication date.

## :: BOX-OFFICE REPORTS ::

### FIRST NATIONAL

**Sunshine Trail**, Douglas MacLean—Good program picture. Print good.—J. C. McKee, Electric Theatre, Bohar, Mo.

**Kindred of the Dust**, Madge Bellamy—We do certainly thank you for pictures like this. Went over good and pleased 100 per cent. Send more like this one. Print fine, advertising good.—Chris Smith, Community Theatre, Edna, Kas.

**Mighty Lak A Rose**, Dorothy Mackaill—Good picture and well liked. Print and advertising good.—Royal Theatre, Burden, Kas.

**Eternal Flame**, Norma Talmadge—Good strong picture and well liked. Print and advertising good.—Royal Theatre, Burden, Kas.

**Woman He Married**—Pleased well, financial outcome so good on account of commencement exercises in the High School. Print and accessories good.—Abrahamson & Price, Mainstreet Theatre, Garfield, Kas.

**Galloping Fish**, Constance Talmadge—First class picture in every respect. It pleased patrons 100 per cent. Print and advertising good.—Lucy & Wilkinson, Royal Theatre, Hoisington, Kas.

**Ponjola**, James Kirkwood—A very good picture, pleased 75 per cent. Print and accessories good.—D. Filizola, Empress Theatre, Ft. Scott, Kas.

**Lilies of the Field**, Corinne Griffith—Pictures like this are few and far between. Beyond a doubt one of the best pictures of the season, and about the only one of these lessons for our girls of today pictures that comes even close to the mark. Print new. Advertising good.—Henry Tucker, Tucker Theatre, Liberal, Kas.

**Boy of Mine**—More favorable comments on this than anything I have used in months.—S. A. Davidson, Princess Theatre, Neodesha, Kas.

**Fools First**—Very good picture. An underworld setting showing the regeneration of a way.—J. R. Robison, Community Theatre, Riley, Kas.

**Bob Hampton of Placer**, Wesley Barry—Well liked, except too long. Print and advertising good.—Ray Bovard, Olympic Theatre, Uta, Kas.

**Within The Law**, Norma Talmadge—The picture is good.—S. W. Wilson, Opera House, Scott City, Kas.

**Boy of Mine**—Fine picture. Used illustrated song and Snookie comedy and program pleased. Many favorable comments. Built up second night. Print and advertising good.—R. K. Winship, Majestic Theatre, Phillipsburg, Kas.

### FILM CLASSICS

**Little Church Around the Corner**, Kenneth Harlan—Good picture. Fair attendance. Splendid for mining communities.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

F. B. O.

**Human Wreckage**, Mrs. Wallace Reid—The picture holds the second best record in our theatre for a period of four years, and just now times are poorer than have been in the picture business. Our town is less than four hundred population. So you may really realize the extent of our success on "Human Wreck-

age," our total receipts were \$21900 for a two-night run, charging 10c and 35c. In addition we created a lot of theatre goers in our town. People came to see "Human Wreckage" who had never patronized our theatre.—Smith Snodgrass, Strand Theatre, Atlanta, Kas.

**Let's Go**, Richard Talmadge—Fine picture. Many favorable comments.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**Broadway Gold**, Elaine Hammerstein—Very fine picture but tent show cut attendance. All F. B. O. prints in good condition.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**Galloping Gallagher, North of Nevada, The Mask of Lopez**, Fred Thomson—They don't make 'em any better. Silver King is a wonder. Just advertise Thomson and Silver King and you are sure of box office results.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

### FOX

**The Wolf Man**, John Gilbert—Good picture, drew small crowd on account of tent show. Those who came well pleased.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**Vagabond Trail**, Charles Jones—Splendid picture. Pleased the audience.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**Wolf Tracks**, John Gilbert—Good picture, poor attendance on account of hot weather.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**The Exiles**, John Gilbert—Gilbert a good star. Fair attendance.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**Mile a Minute Romeo**, Tom Mix—Mix a favorite here. Everyone pleased and asking for more like it.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

### PATHE

**King of Wild Horses**—Broke house records at the Jefferson Theatre and pleased 100 per cent. Make some more like it.—Mr Whititt, Jefferson Theatre, Springfield, Mo.

**Way of the Man**, Serial with Allene Ray—Held up well and every one satisfied.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**Our Gang Comedies**—A real comedy treat for both old and young.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

### PREFERRED

**The Virginian**, Kenneth Harlan—It pleased the audience, and was a record breaker. Don't pass this one up. Good for any audience.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**Poor Men's Wives, Rich Men's Wives**, Barbara LaMarr—Both good, but no box office attractions for us. Poor prints.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

### METRO

**The Eagle's Feather**, James Kirkwood—Fine western. Many favorable comments.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**The Forgotten Law**, Milton Sills, Ruth Clifford—Another of the good pictures we are proud to show. Action and photography excellent. The little child delighted.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

**June Madness, Her Fatal Millions**, Viola Dana—Dana is favorite here. Fine offerings.—Oscar Reinert, Elite Theatre, Humboldt, Kas.

### VITAGRAPH

**Pioneer Trails**, Alice Calhoun and Cullen Landis—A great audience picture. More applause and genuine satisfaction than any picture since the "Three Musketeers." Has every element that should be incorporated in a big, western special. Business immense opening, but fell off balance of management due to rain. Film in fine condition.—Jos. H. Peet, Gem Theatre, Appleton City, Mo.

**Man From Brodneys**, J. Warren Kerrigan—A lavish production that carries the atmosphere of the written story. Pictures like this cost \$10000 but can be bought reasonable and playing of this class of entertainment gives a prestige to your house. Cast, direction, photography, plot, all coordinated to that end which will get exhibitor out of the red and have your patrons stop you the next day and ask when you will play another like it. Business better the second night than the first. Condition of film fine.—Jos. H. Peet, Gem Theatre, Appleton City, Mo.

**Single Track**, Corinne Griffith—Good picture. Print fair.—W. P. Hawkins, Dunbar Theatre, Kansas City, Kas.

**The Blizzard**, Jimmy Aubrey—This was a good picture. Print in good condition.—W. P. Hawkins, Dunbar Theatre, Kansas City, Kas.

**Ninety and Nine**, Colleen Moore—This is a splendid picture. It pleased about 100 per cent. We showed this to a full house, and didn't hear a thing but praise for it. Print good.—J. A. Housey, Calhoun Theatre, Calhoun, Mo.

**The Counter Jumper**, Larry Semon—One of the best comedies I have ever screened. The kids went wild and everybody said, "Some comedy, why can't we have more like it?" I have booked more Semon comedies on account of the success of the "Counter Jumper." Film in good condition.—J. A. Housey, Calhoun Theatre, Calhoun, Mo.

**Midnight Alarm**—The picture will please any audience and will get them in by its title alone. Some of the subtitles could have been improved on and would have satisfied some more of the critics but then the masses enjoyed the show and told me just that very thing, so I ought not to worry because they "are the ones that are there every night." Personally I enjoyed the pictured very much and if I could get them all so good I would have no cause for worry. Condition of film good.—Ray W. Musselman, Princess Theatre, Lincoln, Kas.

**On the Banks of the Wabash**—If this picture had as much action in the first half as it did in the last, it would be a world-beater. It satisfied as it was, but in my opinion some of the action should have been more equally divided. There is a sure enough flood scene in this that makes up for a lot of the lost action. Film good.—Ray W. Musselman, Princess Theatre, Lincoln, Kas.

**Too Much Business**—A fair picture but did not appeal to our people here.—Print fine.—Robt. Schell, Star Theatre, Osburn, Kas.

**Pioneer Trails**, Alice Calhoun, Cullen Landis—Is a very good show. Vitagraph pleases here, nearly 100 per cent. Condition of film good. Green Theatre Green Kas.

## ST. LOUIS TRADE EVENTS

By David F. Barrett

### LOEW'S STATE THEATRE IN ST. LOUIS ALMOST READY

The exterior of Marcus Loew's State Theatre, Eighth street and Washington avenue, St. Louis, is practically completed and workmen are now rushing the interior work so as to have the house ready for the grand opening scheduled to take place not later than August 15. The scaffolding has been removed from the building and St. Louisians and visitors to the shopping district of the city have now an unobstructed view of the beautiful new house. The site embraces approximately two-thirds of a city block, fronting 90 feet on Washington avenue by a depth of 175 feet on Eighth street. The frontage on Lucas avenue is 135 feet.

The theatre proper occupies the rear of the lot, while the Washington avenue frontage is improved with a three story store and shops building. The theatre has the height of a five-story building.

The entrance to the theatre on Washington avenue is just East of the six stores on the ground floor. This entrance is of green marble with polished bronze doors and ticket booth. It leads back to a rotunda with fountains on either side. A bronze stairway leads to the mezzanine floor or promenade finished in American walnut. From thence spacious stairways lead to the orchestra floor and the balcony.

The theatre will have seats for 3300 persons, including 700 box seats. These are to be reserved and are separated from the orchestra seats by a bronze rail. The stage measures 100 by 35 feet. A four-color electric lighting system is a feature of the stage equipment.

The theatre was designed by Thomas W. Lamb, New York architect, while Miss A. H. Dorain supervised the construction.

### SALEMEN IN AUTO ACCIDENT

Faithfulness to duty almost cost Jack Underwood, manager of the St. Louis Enterprise Distributing Corporation exchange, and Norman E. Bucklin, manager of the St. Louis Exhibitors Supply company, their lives early the past week. Returning from the grand opening of Pinkleman & Cory's beautiful Washington Square Theatre, Quincy, Ill., which was held on Monday, June 16, Jack and "Buck" took a change on the Missouri roads to call on some of the exhibitors going north of the Missouri river, passing up Illinois' beautiful concrete roads or the Missouri brand of near-roads.

Underwood's trusty Dodge coupe which was carrying its owner, Bucklin and the latter's wife, negotiated the ardest kind of road hazards until just outside of St. Charles, Mo., where it tumbled into a ditch.

Although the car turned over none of the occupants were injured, and the only damage was one busted window light after a team pulled the machine back to the road the party proceeded to St.

Louis without further mishap. Jack and Buck landed some business on the trip, so they figure even with the added thrill it was worth the trouble.

### WHO WILL BENEFIT THE MOST BY TAX SAVING?

If the motion picture exhibitors of the country haven't decided what to do with the war tax the Government is going to save them on admissions of 50 cents and less after July 3 they apparently haven't consulted their patrons. The movie fans of this vicinity are expecting that they will save that money, and if the exhibitors attempt to keep up their prices there is certainly going to be some tall shouting, which in all probability will be heard as far as Washington, D. C.; Jefferson City and even the City Hall at Twelfth boulevard and Market street.

It only takes a casual investigation to ascertain this fact. Even the shop girls and the glibly office workers of the female sex are figuring how much more ronge and bobbed hair cuts they can have with the war taxes they will save on their movie bills. It will be a distinct shock to them if their first-run or neighborhood houses attempt to pocket those extra pennies or nickle that now goes to their Uncle Samuel.

However, it is expected that practically all of the local houses will pass along the savings to the fans.

In the country districts and smaller towns the opinion also prevails that the patrons should get the savings. In this connection H. G. Weaver, owner-manager of the Gem Theatre at New London, Mo., who has given serious thought to fan psychology and the effect on taxes, in discussing the subject of the admission war tax savings, emphatically declared that it was his opinion that unless the patrons were given the savings the Government at the very next session of Congress would slap back the tax and in all probability additional taxes, while any serious attempt on the part of exhibitors generally to withhold this money from their patrons would also lead in many instances to local admission taxes.

"Congress wasn't thinking of a few thousand motion picture exhibitors when it voted to take off that tax," Weaver said. "It did so with the understanding that the millions of picture fans of the country would benefit. If the exhibitors attempt to hold out on the public you can bet Congress will slap that tax on at the very next session it holds."

There appears to be a lot of logic to Weaver's way of looking at the subject local film men admit.

C. E. Brady of Cape Girardeau, Mo., has announced the purchase of the Park Theatre in that city from Doyle & Strain. The Park seats 800 persons and has an excellent location. Brady now owns the three Cape Girardeau houses, the Park, Broadway and Orpheum and also has the Circle at Jackson, Mo.

### LARGE ST. LOUIS THEATRE PROPERTIES CHANGE HANDS

One of the most important real estate deals of the past few years in St. Louis was the sale of the Juanita Theatre and South Grand boulevard to the Stronberg Real Estate and Investment Company controlled by Ben Stronberg, president of K. Ansell. The property was bought by the Greco Amusement Company, formerly operated by the K. Ansell Amusement Company but that contract lease expired on May 15 and is now renewed.

The Juanita for fifteen years has played a prominent part in the development of Southwest St. Louis. It was originally opened by O. T. Crawford and is a chain of outlying houses. It is a four block from Grand boulevard and Market street, the second largest tract of real estate in St. Louis.

Ben Stronberg several years ago acquired the Delmar Theatre, now owned by Hector M. E. Pizamoglu, Duke Ave. until recently was interested in the Juanita Theatre on Broadway near Market. Stronberg is president of the Stronberg Real Estate and Investment Company while Ansell is treasurer and general manager. Extensive improvements have been started at the Juanita and it is expected will re-open in August.

Another deal was the sale of the Knickerbocker Theatre, 345 Park avenue, by Eugene A. Freund to the Greco Amusement Company. The price for the theatre was not revealed.

### EXHIBITOR LIKES ST. LOUIS "U" OFFICE POLICY

"Mr. E. J. Apherson, manager of the Universal Film Exchanges, Inc., St. Louis, Mo., said:

"We have a comprehensive opinion regarding the new Universal film policy in St. Louis, so here goes. "About the time the change in policy took place at St. Louis, I was deluged with heavy from various sources of propaganda regarding the new policy of Universal. We considered the merits of this sort of stuff and had a long conference regarding the subject. "After giving the matter some thought we fail to see why there should be a new policy imposed by a national office.

"In the last six weeks we have bought your Jewels and E. Films and we certainly have a pleasant business relationship throughout the country. We certainly do not expect to be in St. Louis for the next year and we will come in and meet you in the future.

With best wishes, very truly yours, success and kindest regards to you and yours.

E. J. Apherson  
Mgr. Pythian Theatre, Memphis, Tenn.

**It's hot from the "Lot" if it's in  
The Reel Journal pot.**

## CORNWELL TESTIFIES IN GOVERNMENT VS. F. P.-L. CASE

Other Testimonies Also Given to Prove  
Paramount Was Not a Monopoly.

Famous Players Lasky Corporation were forced in self-defense to build a first run house in St. Louis to obtain a proper outlet for the company's big product.

That was the substance of the testimony of Fred L. Cornwell, owner of the Delmonico Theatre, St. Louis, and formerly president of the Famous Players Missouri Corporation, owner of the Missouri Theatre, Grand boulevard and Lucas avenue, and which, during Cornwell's regime as president also owned the Delmonico Theatre and fourteen neighborhood theatres, before Examiner Alford of the Federal Trade Commission on Monday, June 23.

Cornwell was the first witness called on behalf of the Famous Players-Lasky Corporation, Reelart Pictures Corporation, Stanley Company of America, Stanley Booking Corporation, Southern Enterprises, Adolph Zukor, Jesse L. Lasky, Julius Mastbaum, Alfred S. Black, Stephen A. Lynch and Ernest B. Richards, joint defendants to the charges made that they are a combination in restraint of trade. As is known the Government closed its case at Los Angeles, Cal., some time ago.

C. D. Hill, president of the St. Louis Film Board of Trade and local manager for the W. W. Hodgkinson Corporation, was the only other witness heard at Monday's session. Hill testified that he had experienced no difficulty in disposing of the first run product of his company in the St. Louis territory with the exception of Springfield, Ill., where he stated a combination of the local exhibitors forced all film companies to dispose of their products under unfavorable circumstances. He said the Paramount pictures faced that difficulty with the others.

Cornwell reviewed the history of the first-run theatre situation in St. Louis, his testimony being intended to show that the Famous Players-Lasky Corporation, its officers and associated companies had not been guilty of "fraudulent and unfair" methods of competition so far as the St. Louis first-run houses were concerned, and that they had "endeavored to open up a closed market rather than to close an open one." However, Bruce Bromley, counsel for Famous Players was handicapped in getting the desired testimony from Cornwell into the record, Examiner Alford sustaining many objections by W. H. Fuller, chief counsel for the Commissioner.

The building of the Missouri Theatre, the Delmonico Theatre, which was the Paramount first run house prior to the opening of the Missouri, and the purchase of Harry Koplar's fourteen neighborhood houses and the creation of the Famous Players Missouri Corporation to operate such theatres is mentioned in the complaint against the Famous Players-Lasky Corporation, et al, as a part of the alleged attempt to create the monopoly claimed to exist.

Cornwell testified that he had advised the building of the Missouri Theatre and other building on Grand boulevard in-

stead of in the down-town district in the Winter of 1918-19 when representatives of Famous Players came to St. Louis to look over the first run situation. He stated that litigation followed the purchase of the Koplar houses and that later they were returned to the original owners; at practically the price they had received for them. These houses are now owned by the St. Louis Amusement Company, controlled by Spyros Skouras and Harry Koplar and associates.

Efforts of Bromley to bring out that previous efforts had been made by other film producers and distributors to obtain control of the Koplar chain of houses were not permitted by Examiner Alford.

Fuller also successfully resisted efforts to have Cornwell testify that Marcus Loew is completing the construction of a vaudeville and motion picture house at Eighth and Washington avenue, and that the Goldwyn-Cosmopolitan interests were financially assisting the erection of a first run house at Grand boulevard and Morgan street in which Famous Players would have no interest. He ruled such testimony was not material. Defense counsel made the offer to show that competition on first runs did exist in St. Louis.

In C. D. Hill's testimony, he defended the block system of disposing of pictures as a matter of economics, pointing out that it costs \$15 or more every time a film salesman makes a town, and that if a company could sell twenty pictures at one time instead of but one, its expense would be lower and it could afford to sell for less.

Although he did not have the exact figures before him he estimated there were about 900 towns with theatres in the territory served out of St. Louis and out of that number approximately 93 per cent of the towns all the theatres were owned by one man or company, there being little local competition for film in those towns.

He said, however, there was a decided demand for good pictures in the territory and all big pictures found a ready sale.

## BRIGHT BITS and NEWSY NOTES

Harry Weiss, local manager for First National has returned from the conference of the branch managers of the Mid-Western division held in Chicago.

Noah Bloomer of Belleville, Ill., is working on the plans for new theatre which he contemplates building probably next Fall. Noah is operating the Rex ardome in Belleville.

The Holmes Theatre, Nakomis, Ill., has closed for the summer, as has the Kearas Theatre, Ashmore, Ill.

Sedalia, Mo., is threatened with a Sunday closing ordinance that would force the local motion picture houses to remain dark on the Sabbath. At the meeting of the City Council on June 16 petitions alleged to contain 1500 names, mostly church women, were presented to the council asking that the movies be closed on Sundays. No action was taken on the petitions.

Moving pictures taken in Palestine and depicting the new life that is developing in the Holy Land were given their second public showing at the St. Louis Zionist District Club on Wednesday, June 22, at Hotel Statler. A music program was given in conjunction with the showing of the pictures. No admission fee was charged.

The Liberty Theatre, Frankfort, Mo., has been closed for the summer months.

Kidd & Reither have opened a small picture theatre in a store building at St. John, Mo., which is situated on the road to St. Charles, Mo.

C. D. Hill, local Hodgkinson manager, has returned from a successful trip through Southern Indiana. He reports that conditions in those parts are looking up.

Gus Klemenfus of the Opera House, New Athens, Ill., was seen moving along Picture Row.

Another visitor of the week was M. H. Welch, Amuse-U Theatre, Dupon, Ill.

J. Ferguson, Gem Theatre, Centralia, Ill., was also in the city.

C. F. Brady of Cape Girardeau, Mo., came in to arrange the bookings for his new house the Park Theatre, Cape Girardeau.

Clude Saunders, director of exploitation, Famous Players-Lasky Corp., returned to New York this week from a seven-weeks' business trip in which he visited nearly every Paramount exchange in the United States.



## Announcing "The WISE VIRGIN"

STARRING

Patsy Ruth Miller & Matt Moore

AN ELMER HARRIS-  
SPECIAL PRODUCTION

For

Producers Distributing Corporation





# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE  
SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### BAUSCH-LOMB NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%

A Wonderful Improvement.

Send for descriptive literature.

**CHAS. M. STEBBINS**

Picture Supply Co.

1822 Wyandotte St. Kansas City, Mo.

**Smiling  
Service!**



Archie  
Josephson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish  
to pay more  
--and  
risky to  
pay less.*

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

## Stimulate Business With KEYSTONE PRINTING

The Keystone Press

Nineteenth and Wyandotte Streets

Telephone—9763—Delaware

## Let B. Finkelstein

INTERIOR DECORATOR



Beautify Your Theatre  
Interior decorating  
of theatres and lobby  
is a specialty.

My Own Drawn  
Designing  
Phone Benton 0125

1910 Montgall

K. C., Mo.

## Opera Supply Company

601 Shokert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel

Standard Opera Chairs.

THE CHAIR THAT'S ON THE  
SQUARE

Lowest Prices Quick Delivery

## BOX-OFFICE REPORTS

ARE A GUIDE

TO PROFIT

SEE PAGE 17

## "MESSALINA" TO BE DISTRIBUTED BY F. B. O.

"Messalina," the most costly picture ever made in Europe and produced by Enrico Guazzoni, director of "Quo Vadis" and "Julius Caesar," will be distributed by Film Booking Offices.

Twelve thousand persons take part in the big scenes which produce in true detail the approaches to the Forum, the imperial coronation procession of Claudius Caesar thru the streets of Rome, and the gladiatorial games and combats; the big feature being an accurate reproduction of the ancient chariot racing festivals.

The story deals with Messalina, the scheming and ambitious consort of Claudius Caesar. The title role is played by Countess de Liguoro, long heralded as the most beautiful woman of all present day nobility. A true love story is embedded in the theme of political plots and counter plots. While the picture is, perhaps, the most spectacular ever produced, the story and love theme is never in danger of being submerged.

F. B. O. is now laying plans for a big advertising campaign, and to this end, have sent to Rome for the chariots used in the racing scenes. A number of circuit drivers will soon be placed under contract to aid exhibitors throughout the country in the most unusual exploitation campaign ever conceived.

## CLASSIFIED ADVERTISING

Two Cents per Word Published in Advance  
No Ads Accepted for Less Than 50c.

### FOR SALE

Circuit of three picture theatres in towns 8 miles apart. No opposition. In Frisco R. R., one in division town. Fully equipped. Terms or trade. Reply to E. S. Perkins, Casey, Ill.

### WANTED

Management of theatre. Will buy interest in same or will rent. Just sold my interests in theatre here. 12 years experience as exhibitor. Refer to any exchange manager in St. Louis. I am open to propositions. What have you? E. S. Perkins, Casey, Ill.

### FOR SALE

324 opera chairs used 20 days. Also two Powers 6 A hand drive machines, one metal reel box, two rheostats. Will sell cheap. M. Kelley, 201 N. Walnut Street, DuQuoin, Ill.

### PICTURE MACHINE WANTED.

Want Powers, Motograph, Simplex or what you have. Want motor driven Hovoll & C. arc machine. Address The Martin Theatre, Oregon, Mo.

### FOR SALE

"Uncle Tom's Cabin" in five reels. Would make, in first class condition. Advertising lobby boards in shipping crate, Taylor Bill trunk; good two reel comedy; in fact an almost complete reel show all ready to go. Address Box 66, Royalton, Ill.

### WANTED TO BUY

Theatre in town of 250; also 200 opera chairs upholstered or veneer. Edward Smith, Muncie, Ind. Box 204.

## CURRENT RELEASES

Week of July 5, 1924.

### CRESCENT

Make It Snappy, Sid Smith (2).

Too Much Dust, Joe Rock (2).

### EDUCATIONAL

Parlor U.S. Cannon comedy (1).

Secrets of Life (1) The Chase, Special (2).

Kinegrams, two each week.

### FIRST NATIONAL

Temperament, Golden Mop, Conway Tearle.

### FOX

The Heav Buster, Fom Mix.

### F. B. O.

The Fighting Saps, Fred Thomson (5).

A Woman Who Sinned, Mae Busch (6).

### METRO-GOLDWYN

Revelation, Lew Cody and Viola Dana (7).

The Arabs, Ramon Novarro (7).

### PARAMOUNT

Three Love, Antonio Moreno (6)

### VITAGRAPH

The Last Stand of the Red Men, Urban

Classic (1)

### PATHE

The Wide Open Streets, Stan Laurel (2).

Arson Fido, The Bobs in the Bag (1).

Topics of the Day, No. 27.

Pathe Review, No. 56 and 57.

Fourth Door, No. 7.

Leitner, Jr., Hal Roach (2).

Pathe News, No. 56 and 57.

### STANDARD

Left Hand Brand, Neal Hart (3).

### UNIVERSAL

Young Ideas, Lucie LaFante (5).

Fashioning Things Up, Bert Roach (1).

Too Many No. 4

Jack and the Beanstalk, Baby Peggy.

A Day of Rest, Comedie (2).

A S. S. Knocker, Jack Dempsey (2).

Hot Dog Special, Fast Steppers No. 5.

Staring Beauties, Extra Comedy (2).

Red Raymond's Girl, Pete Morrison (2).

# SUCCESS

is Yours for the Coming Season  
if you Make

# WARNER BROS.

1924-1925 Classics of the Screen

## THE BACK BONE

OF YOUR PROGRAM



## Only 20 But Mighty

EXCLUSIVE DISTRIBUTORS

# Film Classics, Inc.

115 WEST 17TH STREET

AL. KAHN, General Manager  
M. A. KAHN, Manager

KANSAS CITY, MO.

*The*

# Reel Journal

**The Film Trade Paper of the Southwest**

**COMING**

**AUG. 3rd**

**?**

*Watch for next week's announce-  
ment on this page.*

**Pathe Exchange, Inc.**

111 West 17th Street

Kansas City, Mo.

C. C. VAUGHAN, Branch Manager

# Here Are Some of the Leading Exhibitors Who Have Booked

EMORY JOHNSON'S  
Mighty Motion Picture

## "THE SPIRIT OF THE U.S.A."

with MARY CARR, JOHNNIE WALKER

(TOGETHER AGAIN FOR THE FIRST TIME SINCE "OVER THE HILL")

and a brilliant supporting cast

Stanley Chambers, Palace Theatre, Wichita, Kans.  
M. B. Shanberg, Columbia Theatre, Junction City, Kans.  
M. B. Shanberg, Midland Theatre, Hutchinson, Kans.  
M. B. Shanberg, Grand Theatre, Salina, Kans.  
A. F. Baker, Electric Theatre, Kansas City, Kans.  
A. F. Baker, Electric Theatre, Springfield, Mo.  
A. F. Baker, Electric Theatre, St. Joseph, Mo.  
Alexander Pantages, Pentages Theatre, Kansas City, Mo.  
Ben Levy, Hippodrome Theatre, Joplin, Mo.  
S. H. Harvey, Colonial Theatre, Pittsburg, Kans.  
W. R. Rowell, Eldorado Theatre, Eldorado, Kans.  
J. C. Perry, Columbia Theatre, Coffeyville, Kans.  
Perry Rhine, Liberty Theatre, Ft. Scott, Kans.  
I. S. Campbell, Zimm Theatre, Winfield, Kans.  
L. Ereuningger, Cozy Theatre, Topeka, Kans.  
Tom Magruder, Elite Theatre, Iola, Kans.  
Capitol Enterprises, Crane Theatre, Carthage, Mo.

---and they *KNOW*  
*BIG PICTURES!*

Film Booking Offices of America  
INCORPORATED

Snowyer Bldg., Kansas City, Mo  
127 S. Hudson St., Okla. City, Ok  
3312 Olive St., St. Louis, Mo.  
106 S. Cross St., Little Rock, Ark

SHOOTING PROFIT INTO BOX OFFICE MILLS -  
ANTHONY *Presents* **J. B. WARNER**

The Screens Greatest Western Star  
IN A SPECIAL SERIES OF **8** WESTERN CLASSICS

**THE LONE FIGHTER**  
DIRECTED BY  
*Al Russell*

**THE HELLION**  
DIRECTED BY  
*Bruce Mitchell*

**WANTED BY THE LAW**  
DIRECTED BY  
*Robert North Bradbury*

**WESTBOUND**  
DIRECTED BY  
*William Curran*

**TREASURE CANYON**  
DIRECTED BY  
*Reeves & Gason*

**THE COVERED TRAIL**  
DIRECTED BY  
*Jack Nelson*

**HORSE SHOE LUCK**  
DIRECTED BY  
*Joseph Franz*

**BEHIND TWO GUNS**  
DIRECTED BY  
*Robert North Bradbury*

Also  
**JACK HOXIE**  
Specials

**KENNETH McDONALD**  
Features

**AL FERGUSON**  
Action Features

**10 ROY STEWART**  
Western Classics

**12 HART-FAIRBANKS**  
Westerns

**7 SUPER-SPECIALS**

**1 TOM MIX FEATURE**

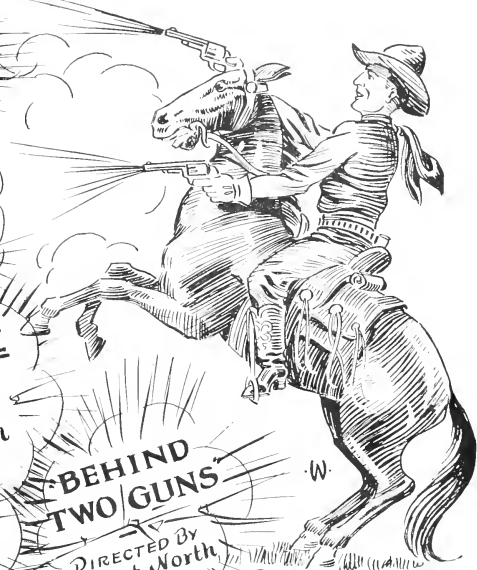
**Booking Now--One Western Per Week**  
**Hop Aboard the Gold Special**

WRITE OR WIRE

**ENTERPRISE DISTRIBUTING CORPORATION**

ansas City, Mo.

Truly B. Wildman, Mgr.





Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

St. Louis Correspondent  
**DAVID F. HARETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## The Exhibitor And Arbitration

In an estimate officially compiled, it is declared that the work of arbitration has saved the industry \$1,500,000 in the past fiscal year. No more genuine enforcement of this great protective effort has been conferred than in the stand taken by the National Convention of the M. P. T. O. A. at Boston, when a movement was launched to more thoroughly and efficiently extend this service throughout the country.

Which causes one to query the source of this estimable achievement. It is the voice of the exhibitor, officially and audibly directed in the channels of arbitration. It has been hard to convince the exhibitor of the possibilities of co-operation. It has, perhaps been more difficult to persuade the producer and distributor that such a movement could treat his interests fairly. But the fight of co-operation is winning.

It is the voice of the exhibitor, we dare say, which in a large extent may direct and guide this great industry. He should not hesitate from criticism or commendation. This he may do with direct effectiveness through his own organization. It is his duty to protect the folks back home against the sordid. It is his privilege to procure for them the whole some pictures which they may desire. It is his duty, further, to pass along to his brother showmen advices which have increased his business. And too, it is his duty to make his appreciation known to his distributors for their efforts in bettering his presentation and his service.

The voice of the distributor is unlimited in its potentialities. For it is vox populi, which in effect might truthfully be diverted in translation to construe the power of the people as censors.

**The fellow who knows his "stuff" and does it is "feeling his oats."**

## ALAMO THEATRE OPENS WITH NEW DECORATIVE SCHEME

The Alamo theatre, Thirtieth and Main streets, Kansas City, Mo., called one of the most comfortable suburban theatres in the city, has been re-opened with an entirely new decorative scheme to enhance the beauty of the house and lobby.

Manager K. L. Darnall also announces that the projection room has been equipped with the latest projection appliances. The Alamo is another of those houses making a strong bid for summer business, and getting it, by good advertising of a cool house and careful selection of pictures.

## PATTEE ON NATIONAL EXECUTIVE COMMITTEE

Clair M. Pattee, the oldest exhibitor in this territory, of the Pattee Theatre, Lawrence, Kans., has been selected a member of the National Executive Committee of the Motion Picture Theatre Owners of America. Mr. Pattee will be the definite point of contact for this territory with the National Exhibitors office on all organization matters.

Mr. Pattee has been very active in exhibitor organization work and it is for this reason that his appointment was made. Exhibitors who are interested in membership in the National organization or in any other matters pertaining to their theatre interests, may, upon writing Mr. Pattee, procure such information as they desire.

## K. C. PATHE OFFICE NOW SECOND IN CONTEST RACE

The Kansas City office of Pathe is running second in the national contest being held by that organization in regard to sales work, according to C. C. Vaughan, manager. The contest closes July 12.

Mr. Vaughan states that the Kansas City office is but little behind the Burr-Mont, office, now in the lead. "A little more help from the exhibitors of this territory will win for Kansas City, and surely will be appreciated," he said. The contest prizes amount to approximately \$2,000 which will go to the winning office.

While at Memphis, Vaughan and his team succeeded in knocking down two records.

## IT WARNED THE SEATS

C. C. Vaughan, manager of the Kansas City Pathe office, tells of a 'novel' ruse which proved very successful for small town theatres in New York state.

Exhibitors, who were facing the seasonal gloom, received an idea of obtaining support from the merchant in offering a free show once or twice a week. No stunt was made of the program, which was announced in the rural district by a series of handbills. Needless to say, the farmers came in and the merchants got their money back, and incidentally the exhibitor got some good advertising and a great deal of new business.

Mr. Vaughan believes the same plan can be executed more fully in the middle towns of this territory during the summer.

## SEATTLE MAN THE NEW UNITED ARTISTS HEAD

**G. F. Navarro Succeeds F. B. McCracken as Manager of K. C. Office.**

An important change along Movie Row comes with the announcement this week that Guy F. Navarro is to succeed F. B. McCracken as manager of the Kansas City office of United Artists. Mr. Navarro's appointment has already taken effect.

Mr. Navarro comes to the Kansas City field from Seattle, where he was with the Fox Film Corporation, and at the time of his resignation, was president of the Film Board of Trade of that city. Eight years of experience in the game with Famous Players-Lasky and the Fox Film Corporation at Seattle is the record with which the new chief comes to the Kansas City office.

Mr. McCracken, formerly manager, is to be assigned to the San Francisco office of the United Artists Corporation where he is to do special sales work.

Mr. Navarro announced that no definite changes in policy were being considered at present, but declared that the United Artists office is to be moved to more convenient quarters, within the near future. He said that details of leasing other quarters had not yet been closed.

The new manager wishes to extend to the exhibitors and distributors of this territory his best wishes, and hopes to broadcast to the territory his invitation to see him. He stated that he hopes to continue the same courteous service to the trade as formerly, and declared that United Artists are prepared to make some very attractive propositions with big features for fall business.

## TWO THEATRES ADDED TO MIDLAND CIRCUIT

It is announced by the office of M. B. Shanberg of the Midland Circuit of Theatres, that the Cozy and City theatres at Junction City, Kans., have been purchased by this Circuit from R. B. Fegan and that new long time leases have been signed in these two properties.

The Columbia Theatre of Junction City has been operated under Mr. Shanberg's direction for the past five years since its construction. This places all of the theatres in Junction City under the same control.

Mr. Shanberg said that although no definite policy has been set for next season, both the City and Cozy would be closed July 1, and that it is hardly probable that more than one of these houses would be opened in the fall as it is perfectly ridiculous to attempt to operate all of the theatres in Junction City on account of it being entirely over-built, the same as many other towns throughout the state, and that the only salvation for the exhibitors, as well as for the exchange, is that properties be converted into other use in order that it might become possible for theatres that are operated to afford to pay a consistent rental.

The Midland Circuit is also interested in the operation of several theatres in Hutchinson, Salina and Wichita.

## GLENN HUNTER TO LEAD IN "THE ALTAR ON THE HILL"

Frank Lloyd has announced his next production for First National release will be "The Altar on the Hill" by Mary Roberts Rinehart, which appeared complete in the June 14 issue of the Saturday Evening Post. It will be given a new title. The featured player will be Glenn Hunter. Mr. Lloyd engaged the young actor's services on his recent trip to New York to attend the premiere of his latest First National picture, "The Sea Hawk," which has developed into one of the biggest hits in the history of the industry.

Glenn Hunter has scored in a number of Broadway plays, perhaps his biggest success having been "Merton of the Movies," and has acquired a reputation in the screen world for his portraits of confiding young men. Among his pictures are "The Case of Becky," "The Cradle Buster," "The Country Flapper," "Screen Fiddle," "Puritan Passions" from Percy Mackaye's "Scarecrow" and "West of the Water Tower" and "Merton of the Movies."

## NAZIMOVA FIRST PICTURE "MADONNA OF THE STREETS"

Director Edwin Carewe's cast for his new production for First National release "Madonna of the Streets," from W. B. Maxwell's novel, "The Ragged Messenger," is forecast as one of the most truly remarkable in the entire list of new First National releases, according to E. C. Rhoads, local branch manager for First National.

In addition to Nazimova and Milton Sills, who will act lead, the cast includes Claude Gillingwater, Wallace Beery, who scored one of the biggest hits in Frank Lloyd's production of "The Sea Hawk," Courtenay Foote, Herbert Prior, Mary Beth Carter, Vivien Oakland, Rosa Gore and John T. Murray.

Nazimova is delighted at her return to the screen and enlivens the entire production staff by her happiness and gaiety.

## J. WARREN KERRIGAN TO STAR IN "CAPTAIN BLOOD"

Back in the good old days of the ten, twenty, thirty melodramas when the "drummer" was at its mellowest, one of the prime favorites had a line which the persecuted heroine used to spout to the effect that "razs are royal raiment when worn for virtue's sake."

Warren Kerrigan in Rafael Sabatini's nautical romance "Captain Blood," which Vitagraph is picturizing on a heroic scale illustrates the old favorite in grim earnest.

He wears royal raiment as Peter Blood an Irish regimental surgeon, whose adherence to the medical code, which insists upon treatment to the suffering, regardless of the identity of the sufferer; brings him into disfavor with the powers that be and he is accused of giving aid and comfort to traitors.

## MONTGOMERY-WARD SEE THE DEMPSEY PICTURES

Two thousand employees of Montgomery-Ward's local branch attended the Liberty Theatre last week to witness the first of Universal's Jack Dempsey "Fight and Win" stories and it is safe to say that from the applause bestowed upon "Winning His Way" that the mail order folks will be steady patrons of the entire series at either the Liberty Theatre or the neighborhood houses. Harry Hollander, manager of the local Universal exchange who assisted in catering to the wants of the Montgomery-Ward people pointed out to several exhibitors where they receive the benefit of the Universal operated Liberty Theatre. "Take the Dempsey series for instance," said Mr. Hollander, "when we get the people started correctly, they become interested and as the series is advertised at the neighborhood houses, they naturally draw some of our patronage. Nothing pleases Mr. Laemmle better," concluded Hollander, "than to know that one of his theatres is the means of helping one of his neighbor's or customer's theatres, and the Dempsey pictures will help them all."

## ELABORATE BACKGROUNDS FOR "THE SIREN OF SEVILLE"

According to reports from the Thos. H. Ince studio, "The Siren of Seville," starring Priscilla Dean looks like "a million dollar picture" and it is said that a million dollars spent on its filming could not have given it greater realism or a more elaborate background.

The picturesque streets of Seville have been reproduced with absolute fidelity to detail and the reproduction of the famed Torre, the bull ring of the city of Seville, is a gigantic marvel of stagecraft.

Other elaborate settings are the celebrated Cafe Felena, where high revelry takes place after every great bull fight, and the gorgeously bizarre apartments of the heroine, and the high officials of the Spanish city.

"The Siren of Seville" will be released by Producers Distributing Corporation.

## OUTLOOK FOR FALL BUSINESS CALLED GOOD IN KANSAS

"Business looks good in Kansas." That summarizes the ground view brought back by H. E. Corbyn, manager of the A. H. Blank Kansas City office, who recently covered the state.

According to Corbyn, crop conditions are very favorable, and the opinion is prevalent that a bumper crop of wheat, barring last minute mishap, will be harvested shortly. Banking conditions are better, and the general financial outlook of the state is on the up-grade, he believes.

Mr. Corbyn found that the exhibitors who are driving away for business with first class presentations are not being discouraged.

## BIG CASTS, BIG STORIES, F. B. O. PRODUCTION POLICY

Keeping abreast of the ever improving standards of photoplay production, F. B. O. announces a policy of important plays and big stories for the future.

Believing that the public is interested in noted screen personalities and that the human equation as exemplified by the star will never wane in motion pictures, General Manager B. P. Fineman, of the F. B. O. Hollywood studios, will in the future invest every cast with players of big "name value."

As a starter, "Fools in the Dark," just completed at the Hollywood plant by Al Sautell under the supervision of Mr. Fineman, will feature Matt Moore and Patsy Ruth Miller. Other members of the cast are Tom Wilson, perhaps the foremost black-face comedian on the screen today; Bertram Grassby and Charles Belcher, both of whom have appeared in photoplays of importance.

## LIBERTY DRAWS CAPACITY WITH SHOWING OF "MIAMI"

Another downtown Kansas City house falls into the "it can be done column."

A capacity house, practically during the entire showing of the late Producers Distributing Corporation feature, "Miami," with Betty Compson, was the business of the Liberty Theatre last week. A special attraction of the program that is given credit for a good area of filled seats was a showing of the Jack Dempsey "Winning His Way," series, released by Universal. It brought good applause.

The picture, according to newspaper critics, was a winner. Another of the popular flaming youth tone with lots of color and thousands of feet of good action.

## VOLUNTARY PETITION FILED AGAINST THE T. O. D. C.

Harry Davis of Pittsburgh, Pa., R. F. Woodhall of Dover, N. J., and Sylvester S. Cohen of New York, directors of the Theatre Owners Distributing Corporation have joined in filing a voluntary petition in bankruptcy relative to the affairs of the Theatre Owners Distributing Corporation, organized under the laws of the State of Delaware, for the purpose of conserving the assets of the company and particularly to collect moneys due and owing to that company from the Anderson Pictures Corporation for its participation in the receipts of the picture, "After The Ball," which is being distributed through the Film Booking Offices of America.

It is their purpose to collect all of these outstanding moneys and to reimburse the stockholders of the company from such receipts and then wind up the business affairs of the organization.

Edwin Carewe has started active work on his next production for First National release, "Madonna of the Streets"

"The Santa Fe Trail" distributed by A. H. Blank Film Enterprises is making money for exhibitors.

## Moving Along Movie Row

Universal's cyclone spender, Eddie Weston, lost his new straw hat at the Union Station, Wichita, last Monday. He is now known to his brother salesmen as the bareheaded boy.

Gerard Akers, Universal's air route division manager, stepped off here for a few hours, Sunday, to have some minor repairs made on his airplane.

"There are no vines with us" is a popular dirty snare by Fighting American Hollander, Universal's local branch manager, and "Swede" Chapman, the south city Missouri key city salesman. Mrs. Chapman is spending the summer at Lehighville and Mrs. Hollander will accompany in New York City.

Truly B. Wildman, manager of the Kansas City Enterprise office, left Monday to make a trip through Southern Kansas in the interest of fall business.

The first sales meeting of the newly organized Producers Distributing Corporation is on in Chicago. L. W. Alexander, manager of the Kansas City office, is in Chicago for the conference.

C. F. Senning, manager of the Kansas City Educational office, will return from the Educational national conference in Los Angeles next week. He is to bring Educational's fall announcement at that time.

B. C. Cook, manager of Economy Film Service, desires to correct a prevalent opinion among exhibitors concerning the Progres product for P24.25. Mr. Cook states that this release is brand new in the territory, and in fact, many of the big specials are just in schedule of production. He stated further that Economy Film Service is only the physical distributor for the Progres product in the territory.

Stanley Swan, formerly manager of the Strand Theatre, Salina, Kans., has recently gone into the employ of the St. Louis Vitaphone office as a salesman, according to word received here.

C. W. Vidler, Fox salesman, is spending his vacation in Peoria, Ill., and Northern Wisconsin.

Fred, Manick, formerly manager of the old Kansas City Mutual office, has recently been appointed manager of the Oklahoma City Fox office.

Ruth Kelly, of Universal's auditing department has returned from her vacation at Universal City. While there she met Boot Gibson and Jack Dempsey and the envy of the office force.

The Luck Dempsey Athletic Club made a personal appearance at the Gammer House in Kansas City, Kan., last Saturday and their efforts received with great success.

Tom Chambers has closed the Wich-

ita Theatre for the summer and will make many improvements in that house before it opens again in August.

Clare Rehm of Baxter Springs, Kan., left home, via a visitor on Movie Row last week.

Charles Goodell of Ottawa was one of the regular callers on the exchanges this week.

C. E. Storey, of the newly opened People's Theatre, Pleasant Hill, was in Kansas City last week.

Dan Martin, of A. Scitard Exhibitors, is out on a trip through the territory. It's a sure fire proposition with Dan Manager Vanden explained it this way. Martin is out doing special sale work on one picture, aimed with intentions not to have a town until the deal is over.

Salvatore from Kansas City offices to part stories of recent floods that apparently the best reporters have missed. A. A. Reuter comes in with a story of swimming a river in Northeast Missouri and incidentally saving a man's life, and Frank Cassel of Paducah is accused of having lost the biggest part of his automobile in "line of duty."

The Metro-Goldwyn amusement, convenience yard at the city's two big picture, which that company said to have in the outfit, is to be made next week, according to L. B. Metzger, manager.

G. A. Hickey, district manager for Metro-Goldwyn, stopped off in Kansas City for a short visit Tuesday.

Assistant Branch Manager Malone, of the Oklahoma City Fox office, passed through Kansas City Sunday. Mr. Malone is spending his vacation at his old home in Massachusetts.

The Film Board of Trade will hold its regular meetings semi-monthly during the rest of the summer, according to Harry Wellington, secretary.

C. C. Kimpic has resigned as local correspondent for "U. S. Bell Top" to take up the same duties with "U. S. Sell Em", the new Universal home organ.

Fred Lubitsch is obtaining a prize of \$300 for the best title for his next picture for Warner Brothers, on the P24.25 schedule, temporarily titled, "Three Women," according to M. Kahn. The synopsis of the feature was published in the July issue of Film Fun. Mr. Kahn advises all exhibitors who wish to enter the contest to forward their titles to the editor of Film Fun before August 1.

The rest of the Warner Brothers' P24.25 product is ready for booking from the Kansas City office, according to M. Kahn, manager. A special sale copy is out in the territory representing Film City and the new features this week.

1924. Bela Co. Universal publicity man, just was out to Wichita to see about this month this week.

One of the managers in town wrote his Home Office telling them that he should have another salesman. They replied and said he was right; that he should be the salesman.

H. F. Corby, manager of the A. H. Blank Film Enterprises is making an extensive tour of Kansas in the interest of their new Fall product.

Max Haverhill's theatre at Manhattan, Kans., has been completely destroyed by fire. Mr. Haverhill has announced no future plans.

C. A. Schulz, manager of the Kansas City Vitaphone office, is taking a fling at the East on his vacation. He will visit New York, Philadelphia, Boston, Baltimore and Niagara Falls.

"Cade of the Wilderness" was screened by Vitaphone this week. The boys at the Kansas City office are fond in its praise, and declare it to be better than "Pioneer Trails." It is a straight Western, John Powers, playing the lead.

Mrs. Hazel Brinkley of the Grand Theatre, Lexington, Mo., visited Movie Row this week in booking fall pictures.

## WILDMAN GETTING BUSINESS ON NEW WESTERN FEATURES

Truly B. Wildman, Kansas City branch manager for the Enterprise Distributing Corporation, has just returned from a trip into the territory and is highly pleased with the business he obtained and with the enthusiasm with which the exhibitors received Enterprise's new product. Mr. Wildman states that the results of his business trip indicate the kind of pictures exhibitors are in need of and that Enterprise's new policy of releasing one western feature each week for forty-nine weeks should satisfy the exhibitors' demand.

The product scheduled for Enterprise's release is as follows: 8 J. B. Warner westerns, 6 Kenneth McDonald features, 10 Rex Stewart Western Classics, 12 Hart Fairbanks westerns, 7 Super-Specials and 1 Tom Mix production.

## GIVE CAST FOR WRIGHT'S "MINE WITH THE IRON DOOR"

H. F. Corby, manager of the A. H. Blank Film Enterprises, announces that he has received further word regarding the production of "The Mine With the Iron Door," the latest Harold Bell Wright novel to be filmed by Principal Pictures Corporation and which is to be released in this territory by the Blank Exchange.

Mr. Corby announces the following cast: Dorothy Phillips, Mary Carr, Pat O'Malley, Noah Berry, Charles Murray, Raymond Hatton, Robert Frazer and Bert Woodruff. Sam Wood will direct.

The office of the Blank Exchange has been profusely decorated with one sheet on their new Fall product, which seems an unusually good and big line-up.



Already heralded throughout  
the industry as one of the  
most marvelous motion  
pictures ever filmed!



# Napoleon and Josephine

*G. B. Samuelson's Magnificent Screen Spectacle*

**F**ILM BOOKING OFFICES of AMERICA is proud to present G. B. Samuelson's magnificent screen spectacle—"NAPOLEON AND JOSEPHINE" filmed at a cost exceeding \$2,000,000 and destined to create screen history with new box office records of astonishing proportions.

Already at Loew's Columbia Theatre in Washington, D. C., in an off season "NAPOLEON AND JOSEPHINE" took \$11,497 in one week without a dollar's worth of exploitation. Imagine then the possibilities of this giant film exploited as F. B. O. exploits big attractions. You can see this magnificent production at any F. B. O. Exchange NOW!!! Nothing bigger on the market for 1924-25.

DISTRIBUTED BY

**FILM BOOKING OFFICES**  
 OF AMERICA, Inc.

Snowier Bldg., Kansas City, Mo.  
 127 So. Hudson St., Okla. City, Okla.  
 3312 Olive St., St. Louis, Mo.  
 106 So. Cross St., Little Rock, Ark.



matic  
 c  
 sheets  
 vable  
 on sis  
 ic e.



ITS AN  
**F.B.O.**  
 PICTURE

# Universal's Great

Carl Laemmle presents the first

Released August 3rd

## The Signal Tower

Greater than "The Storm"!

starring

**VIRGINIA VALLI**

with Rockliffe Fellowes and Wallace Berry

Adapted from the story by Wadsworth Camp

Directed by CLARENCE BROWN

The Released August 17th

## Reckless Age

A thrilling and riotous dramatic farce starring

**REGINALD DENNY**

with an up-to-the-minute cast

Adapted from the novel "Love Insurance" by Earl Derr Bigs

Directed by HARRY POLLARD

Released August 31st

## The Gaiety Girl

A charming, dramatic romance starring the beautiful 'Merry Go Round' girl

**MARY PHILBIN**

and an unusually strong cast

Adapted from the serial novel that appeared in "Good Housekeeping Magazine" as "The Inheritors" by I. A. R. We

A KING BAGGOT PRODUCTION

Released September 14th

## The Turmoil

Adapted from

**BOOTH TARKINGTON'S**

great novel of American life with one of the most impressive casts ever assembled

**GEORGE HACKATHORNE**

Eileen Percy Emmett Corrigan Pauline Garon Winter

Eleanor Boardman Edward Hearn Kenneth Gibson Bert Rob

A HOBART HENLEY PRODUCTION

Released September 28th

## The Family Secret

Adapted from the great stage success, "The Burglar"

by **AUGUSTUS THOMAS**

and the popular novel, "Editha's Burglar"

by **FRANCES HODGSON BURNETT**

featuring

**BABY PEGGY**

with **EDWARD EARLE, GLADYS HULETT**

**FRANK CURRIER** and others

Directed by **WILLIAM SEITZ**

Released October 12th

## Butterfly

From the extraordinarily popular novel by

**KATHLEEN NORRIS**

sumptuously produced with a great cast headed by

**LAURA LA PLANTE** **NORMAN KERRY**

**RUTH CLIFFORD** **KENNETH HARLAN**

**T. ROY BARNES** **CAESARE GRAVINA**

**MARGARET LIVINGSTON**

Directed by **CLARENCE BROWN**

UNIVERSAL HAS THE PICTURES

# Announcement

Universal Jewels for 1924-25

Released October 26th

Captain  
Fearless

Brimful of adventure, romance and action

starring

**REGINALD DENNY**

with a splendid supporting cast

Adapted from Eugene P. Lyle, Jr.'s popular novel,

"The Missourian"

Directed by **JAMES W. HORNE**

Released November 9th

Close of Paris

Paris — Vienna — Gayety — Life!

starring

**MARY PHILBIN**

with a fine cast of supporting players

Adapted from the very popular French novel, "Mitsi," by Dolly

AN IRVING CUMMINGS PRODUCTION

Released  
November 23rd

... the  
Unknown

Founded on

**MARY ROBERTS RINEHART'S**

famous novel "K" starring

**VIRGINIA VALLI**

with **PERCY MARMONT**

and an excellent supporting cast

Directed by **HARRY POLLARD**

Released December 7th

Love and Glory

A stirring and thrilling drama of human emotions from the novel,  
"We are French" by Robert H. Davis and Perley Poore  
Sheehan

Produced by **RUPERT JULIAN**

with a brilliant all star cast including

**CHARLES DE ROCHE** **MADGE BELLAMY**

Wallace McDonald A. Gibson Gowland

Ford Sterling Friscilla Dean Moran

Released December 21st

Wine

One of the most powerful stories of the year by  
William McHarg as it appeared in Hearst's Inter-  
national Magazine. With

**CLARA BOW**

**FORREST STANLEY** **HUNTLEY GORDON**

**MYRTLE STEDMAN** **ROBERT AGNEW**

**WALTER SHUMWAY** **WALTER LONG**

Directed by **LOUIS GASNIER**

Released January 4th

e  
Tornado

The sensationally thrilling melodrama by

**LINCOLN J. CARTER**

starring

**HOUSE PETERS**

with an all star cast

A KING BAGGOT PRODUCTION

UNIVERSAL HAS THE PICTURES

anges, Inc. ST. LOUIS—3320 Olive Street—E. L. Alperson, Branch Manager



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## A SELF MADE FAILURE

First National—Lloyd Hamilton, Ben Alexander.

FILM DAILY—This one is in. Really delightful, corking good comedy entertainment.

WORLD—The important points in the story appear rather improbable and overdrawn and there is considerable dependence upon familiar situations; however, these will be outweighed in the mind of the average patron by the comedy angle and sympathetic appeal.

HERALD—A farce comedy with fun in the massage parlor and swimming pool.

## THE LIGHTNING RIDER

Hodkinson-Harry Carey

WORLD—The manner in which Carey, deposed deputy sheriff, through influence of the villain exercised in a characteristic town of the southwestern border, detects the night rider, may easily be classed as pleasantly unique. Deftly done and with excellent continuity work. "The Lightning Rider" is sure to please Harry Carey's fans as one of the best the box office has yet been able to offer.

## TIGER LOVE

Paramount—Antonio Moreno and Estelle Taylor.

HERALD—A colorful tale of Spanish bandits, romantic love affairs and final melodramatic kidnapping of bride and groom.

WORLD—The story, although highly dramatic, is lacking in originality. The action, however is rapid and combined with the picturesque of the production, the glamor of the story, the colorful atmosphere and excellent work of the cast, and the picture as a whole provides pleasing entertainment, especially for those romantically inclined.

FILM DAILY—Will please your women folks, especially the younger people who are keen on romance pictures. The title should give them an idea of what to expect.

NEWS—This is a sort of Spanish Robin Hood founded upon grand opera. It is obvious in design, but because of its adventure and romance—and the fast pace of the action, it will hold the interest. With one or two exceptions it is perfectly cast—and acted with considerable spirit. Production is good.

## DARK STAIRWAYS

Universal

NEWS—This mystery melodrama packs a way a lot of fast action which creates a full volume of suspense. It is smartly acted—and appropriately staged. The director has introduced a lot of likely detail. It is rather convenient in places

and offers a few gaps. Could be treated from a comedy angle.

FILM DAILY—Fair offering but you cannot make promises for intriguing mystery because it isn't there. If they don't mind knowing the solution to the plot before it's half started it may satisfy but there's nothing to keep them guessing.

WORLD—"Dark Stairways" is somewhat unusual in that, though typically a melodrama, it has strong comedy elements bordering upon farce. No fault can be found with any in the cast. It impresses as a good box office picture for the average theatre.

## KANSAS EXHIBITORS CALL ARBITRATION SUCCESSFUL

With more than 5,000 cases disposed of during its first year, at an estimated saving to the industry of \$1,500,000, the arbitration system established between distributors and exhibitors in the motion picture industry by Will H. Hays is being pointed to by the Arbitration Society of America as an inspiration to other industries.

R. G. Liggett, prominent exhibitor

leader, is chairman of the Kansas board. Associated with him are C. M. Smith, A. F. Baker and Fred Meyn.

They declare that the fairness of arbitration in their district cannot be questioned and point to the fact that there have been more decisions in favor of exhibitor than there have been in favor of the exchanges. The statement is as follows:

"There are, at least, two great benefits to be derived from the Kansas Joint Board of Arbitration. First, the exhibitor is taught not to over-buy; he is taught just how much film he can use in a year. Second, by learning the first lesson he is enabled to play newer pictures, as he is not over-burdened with a ridiculous number of pictures which he is bound by contract to play.

"There can be no question about the fairness of decisions rendered by the board. Thus far the exhibitors have more favorable decisions to their credit than the exchanges. There are many obstacles yet to be overcome by the board. It is young and cannot be expected to function 100 per cent perfection until several years of experience have been left behind.

## NEWS NUGGETS

Sidney Olcott has arrived in Hollywood to direct Norma Talmadge in "Fight" an original story by C. Gardner Sullivan. The eastern director completed "Monsieur Beaucaire" with Valentino before he left for the coast.

• • •

First National Pictures has selected Lewis Stone, Wallace Beery and Lloyd Hughes for Earl Hudson's production of "The Lost World," from Sir Arthur Conan Doyle's romantic novel of that title.

• • •

The Selznick production "\$20 a Week," with George Arliss, Edith Roberts and Taylor Holmes heading the cast, has its Broadway premiere on June 8, when it opens an engagement at the Mark Strand Theatre.

• • •

Kathleen Clifford has just finished "Grandpa's Girl" a two reel Christie comedy.

• • •

William J. Kelly, for more than twenty years one of the best known leading men on the legitimate stage, has been added to the cast chosen to support Pola Negri in her latest starring picture, "Compromised," which Dimitri Buchowetzki is producing for Paramount.

Roy Pomeroy, the man who made possible the opening of the Red Sea in "The Ten Commandments," is serving as technical director on the new Cecil B. De Mille picture, "Feet of Clay." He is said to be preparing several startling effects in line with his reputation as a creator of unusual thrills.

• • •

"Jackie Coogan is not and never has been a candidate for the role of Peter Pan in the production of the Barrie fantastic which Famous Players is going to make," according to Jack Coogan, senior, when asked if his famous son would be free to play the role.

• • •

The Lyons Film Producing Co. have just finished a two reel picture entitled "The World's Winter Garden, the Lower Rio Grande Valley of Texas," for the Valley Chamber of Commerce. This picture shows strictly what the valley raises, and is made up on a scenic and educational basis. It is not an advertising picture in any sense of the word. Exhibitors may run this picture gratis by paying postage to and from Harlingen, Tex., and by writing the Valley Chamber of Commerce, Harlingen, Tex. Prints were made by Rothacker Film Mfg. Co., Chicago.

The two greatest serials on the market—"The Santa Fe Trail" and "The Jungle Goddess," distributed by A. H. Blank Film Enterprises.

# Who Said Stars?

The public, for one, says stars.

They love them. They look for them. You've got to give them stars.

Of course there are stars—and stars. There are the real stars. And then there are the synthetic stars that only producers can see when they look and talk through their hats.

Paramount has always had the cream of the real stars. And they're all in THE FAMOUS FORTY.

Take a look at the stars below and think of the drawing power of their names:

Rudolph Valentino, Gloria Swanson, Thomas Meighan, Pola Negri, Bebe Daniels, Richard Dix, Betty Compson, Jack Holt.

But super-pictures like THE FAMOUS FORTY command the services not only of the screen's best stars to head the casts: their casts consist almost exclusively of stars. For instance:

Letrica Joy, Theodore Roberts, Glenn Hunter, Agnes Ayres, Ernest Torrence, Antonio Moreno, Adolphe Menjou, Viola Dana, Rod LaRocque, William Farnum, George Fawcett, Noah Beery, Lois Wilson, Mary Astor, Kathlyn Williams, Vera Reynolds, Nita Naldi, Huntly Gordon, Ricardo Cortez, Percy Marmont, Estelle Taylor, Anna Q. Nilsson, Jetta Goudal, Norma Shearer, Montagu Love, Billie Dove, Raymond Griffith, Doris Kenyon and many others.

Imagine the magnets for crowds these names will be when they flash in your electric!

When the public says stars this Fall, they'll say FAMOUS FORTY. For the greatest stars are all in Paramount's greatest program.

S. R. KENT.

## RELEASE ORDER FIXED ON FIRST SIX WARNER PICTURES

"Three Women" Scheduled For the First New Lubitch Feature.

The order of release for the first six pictures for Warner Bros. season 1924-25 has just been set as follows, according to Al Kahn, manager of Film Classics: (1) "Three Women"; (2) "Find Your Man"; (3) "Debrau, the Lover of Camille"; (4) "This Woman"; (5) "How Baxter Butted In"; (6) "The Dark Swan."

"Three Women" is the first of the Ernst Lubitch individual productions on the Warner schedule. It is from a book by Gustave Haefler entitled "Lilic"; the screen adaptation is by Mr. Lubitch and Hans Kraely. "Find Your Man," in which the wonderful dog, Kim-Tin-Tin, will appear, is an original story by Mal St. Clair and Lee Duncan, the latter the owner of the dog, "Debrau," which has been given the supplementary title of "The Lover of Camille," is from Sacha Guitry's celebrated play in which Lionel Atwill starred on Broadway so successfully not long ago. "This Woman," which incidentally, is expected to be one of the entire industry's really big pictures of the year, is from the book by Edwin Batenian-Morris, scenarized by Hope Loring and Louis Leichten. "How Baxter Butted In" has been adapted from Owen Davis' stage play by the same name by Julien Josephson and J. L. Warner. "The Dark Swan" is from Ernest Pascal's book, the scenario having been written by Fred Jackson who wrote the "Shadows of Paris" for Pola Negri.

## EDUCATIONAL TO OFFER NINE FOR JULY RELEASE

Subjects of an ideal nature for summer showing feature the July program of releases of Educational Film Exchange, Inc. Chief among these is "The Chase," the Educational Special in two reels, which already had its premiere showings in large first run houses and is said to be one of the best hot weather subjects ever offered to exhibitors in two reel form.

The July schedule of Educational lists three two reel subjects and six single reel pictures. In addition to "The Chase," the Mermaid comedy, "Wedding Showers"; and "His First Car," a Tuxedo comedy, will comprise the longer showings, while the one reel material will embrace two Cameo comedies, a Robert C. Bruce Wilderness Tale, and one each of the "Secrets of Life" Series and the Lyman H. Howe Hodges-Podre Series. "The Chase" will be released the week of July 6. This is the Alpine picture, which was the feature of an all Short Subjects bill at the Capitol Theatre in New York.

One of the micro-copied subjects of the "Secrets of Life" Series, as yet untitled, is scheduled for release the first week of the month. The comedy will be the Cameo subject, "Pardon Us," with Chit Bowes and Virginia Vance. "Wedding Showers," the Mermaid

comedy, will be on the program for the week of July 13. "Melodious Moments," one of the "Sing Them Again" Series of song pictures will present three well known old melodies, "Swanee River," "Come Back to Erin," and "Juanita." The Hodge-Podge for the week will be "A Jumble in the Jungle."

## MILLER THEATRE TO PUT ON "TAKE-A-CHANCE" WEEK

Stanley Chambers is going to pull a new one at the Miller Theatre, Wichita, Kans., next week and it may be well for brother exhibitors to keep in close touch with Wichita and watch the results. "Take-A-Chance Week" is the title given the event. The entire program is a secret and will not be advertised in advance and the program selected will be in the form of a surprise. In an announcement sent broadcast, Mr. Chambers says, "Are You A Gambler?" "Are you willing to trust us to pick your entertainment for one week?" "You know what the Miller has done in the past—and you can bet your last dollar that we are going to break all precedent with our 'Take-A-Chance-Program.'" The feature has been hand-picked, everything has been hand-picked.

Great interest has been aroused in Mr. Chambers' announcement and all Wichita is betting what the program will consist of. We don't think that we are betraying a confidence when we state that Universal's "Sporting Youth" starring Reginald Denny has been the feature selected, and again we would advise our readers to watch the results and profit by them.

## BIG CAST OF STARS IN VITAGRAPH'S "CAPT. BLOOD"

J. Warren Kerrigan, Jean Paige, James Morrison, Wilfrid North and Charlotte Merriman who compose the first five of the army of artists to be engaged for Vitagraph's production of "Captain Blood," have been deemed ideally cast by no less an authority than the author, the gifted Rafael Sabatini.

A cable from England has just been received by Vitagraph in which the author felicitated the company for its happy choice in the first members cast. The cable was inspired by the receipt in England of stills, in character of the members. Sabatini declared himself delighted with the conception of the roles, as indicated by the individual characteristics of the artists.

The distinguished Englishman, he is an Englishman, by the way, and not an Italian as his name would indicate, was equally enthusiastic about the costuming. Abroad, Sabatini is considered an authority on period costumes, having written a number of monographs on the subject which are sufficiently authoritative to be used as books of reference.

Norma Talvaalge is working at the studios, under Sidney Olcott's direction, in C. Gardner Sullivan's original screen story, "Fight."

## AT KANSAS CITY THEATRES

Week of June 29.

MAINSTREET

"The Perfect Flapper," Colleen Moore, First National.

ROYAL

"Code of the Sea," Jacqueline Logan, Paramount.

NEWMAN

"The Bedroom Window," a William De Mille production—Paramount.

LIBERTY

"The Rejected Woman," Conrad Nagel, Alma Rubens, Goldwyn.

GLOBE

"The Great White Way," Anita Stewart.

PANTAGES

"The Barefoot Boy," adapted from John G. Whittier's poem.—Blank Film Enterprises.

## ALEXANDER AND HILL OFF TO P. D. C. CONVENTION

New York, June 30.—The big national sales convention of the Producers Distributing Corporation has been postponed for one week to permit the completion of the elaborate sales book in which the product for the 1924-25 season will be announced and full described.

L. W. Alexander of Kansas City and C. D. Hill of St. Louis left Thursday to attend the convention.

The dates for the meeting have now been set for July 4, 5 and 6 at Chicago where the executives and all of the company's branch managers, division managers, and home office department heads will assemble for a discussion of the pictures and the policies of the company for the coming season.

Several of the producers whose pictures will be distributed by Producers Distributing Corporation are also planning to be present. Frank Woods, Elmer Harris, Al Christie, Renaud Hoffman, Hunt Stromberg, Charlie Rogers, W. O. Hurst, Henry M. Hobart and Walter Tilford are expected to be present on one of the days of the session.

## FIRST OF "FAMOUS FORTY" HITS IN N. Y. PREMIERE

With "Changing Husbands" at the Rivoli and "Unguarded Women" at the Rialto, New York is having its first glimpse of Paramount's "Famous Forty" this week, and that both pictures provide first-class summer entertainment seems to be the consensus of both New Yorkers and the city's convention visitors, according to Ben Blotcky, local Paramount manager. Los Angeles, too, is now seeing "Changing Husbands" for the first time, the picture being the current attraction at the Metropolitan Theatre.

"Of 'Changing Husbands,' the Daily News critic said: 'It's all very amusing. The subtitles were written by a master hand. You really ought to like 'Changing Husbands.' It is good entertainment. Like Letrice? So do I.'

Serials make big money when they've got the "stuff." Book "The Santa Fe Trail" and "The Jngle Goddess."

## ST. LOUIS TRADE EVENTS

By David F. Barrett

### GOVERNMENT TRIAL OF PARAMOUNT IN ST. LOUIS COMES TO CLOSE

The case of the Federal Trade Commission versus Famous Players-Lasky et al for alleged violation of the anti-trust statutes, etc., is a closed issue so far as St. Louis is concerned.

For six days this week, concluding late Saturday afternoon, June 28, Famous Players produced witnesses to disprove the contentions of the Government, namely that the methods of competition employed by the defendants "have a dangerous tendency to create for the Famous Players-Lasky Corporation and its affiliated companies a monopoly of the motion picture industry in the greater portion of the United States" and had acquired motion picture theatres "through coercion and intimidation after threats of erecting competing houses and interfering with film service."

At the close of the St. Louis testimony an adjournment was taken until 10 a. m., Wednesday, July 2, when the hearing will be resumed at Oklahoma City.

As is known the Government closed its case at Los Angeles last November. The charges were filed against the defendants by the commission August 30, 1921, and, as in all such hearings, it is now up to Famous Players and other defendants to prove their innocence, the Government having much wider range in presenting testimony than is usually enjoyed by the prosecutor.

Examiner E. C. Alford is hearing the evidence. Bruce Bromley of New York is directing the defense while W. H. Fuller is the chief attorney for the commission.

Rival exchange men were placed on the stand to show that there is active and free competition between distributors of film in the St. Louis territory, and that their companies obtained a fair proportion of first run and other business considering the number and quality of the pictures they have to offer. There was some complaint of booking combinations among exhibitors in certain cities in the territory and of price-cutting by a few exchanges, but none charged Famous Players-Lasky of unfair tactics in obtaining business.

These witnesses included: C. D. Hill, Producers Distributing Corp.; George E. McKean, Fox; Harry Graham, Pathe; Jack Well, Selznick Distributing Corp.; Charlie Werner, Metro-Goldwyn; Jack Underwood, Enterprize Distributing Corporation; Harry Hynes, St. Louis Film Exchange; Nat Steimberg, Columbia Pictures Corp.; E. L. Alpersen, Universal; and Russell McLean, First National Sales Manager.

Herbert J. Krause, manager of Paramount's local office, was the last witness of the week. He went into details concerning the sales policy of the organization and of the volume and class of business secured in the territory. He

contended that Paramount was very keen for business and endeavored to obtain a maximum of sales for all its product, but denied that "any club into line" method were used to force exhibitors to buy Paramount Pictures to the exclusion of rival films. He said that while Paramount in common with other distributors as a matter of business economics sold pictures under the block plan an exhibitor could buy one or more pictures of any block, not being compelled to buy all or none.

Rival exchange men also defended the block plan of selling film, estimating it cost \$15 for a salesman to get off a train in a town and that the overhead would be excess to sell pictures one at a time.

Famous Players has defended its policy of building and buying first run houses in important key centers by contending that combinations of exhibitors, especially the formation of First National had made such a move imperative as a matter of self-preservation. Several witnesses were produced in St. Louis to sustain that contention. Much of this testimony was ruled out by Examiner Alford in sustaining objections by counsel for the Government, but will have bearing on the final outcome of the case should it get into the courts.

### BRIGHT BITS and NEWSY NOTES

The St. Louis Board of Aldermen has passed an amendment to the city ordinance controlling the erection of electric signs. Under the amendment signs will be permitted to project in feet beyond the building line instead of but three feet as formerly. A number of electric signs in the city exceed the old limit of three feet, but in view of the action by the Board of Aldermen it is probable that no action will be taken against the owners of such signs.

On Friday night, June 27, the St. Louis Municipal Opera gave a presentation of "Behmian Girl" in the Open Air Theatre in Forest Park to the largest audience in the history of the organization. The attendance exceeded 11,000 it being necessary to place about 200 extra chairs in the orchestra pit to accommodate the overflow.

A K. Kleine, booker for Fox Film Corp., bought himself a new Chevrolet touring car and started on his vacation Monday, June 30. He intends to spend his time off in touring the country.

King Fisher of the Universal Film Corporation delivered an address on "Film Making" before the East St. Louis, Ill., Rotary Club during the past week. He went into details of how the big pictures are made, telling many little amusing incidents that greatly pleased his audience.

Charles Gregory, assistant manager for Metro-Goldwyn visiting Cairo, Ill., and vicinity during the week. He landed some nice business.

Reed & Yennu are remodeling and decorating their Plaza Theatre in Duquoin, Ill.

The Rialto, Moberly, Mo., and Grand Mexico, Mo., have closed for the summer months.

Lawrence E. Tally has joined the Metro-Goldwyn sales organization.

The Star Theatre, Hannibal, Mo., is being redecorated and remodeled between times, workmen getting busy prior to and after the shows. The Orpheum, at Hannibal, has closed for the summer.

Riot squads of police were summoned to Twenty-third and Adams streets, St. Louis on Thursday afternoon, June 26, when a mob of negroes attempted to lynch Howard Burke, 18 years old, a watchman for the Martin Jette Carnival Company who had shot and killed a 12-year old negro boy.

Later, after the police had removed Burke, the negroes set fire to three tents housing concessions of the carnival, and additional riot calls were sent in. During the night the carnival moved under heavy police protection.

Burke claimed he shot the boy in self-defense. He told the police the boy raised the flap of one of the tents and when told to leave, drew a knife and started toward Burke.

Out-of-town exhibitors seen along Picture Row during the week included: Ted Yennu, Duquoin; Tom Reel, Duquoin; Jim Reilly, Alton, Ill.; John Rees, Wellsville, Mo.; H. M. Ferguson, Gem Theatre, Centralia, Ill.; W. A. Stewart, Hartin, Mo.; Mrs. John Wright, Hickman, Ky.; Leo Bernstein, Springfield, Ill.; C. E. Brady Cape Girardeau, Mo.; Jimmy Clayton, West Frankfort, Ill.; J. Deiro, Orient, Ill.; William Solt, Herrick, Ill.; Charles Horsefield, Union, Mo. and Noah Bloomer, Rex Airdome, Belleville, Ill.

Sullivan & Gray have taken over the Liberty Airline in Ziegler, Ill., formerly operated by F. C. McNeil.

C. D. Hill of Producers Distributing Corporation returned from a successful sales trip to Terre Haute, Ind. He will leave for Chicago this week to attend the sales convention to be held in that city commencing July 4.

Every day exhibitors proclaim A. H. Blank's western serial, "The Santa Fe Trail."

## :: BOX-OFFICE REPORTS ::

### FIRST NATIONAL

**The Wanters**—A pleasing picture. The print and advertising good. Raymond Gear, Mayflower Theatre, Florence, Kas.

**Light In Dark**—Very good house. Pleased about 75 per cent.—John Edlbrock, Royal Theatre, Eudora, Kas.

**When A Man's A Man**, John Bowers—Very good. Print and accessories O. K.—L. L. Ware, Varsity Theatre, Lawrence, Kas.

**Twenty-One**, Richard Barthelmess—A very pleasing picture. Barthelmess draws well. Everyone went away full satisfied that they got their money's worth. Book it and boost it to the sky. Print and accessories good.—Isis Theatre, Augusta, Kas.

**Anna Christie**, Blanche Sweet—Highly dramatic and pleasing picture. Well directed and Blanche Sweet does wonderful work. Gave good satisfaction to fair business. This picture will do good business anywhere, story well known. Print first class.—H. R. Bisby, Isis Theatre, Augusta, Kas.

**Hottentot**, Douglas MacLean—Picture fine. None better.—J. L. Stepp, Lyceum Theatre, Platte City, Mo.

**Torment**—My patrons liked it. Dandy Sunday picture. Print good. A. F. Jarboe, Royal Theatre, Cameron, Mo.

**Sign on the Door**, Norma Talmadge—This was a very good picture. It was interesting and entertaining. Acting of Norma Talmadge fine. Film in good condition. Satisfied in every way.—J. A. Housey, Calhoun Theatre, Calhoun, Mo.

**Within The Law**, Norma Talmadge—Picture good. Pleased about 90 per cent. Advertising and print good.—Allen Theatre, Allen, Kas.

**Light in the Dark**, Hope Hampton—A good clean picture starring Hope Hampton and is better and pleased more people than picture at twice the price. Book it. Print and advertising good.—A. P. Plummer, American Legion, Sedgwick, Kas.

**What a Wife Learned**—Good picture. Pleased our audience. Interesting settings. Good players and good story. The print O. K.—J. H. Sharp, Crescent Theatre, Cherokee, Kas.

**Question of Honor**—Cracking good picture. Far better than three-fourths of the specials. Everyone had a smile on their faces when they came out. The kind that small towns like to see. Print in good shape.—Lloyd E. Metcalf, Grand Theatre, Ash Grove, Mo.

**Tolable David**, Richard Barthelmess—Made a big hit and held interest of audience. Print A-1 condition.—J. Ray King, Legion Theatre, Forsyth, Mo.

**Rose of Sea**—Fine picture.—H. L. Marrs, Bona Theatre, Pineville, Mo.

**Sea Lion**—Patrons well pleased. Print good.—Glen Hayward, High School, Lake City, Kas.

**Smilin' Thru**, Norma Talmadge—Went great.—Central Congl Church, Topeka, Kas.

**When a Man's a Man**—One of the best subjects ever in my house. Print good. Advertising the best.—Elite Theatre, Greenleaf, Kas.

**Mighty Lak A Rose**—The print was

very good and pleased our customers.—Pete Jacobs, Royal Theatre, Tipton, Kas.

**Within The Law**, Norma Talmadge—A good picture. Everybody pleased. The print and advertising O. K.—Alonzo Cox, Healy Theatre, Healy, Kas.

**Bob Hampton of Placer**, James Kirkwood and Wesley Barry—This picture was real good. Enjoyed by all as have been all of the pictures we have had from you. Print good.—P. Rogers, I. O. O. F. Home, Liberty, Mo.

**Mighty Lak A Rose**—Went over good. Good print.—R. E. Kam, Royal Seneca, Kas.

**Tolable David**, Richard Barthelmess—This is an unusually good picture. Our patrons enjoyed it. The print is in good condition.—A. L. Hackett, City Hall, Fairfax, Mo.

**Scars of Jealousy**—Picture pleased my patrons. Had several good comments. Minister and family attended and commended the picture. Good acting, beautiful scenery and good moral. Average print.—F. O. Litsch, Royal Theatre, Royal Theatre, Hopkins, Mo.

### F. B. O.

**Judgment of Storm**, All Star—Best picture I have run in Independence this year. Requested by patrons to hold over another day.—A. M. Elliott, Elliot Theatre, Independence, Mo.

### FOX

**Madness of Youth**, John Gilbert—A good program picture. Pleased 100 per cent. Can't go wrong by booking the picture.—H. L. L. Millberger, Eagle Theatre, Edgewood, Ill.

### PATHE

**Way of a Man**—Played this serial to a big business. Each episode has plenty of punch. Emerson Hongh's name means a lot of drawing power.—M. A. Vleit, Rex Theatre, Joplin, Mo.

**Leather Stockings**—Opened up with this one by J. Fenimore Cooper to a big business. Looks like an ideal summer serial.—M. A. Vleit, Rex Theatre, Joplin, Mo.

### STANDARD

**Tucker's Top Hand**, Neal Hart—Is extra good. Pleased 100 per cent. Well directed.—E. E. Richards, Wonderland Theatre, Kansas City, Mo.

**South of Santa Fe**, Art Mix—This new star works good; is a wonderful rider; and pleased all.—Ed Dubinsky, Regent Theatre, Kansas City, Mo.

### VITAGRAPH

**The Man of Might**, William Duncan—This is a fine picture, had more comment on this one than any we have shown for some time. The kind of a picture that were not effective. Print good.—O. L. L. much for this picture. All exhibitors should book it. Film good.—Robt. Schell, Star Theatre, Olsburg, Kas.

**When Danger Smiles**, William Duncan, Edith Johnson—A very good picture. Pleased 100 per cent. Condition of film very good.—E. H. Rodgers, Township Hall, Palco, Kas.

**You Never Know**, Earle Williams—An excellent picture, plenty of comedy and drama. Film in fine condition.—O. L. Howard, Howard Theatre, Hollister, Mo.

**When Men Are Men**, William Duncan, Edith Johnson—Was a good picture, had fair attendance, need one sheet for advertising, but were all one style, so were not effective. Print good.—O. L. Howard, Howard Theatre, Hollister, Mo.

**My Man, All Star**—Went over extra good on the hottest days this summer and pleased everyone. Good business. This has a wonderful vein of comedy all through it.—R. B. Christian, Casino Theatre, Excelsior Springs, Mo.

**Virtuous Liars**, All Star—Another good Vitagraph picture. Good business and everyone pleased, which is saying a lot in this weather. Print new and good.—R. B. Christian, Casino Theatre, Excelsior Springs, Mo.

**The Midnight Alarm**, Alice Calhoun and Cullen Landis—A good picture. It pleased one hundred per cent. You can't go wrong booking this one. Condition of film good.—G. A. Costa, Bonaventure Theatre, Kansas City, Mo.

**The Ninety and Nine**, Colleen Moore and Warner Baxter—A one hundred per cent picture. Pleased them all. Print in good condition.—G. A. Costa, Bonaventure Theatre, Kansas City, Mo.

**The Leavenworth Case**, All Star—A good mystery drama. A picture that will please if your audience likes high class mystery stories. Print in very good condition.—G. A. Costa, Bonaventure Theatre, Kansas City, Mo.

**The Single Track**—Shown last night and was an exceptionally good picture. The audience was well pleased. This picture is well balanced as a drama and western and should please different people that would like a drama and a western picture with action.—H. B. Shandy, Vitagraph Theatre, Watson, Mo.

**The Girl in His Room**, Alice Calhoun—Just another of those dandy good pictures that Vitagraph is releasing. We are having to close down for the summer, but go to it exhibitors and show them the Vitagraph stuff and you'll have a one hundred per cent satisfied house.—Robert Schell, Star Theatre, Olsburg, Kas.

**The Love Bandit**—Very good picture. Drew fair business and pleased though the advertising is somewhat misleading. Print good.—J. M. Bailey, Bailey Theatre, Waverly, Kas.

**On the Banks of the Wabash**, All Star—This picture drew a good crowd and pleased all. Print in good condition.—Earl L. Vance, Liberty Theatre, LaCygne, Kas.

**Masters of Men**, Alice Calhoun, Cullen Landis—Went over big. Drew a good house and pleased one hundred per cent. Give us more like it. Print in exceptionally good condition.—Earl L. Vance, Liberty Theatre, LaCygne, Kas.

**On the Banks of the Wabash**, All Star—This was a wonderful picture. Had the best attendance I have had for some time. Print good.—George G. Schetz, Doric Theatre, Hanover, Kas.

**The Ladder Jinx**—Not a good drawing picture here, however the picture was fair. Lost money on this one. Print good.—George G. Schetz, Doric Theatre, Hanover, Kas.

**Divorce Coupons**, Corinne Griffith—Right good feature that drew good house, and pleased practically all. No kicks on this one. Print good.—Electric Theatre, Centralia, Kas.

"The Jungle Goddess" is another serial winner distributed by A. H. Blank Film Enterprises.



# PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**KC Engraving & Colorplate Co.**  
8<sup>th</sup> and Walnut - Kansas City

Perfect Plates for all  
Printing Purposes  
"on time" service

**Main 4707**  
A. M. PETERSON - J. L. STEPHENSON - W. E. GORDEE

Smiling  
Service!



Archie Josephson, President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

## Let B. Finkelstein

### INTERIOR DECORATOR



Beautify Your Theatre  
Interior decorating  
of theatres and lobbies  
a specialty.  
My Own Drawn  
Designing  
Phone Benton 0125

1910 Montgall

K. C., Mo.

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel  
Standard Opera Chairs.  
THE CHAIR THAT'S ON THE  
SQUARE  
Lowest Prices Quick Delivery

## CURRENT RELEASES

Week of July 12, 1924.

**A. H. BLANK**  
Captain January, Bala Fogy (7).  
Daughters of Pleasure, Marie Prevost and  
Monte Blue (7).

**ENTERPRISE**  
The Vanishing Gunman, Roy Stewart (5).  
Driftwood, L. Ferguson (5).  
Dodging His Doom, Mick Sennett comedy (2)

**EDUCATIONAL**  
Leyan H. Howe's Hoise-Podge (1).  
Sing Them Again Series (1).  
Wedding Showers, Mermaid Comedy (2).

**METRO-GOLDWYN**  
The Arab, Ramou Novarro and Alice Terry (7)  
Revelation, all star (7)

**PATHE**  
Radio Mad, Spot Family comedy (2).  
The Finer Points, Grandpa Rice, Southlight  
Why Husbands Go Mad, Charlie Chase, Hal  
Roach Comedy (1).

Desert Shicks, Asson Fable (1).  
The Fortieth Door, No. 8.  
Topics of the Day, No. 29.  
Yorktown, Chronicles of America (3).  
Radio Review, No. 28.  
Pathe News, No. 51 and 50.

**UNIVERSAL**  
Bluffing and Bluffers, Comedy (1).  
The Iron Man, No. 5.  
Blind Husbands, re-issue, Eric Von Stroheim  
(7).

International News, Nos. 59-60.  
Hudding Youth, Century Comedy (2).  
The Flying Eagle, W. E. Lawrence (2).

**VITAGRAPH**  
One Law for the Woman, Cullen Landis and  
Mildred Harris (6).  
In Chicago, Urban Classic (2).

**A doubting Thomas never sold the  
Woolworth Building—Try Reel Journal  
Wants.**

**Business rival off the reel from  
Reel Journal Wants.**

**Broadcast your wants to 2,200  
showmen through the Reel Journal.**

ed on what Sennett officials declare to be the funniest of his effort. Ralph Graves, following the favorable reception of his first comedy in New York, is prepared to start on his second of the series in which he is being featured.

Camera work was started this week on a new Patheserial to be produced entirely on the West Coast. Allene Ray is the star, and the direction is in charge of William Park.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### FOR SALE

Circuit of three picture theatres in towns 8 miles apart. No opposition. On Frisco R. R., one in division town. Fully equipped. Terms or trade. Reply to E. care Reel Journal.

### WANTED

Management of theatre. Will buy interest in same or will rent. Just sold my interests in theatre here. 12 years experience as exhibitor. Refer to any exchange manager in St. Louis. I am open to propositions. What have you? E. S. Perkins, Casey, Ill. 6-14

### FOR SALE

324 opera chairs used 30 days. Also two Powers 6" hand drive machines, one metal reel box, two rheostats. Will sell cheap. M. Kelley, 201 N. Walnut Street, DuQuoin, Ill.

### PICTURE MACHINE WANTED.

Want Powers, Motingraph, Simplex or what you have. Want motor driven 110-volt A. C. arc machine. Address The Martin Theatre, Oregon, Mo.

### FOR SALE

"Uncle Tom's Cabin" in five reels, World make, in first class condition. Advertising, lobby boards in shipping crates; Taylor Bill truck; good two reel comedy; in fact an almost complete road show all ready to go. Address Box 672, Royalton, Ill.

## GREAT ACTIVITY SHOWN BY PATHE'S ALLIED PRODUCERS

Faced by an unusually heavy release schedule for the coming season, Pathe's allied producers on the West Coast are working overtime. Even holidays and the customary "half-day Saturday" schedule have been dispensed with on some of the Pathe lots to meet the exacting demands of the release program for the coming season. This is the word brought back by Publicity Manager E. F. Supple upon his recent return from the West Coast producing centers.

The first of the Charles Ray series of productions to be presented by Thomas H. Ince for release by Pathe is now well under way, at the Ince Studios. Thomas Ince is quoted by Mr. Supple as predicting that the new Ray feature, titled "Dynamite Smith," will prove the "greatest thing Charles Ray has ever done in the course of his screen career."

On the Harold Lloyd lot at the Hollywood Studios rapid progress is being made on the new Harold Lloyd comedy.

At both the Hal Roach and the Mack Sennett studios, production work is proceeding at a fast pace. Hal Roach has just completed another feature-length production. On the comedy lot, the "Our Gang" kinds are hard at work on a new comedy. The Arthur Stone unit has completed the first of the new series for Pathe. New story material has been secured for the "Spot Family" comedies, which it is declared will greatly enhance the comedy appeal of this already popular series.

Ben Turpin is busy on his series of Shakespearean burlesques. The "Romeo and Juliet" travesty version is now nearing completion. The Mack Sennett comedies unit is engaged on a new laugh-provoker of a sea atmosphere. The Harry Langdon Company has been on location for the past several days engag-



*Only 20 But Mighty*



After You've Seen the Rest  
**YOU'LL BUY THE BEST**



**Eventually---**  
**Why Not Now?**

**FILM CLASSICS, Inc.**

115 West 17th St.

AL KAHN, Gen. Mgr.  
M. A. KAHN, Mer.

Kansas City, Mo.



*Only 20 But Mighty*



# The Reel Journal

The Film Trade Paper of the Southwest

## HERE IT IS!

Did you ever consider a personal endorsement?  
If so, take mine.  
If not, let us screen for you--

## "INTO THE NET"

THE NEXT PATHESERIAL

*Released August 3rd*

Featuring Edna Murphy and Jack Mulhall

Written by Police Commissioner Richard E. Enright, of New York, the most famous police officer in the world.

If you are looking for excitement  
and entertainment

## HERE IT IS!

### Pathe Exchange, Inc.

111 West 17th Street

Kansas City, Mo.

C. C. VAUGHAN, Branch Manager

Does the William Fox Outfit know  
box-office pictures? --we'll say they do

Does Sydney Cohen Know Box-Office Pictures?  
--we'll say he does

Because "It's the goods," although not yet  
released, it is already booked by William  
Fox, Cohen and 1567 other exhibitors

**FINIS FOX'S**  
**Huge Melodrama**

with

**Mae Busch**

IRENE RICH, Morgan Wallace,  
Rex Lease and cast of 1000



**"A WOMAN  
WHO SINNED"**

**FILM BOOKING OFFICES OF AMERICA, Inc.**

Snover Bldg., Kansas City, Mo.  
City Okla.

3312 Olive St., St. Louis, Mo.  
106 S. Cross St., Little Rock, Ark.

Thematic music cue sheets  
available on this production

# Great Summer Attractions

"This picture is almost one long continuous laugh. Had them holding to their seats almost from the opening scene".

*New York Evening World -*

"A cinema of haunting beauty and rich design. Vast in scope - combining a love story and a series of spectacles so masterfully woven they interlock with high dramatic effect".

*New York World -*



SAMUEL GOLDWYN  
(NOT NOW CONNECTED WITH GOLDWYN PICTURES)  
presents

## "Potash and Perlmutter"

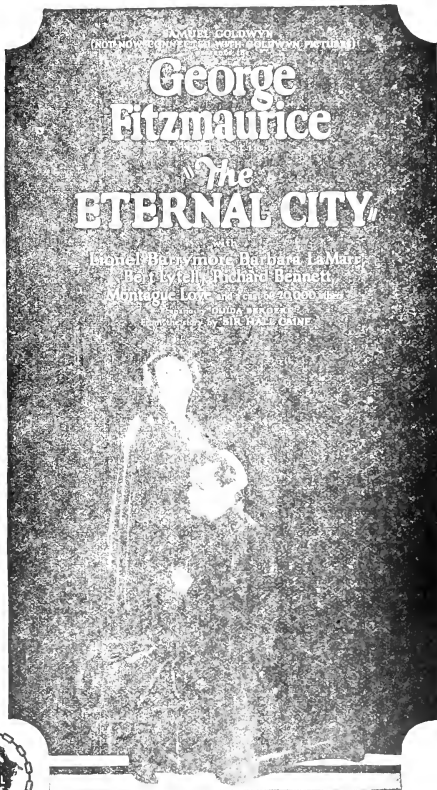
by MONTAGUE GLASS and CHARLES KLEIN

with BARNEY BERNARD ALEX CARR VERA GORDON

and a cast of Youth and Beauty  
Directed by CLARENCE BADGER  
From the scenario by FRANCES MARION  
Produced by arrangement with A.H. WOODS



Rhoden, Branch Mgr.  
Wyandotte Street  
NSAS CITY, MO.



SAMUEL GOLDWYN  
(NOT NOW CONNECTED WITH GOLDWYN PICTURES)  
George Fitzmaurice  
The ETERNAL CITY

with Irene Barrymore Barbara La Marr  
Berni Lyell Richard Bennett  
Montague Love and 2000 other  
GREAT STARS  
and SIR HALL GAIN



First National Pictures

Harry Weiss, Branch Mgr.  
3319 Locust Street  
ST. LOUIS, MO.

## F. B. O. BUSY WITH 1924-25 ARRAY OF BIG FEATURES

"Broken Laws," Picture of Jazz Age,  
Coming With Mrs. Wallace Reid.

"A Woman Who Sinned," written, directed and produced by Finis Fox, and starring Mae Busch, will be released by F. B. O. some time during July. "A Woman Who Sinned" makes no pretense of being anything but a frankly told sex story.

Next comes "Fools in the Dark," a mystery comedy drama starring Patsy Ruth Miller and Matt Moore, and directed by Al Santell. Miss Miller and Mr. Moore were reported engaged while working on "Fools in the Dark," on the F. B. O. lot. "Vanity's Price," starring Anna Q. Nilsson, with an admirable supporting cast including Wyndham Standing, Lucille Rickson, Arthur Rankin and Cissie Fitzgerald was started this week.

"Broken Laws," which Mrs. Wallace Reid will make, is probably F. B. O.'s biggest offering for the coming year. This is a story about our mad jazz age. "Messalina," also scheduled for early fall release, is a colossal Italian film made by Enrico Ganzoni. The leading role is played by Countess de Liguoro.

Fred Thomson and his horse "Silver King" have been signed for six more Westerns; "The Go-Getters," with Alberta Vaughn and George O'Hara have been started on the F. B. O. lot. Emory Johnson and his mother Mrs. Fannie Johnson, are working behind closed doors on his sixth production for F. B. O. Goebel and Erb will make six productions for F. B. O. The first has already been started at the Coast with the working title of "Hard Cash."

## "THE COVERED WAGON" IN \$24,600 WEEK'S BUSINESS

New York—Showmen who have often debated the effect of special productions of a film work on its after life in the movie houses, were greatly interested in the daily reports from Grauman's Million Dollar Theatre, Los Angeles, last week.

The event was the first showing of "The Covered Wagon" in a motion picture theatre at popular prices, following eighteen months' presentation of the Oregon epic as a special in legitimate theatres.

In six days at the Million Dollar Theatre "The Covered Wagon" played to the huge gross of \$24,600. This, after a ten months' run at Grauman's Egyptian and repeated legitimate engagements in the suburban cities. Expert showmen have analyzed the result and believe that "The Covered Wagon" will hang up new record in every motion picture theatre of the country.

The big business is directly traceable to the tremendous exploitation value added by the showing of "The Covered Wagon" on four in regular theatres as a regular theatrical attraction. Through the medium of twelve touring companies it was kept constantly before the public; the 5,000,000 spectators who saw it, spread the word to the 25,000,000 "movie" patrons.

## Moving Along Movie Row

C. E. Storey of the Pleasant Hill, Mo., theatre was a Kansas City visitor the latter part of the week.

G. H. Koch of the Perkins Theatre, Holden, Mo., visited exchange men this week.

Harry Hollander, Kansas City manager of Universal, returned the latter part of the week from Southeast Kansas and Southwest Missouri, visiting the key cities of that territory.

The Kansas City Pathe office is still running second in the contest being conducted by that organization for salesmanship during a certain period. The Entree, Mont., office still heads the list of contenders, according to C. C. Vaughn, manager. But the local Pathe team is out in the territory, and the general office atmosphere is optimistic. Approximately \$2,000 in prizes are to be awarded to the winning office.

H. E. Corby, A. H. Blank manager, tried out a new car on Kansas roads this week.

D. E. Griffith, a salesman of the Cincinnati Fox office, has been transferred to the Kansas City territory.

C. M. McVey of Herington, Kans., visited exchange men this week.

G. L. Hooper of the Orpheum Theatre, Topeka, was along Movie Row this week.

C. F. Senning, Kansas City manager for Educational, has just returned from the National Convention in Los Angeles.

M. A. Levy, Fox manager, is back at his desk following his trip to New York to attend the Fox convention.

"Paramount's Famous Forty" for 1924-25 are just forty too few. "They're selling fast in this territory," says Ben Blotky, Kansas City manager of Famous Players-Lasky.

Former Manager Sloop of the Osage City theatre was in Kansas City this week. He has sold his theatre to his brother.

F. Trippie of the Princess Theatre, St. Marys, Kans., was along Movie Row last week.

"With prospects for corn, cotton and wheat the best in years, business looks velvet for fall in Southern Kansas," says Truly B. Wildman, Enterprise Kansas City manager, who recently covered that territory.

L. W. Alexander, manager of the exchange for Producers Distributing Corporation, was in Chicago last week, attending the first sales meeting of the reorganized Haskins company.

Enterprise officials are fond in their praises of "The Able Minded Lady," a

new Enterprise picture, which was screened here last week. The feature is ready for immediate release.

Roy Fuener of the Yates Center, Kans., playhouse, was in to see about fall bookings this week.

C. H. Smith of the Mainstreet Theatre, Chanute, Kans., was in Kansas City this week.

Roy Churchill, Kansas City manager for F. B. O., was out in Kansas in the interest of fall business this week.

C. H. Smith of the Orpheum Theatre, Parsons, Kans., was in Kansas City last week.

C. M. Pattee, Lawrence, Kans., exhibitor, visited film men last week.

Charlie Gregory, former Goldwyn branch manager here and recently appointed special representative for Metro-Goldwyn, is paying a visit to the local branch. "Greg" will spend about a month here.

Hotels must be a new hobby with the film people. William Flynn and his brother, N. J., have also gone into the hotel business. Bill has the Strand Hotel at 1420 Main street and "Nuge" the Fairfax Arms, apartment hotel, at 12th and Broadway.

Mrs. H. E. Jameyson, wife of the advertising director of the Miller and Palace theatres, Wichita, is vacationing in Kansas City.

Mrs. Mary "Hoot" Gibson of Universal has returned to work after a two weeks' vacation spent in the Ozarks.

Manny Gottlieb, one of the best known exchange managers of the northwest, has joined Universal's local sales force. Mr. Gottlieb left the film industry flat to enter the World War and received great recognition for his work. He is a prominent member of the American Legion, an active Elk and is sure to make a host of friends in this territory. Modest to the extreme, he asked our correspondent not to mention his name in the trade papers and complying with his wishes, we won't.

"Swede" Chapman of the Universal forces says that he'd quit before he'd allow a change of territory as his customers embrace the finest type of exhibitors that he has ever encountered.

Wm. Cuff of the Strand Theatre, Chillicothe, Mo., is building a hotel adjoining his theatre. The hotel will also be known as the Strand.

We wish to make a correction for an article in a recent issue of The Reel Journal that stated that Bob Gary was on a vacation, when as a matter of fact he was out in the territory "hitting the ball" exploiting Paramount pictures.

# \$11,497 in one week

At Loew's Columbia Theatre-Washington, D. C. Is The Forerunner Of What This Marvellous G. B. Samuelson \$2,000,000 Production Will do all Over the United States--F. B. O. is Proud to Announce

# Napoleon and Josephine

The Giant Spectacle Romance of History's Greatest Figure!

## Advertise it for weeks in Advance

Here's language you and we understand. \$11,497.00 in one week, smashing all house records; was taken by Loew's Columbia Theatre in Washington, D. C., by "NAPOLEON AND JOSEPHINE," at its first showing, bucking rain and competition of the stiffest sort.

Here's the big outstanding motion picture that will make new box-office history in your theatre and community.

**ADVERTISE WEEKS IN ADVANCE!** Announce its coming! See the material prepared for you in our giant Campaign book.

Advertise this picture as **THE BIG MOTION PICTURE EVENT** of the entire season. You've never seen such magnificent posters, lobbies, and de luxe advertising material.

Handled properly, you can positively mop up with this production. We show you how. Have it screened. Then put a campaign behind it, such as you've never put behind any picture you've ever shown.

Get all the details from your nearest F. B. O. exchange. **DO IT NOW!**

## FILM BOOKING OFFICES

f America, Inc.,

Snowier Bldg., Kansas City, Mo.  
127 So. Hudson St., Okla. City, Okla.

3312 Olive St., St. Louis, Mo.  
106 So. Cross St., Little Rock, Ark.

Exchanges Everywhere



## PRODUCERS DISTRIBUTING CORP. TO MAKE TWENTY

Fifteen Stars to Feature Big Fall Release Schedule.

The Producers Distributing Corporation will start the 1924-25 season beginning August first with a line-up of 20 first-run features with fifteen recognized stars.

The Producers Distributing Corporation program is to include: "Barbara Frietich," with Florence Vidor; "The Siren of Seville," a Hunt Stromberg production starring Priscilla Dean; "The Legend of Hollywood," all star cast; "The Wise Virgin," with Fatsy Ruth Miller and Matt Moore; "Reckless Romance," an Al Christie feature; "Another Man's Wife," starring Lila Lee and James Kirkwood; "Trouping with Ellen," with Helen Chadwick; "The Girl on the Stairs," an Elmer Harris production with Lila Lee and James Kirkwood; "The House of Youth," starring Jacqueline Logan; "Roaring Rails," starring Harry Carey; "The Folly Girl," a Regal picture with Margaret Livingston; "Limehouse Polly," directed by Ralph Ince with Jacqueline Logan; "A Cafe in Cairo," colorful melodrama with Priscilla Dean; "The Miracle," and "Welcome Stranger," with Florence Vidor, and "Ramsackle House," in which Betty Compton stars under the direction of Harmon Weight.

"Chalk Marks," a society drama and two westerns, "Soft Shoes," and "The Man from Texas," starring Harry Carey, complete the offering for 1924-25.

## HAMMONS SOON TO ANNOUNCE ACQUISITION OF FAMOUS STAR

New York—E. W. Hammons, president of Educational Film Exchanges, Inc., accompanied by the executives of the home office of Educational are in Los Angeles where the Third National convention of executives and branch managers of Educational is being held at the Ambassador Hotel in that city.

Before leaving, Mr. Hammons stated that he would announce on his arrival at Los Angeles, the acquisition of one of the best known comedy stars in the industry, who will make a series of two reel subjects for distribution through his organization.

As Educational's 1924-25 program now stands, contracts have already been closed for thirty-six Mermaid Comedies, ten Charlie Comedies; six Juvenile Comedies; six Lido Hamilton Comedies; six Walter Ober Comedies; six Bobby Vernon Comedies and six Three-o Comedies in two reels, and one-reel subjects consisting of twenty-four Casper Comedies; five Fernon H. Howe Hodge-Podge; thirteen Earl Hurd Cartoon Comedies and the entire week issue of Kinograms, Educational's news reel.

W. C. Ginn expects to open his new Waddo Theatre, 75th and Washington street, within a very few days. The Waddo was formerly to be known as the "New Grand." It has a seating capacity of 700, a \$10,000 Hope-Jones organ and will feature first class pictures. The admission prices will be 10 and 25 cents.

## AT KANSAS CITY THEATRES

Week of July 6  
NEWMAN

"Manhandled," Gloria Swanson—Paramount.

ROYAL

"The Guilty One," Agnes Ayres—A Joseph Henabery Production.

MAINESTREET

"Manslaughter," Leatrice Joy—First National.

LIBERTY

"The Spitfire," All-Star, Associated Exhibitors; and Jack Dempsey in the "Fight and Win" Series.

GLOBE

"Borrowed Husbands," with Florence Vidor.

PANTAGES

Belasco comedy hit, "Daddies," with Mae Marsh and Harry Myers.

## AD STUNTS BRING BUSINESS FOR KANSAS EXHIBITORS

Finding business conditions looking up, especially for the exhibitor who is driving for business, was the report made by Bob Gary, Paramount's exploitation manager, who recently conducted a number of campaigns in the Kansas City territory.

At the Orpheum Theatre, Topeka, Kans., business showed a 50 per cent increase for the week following campaigns on "Big Brother" and "Teabond."

Mr. Gary also carried out a series of campaign stunts at the Isis, Topeka, on "A Society Scandal." At that theatre, record summer business was also attained.

Gary has within the past month launched successful campaigns at the Star Theatre, Nevada, Mo., on "Big Brother," at the Independence Theatre, Independence, Kans., on "Shadows of Paris," and at the showhouse at Kirksville, Mo., on "A Society Scandal."

A detailed account of these successful business ventures will be found in the new department of exploitation to be launched in the Reel Journal and conducted by Mr. Gary.

## JACK STOREY SEES BIG BUSINESS YEAR AHEAD

According to reports submitted by the various branch managers of the Pathe Exchange, Inc., the business of that organization has increased tremendously during the past year.

"Pathe's business and collections during the first five months of this year were greater by a considerable margin than during the life period of 1923," said J. E. Storey, General Sales Manager of the exchange, when commenting on the sales outlook for the coming year. "Our business is holding in gratifying volume, with no indication yet of slowing down during the summer period. At this season there is always a lessening of productive activity in general, yet it is not pronounced now as it was a year ago.

"The Perfect Flapper," which played a week's run at the Mainstreet Theatre in Kansas City last week enjoyed the biggest business for this house during the past year.

## "THE GO-GETTERS" NEW F. B. O. COMEDY SERIES

George O'Hara and Alberta Vaughn, stars of the "Fighting Blood" and "Telephone Girl" series respectively will be co-starred in a new series of F. B. O. comedies entitled "The Go-getters," according to announcement made yesterday by Studio Manager B. P. Fineman. The comedies will be written by George Marion, Jr., and Del Andrews, who just finished "The Galloping Fish" for Ince, has been engaged to direct. Another director will also assist in filming the comedies, Mr. Fineman announced.

The comedies will be twelve in number and will be two reels. Kit Guard, Al Cooke and others who have helped to make the two previous series successful, have also been re-engaged.

## BELASCO TIES-UP WITH THE "DOPE" ON THE RACES

Taking advantage of the envelopes, containing "dope" on the races which are sold at the various tracks for a dollar or more, Jean Belasco, Universal exploiter, had a herald made for his company's series of racing stories known as "Fast Steppers," in which Billy Sulivan of Leather Pusher fame is being starred.

He inserted the herald in envelopes resembling those sold at the tracks in all the important details, and gave them away at the track. Every one opened them, read, laughed and stuck them in their pockets. They were also distributed, during the racing season, at all of the local sporting events such as base ball games, boxing matches, etc.

## "THE GIRL IN LIMOUSINE" FOR RELEASE IN JULY

First National Pictures has arranged with the Chadwick Pictures Corporation to release the new, six-reel Larry Seamon comedy, "The Girl in the Limousine," from Avery Hopwood's successful stage farce.

"The Girl in the Limousine" had a great success on the stage about six years ago, having run for two seasons on Broadway and then enjoyed a long tour. It is a typical Hopwood farce, but with more thrills and action than he usually puts into his stage productions. In the Seamon version of the play, the thrills as well as the comedy have been retained and emphasized.

"Fighting American" Harry Hollander has challenged Syd Rosenthal to a six round bout at catch weights and the entire local film industry is on edge. C. C. Knipe will have charge of Hollander's training and Arthur Gebaur will look after Rosenthal.

By the date of publication of this item, Vitagraph will have closed contracts with one of the big four Broadway theatres for a one-reel booking of its E. Phillips Oppenheim special "Behold This Woman." The booking is in line with Vitagraph's announced policy of releasing its specials as soon as ready, in order to give exhibitors proper ammunition to do battle with Old General Humidity.



# Laughs Grow Box-Office Dollars

First "Penrod and Sam"  
then "Boy of Mine"  
and now—

The joy gang  
is here with  
a lot of new  
tricks and a  
load of com-  
edy.

## "A Self-Made Failure"

with  
**Ben Alexander**  
and  
**Lloyd Hamilton**

*and an all-star cast including*  
Matt Moore  
Mary Carr  
Patsy Ruth Miller  
Sam DeGrasse  
Chuck Reisner  
Vic Potel  
Dan Mason  
Alta Allen  
Harry Todd  
C a m e o



He was a self made failure  
because he just hated suc-  
cess but we sure have to  
hand him a medal for the  
laughs he brings.

**A**  
First  
National  
Picture

## Associated First National Pictures, Inc.

KANSAS CITY  
E. C. RHODEN, Branch Manager  
1712 Wyandotte St.

ST. LOUIS  
HARRY WEISS, Branch Manager  
3319 Locust Street

# Universal Presents the Greatest

Carl Laemmle presents

# HOOT GIBSON

You have come to expect a certain standard of thrills in every Hoot Gibson picture and you can rest assured that the new Hoot Gibsons for the coming

season will uphold and even surpass any of his previous hits. Clean, wholesome, outdoor romance, fun with speed, laughs, thrills and fast riding.

The First Three Universal Gibson Productions to be released between August and December

## THE SAWDUST TRAIL

With an exceptional supporting cast. Adapted from the Saturday Evening Post story "Courtin' Calamity" by William Dudley Pelley. Directed by Edward Sedgwick.

## HIT AND RUN

With a five-wire cast including Mike Donlin (formerly of the N. Y. Giants) Directed by Edward Sedgwick.

## THE RIDIN' KID FROM POWDER RIVER

With an all-star supporting cast. From the story by Henry Knibbs Directed by Edward Sedgwick.

# Unparalleled Quality Short Product Assortment

Written especially for Jack Dempsey by Gerald Beaumont. The brilliant supporting cast includes Hayden Stevenson, Carmelita Geraghty and Esther Ralston. Directed by Jesse Robbins and Eric Kenton. Undoubtedly the greatest box-office scoop of the year.

Carl Laemmle presents

# JACK DEMPSEY

The world's champion heavy-weight fighter in a series of

**NOW BOOKING!**

**"The FIGHTS"**

## 2 Reel Westerns

Fifty-two of them a year! One released each week! Starring Jack Daugherty, William E. Lawrence and Pete Morrison. Think of these short westerns as a valuable addition to your program, get your patrons in the habit of expecting them each week. They are the best that brains can produce.

## International News

104 issues, released twice a week. No theater can afford to be without them. They are nationally advertised in all Hearst newspapers read by over twenty millions people daily. The great staff of expert camera men are constantly covering the corners of the earth for big news events for your audiences.

# Two Big, Thrill-packed Series

## "THE RIDDLE RIDER"

Starring WILLIAM DESMOND and EILEEN SEDGWICK

supported by Helen Holmes, Claude Payton, Hugh Mack and others. Story by Arthur Gooden; Directed by William H. Craft. 15 episodes of two-reels each—a thrilling, hard-riding western drama. Released in November.

## "WOLVES of the NORTH"

Starring WILLIAM DUNCAN

With Edith Johnson, directed by Wm. Duncan. Exhibitors who have played "The Steel Trail" and "The Fast Express" know that a Duncan character play cannot be beat. The theme is big and the action is thrilling. It will prove the biggest thing of its kind on the market. Released in September.

UNIVERSAL HAS THE PICTURES

KANSAS CITY—1710 Wyandotte Street—Harry Hollander, Branch Manager

Universal

# Outdoor Features of the Year

TWELVE

## 5 Reel Westerns

Featuring  
JACK HOXIE

AND

WILLIAM DESMOND

Featuring the famous  
UNIVERSAL RANCH RIDERS

There will be twelve of these five reel westerns during the season of 1924-5; Jack Hoxie will star in six and William Desmond and other popular stars in the remaining six. The finest western pictures on the market—big stories—big casts.

## Exhibitors Unlimited Program Possibilities

Start on June 9th

## DEMPSEY

Small knockouts, each story complete in itself and known as

"IN Pictures"

Large houses and small houses alike will literally "clean up" with the series! Every time you flash Dempsey's picture in front of your theatre you will line them up in front. Get in touch with your local exchange immediately if you want to beat competition to the greatest series of all time.

## 11 Reel Comedies

Featuring  
BERT ROACH

They are released one every other week—26 during the entire year. Fresh, funny situations contrived the best "gag men" in the business. Just the thing to get out the final laugh in your program.

## Hysterical History Comedies

Something new and snappy! 12 Hysterical History Comedies, one reel each and released every other week. They are written and directed by Bryan Foy (famous composer of the Mr. Gallagher and Mr. Shean song) and Monte Brice. Those completed indicate that these will be the sensations of the coming year.

## Century Comedies

Fifty-two; two reels each; released one a week

"Consistently Good"—they live up to the slogan! Exhibitors everywhere swear by them. These two-reel comedies released each week are box office power for any show. They are full of fun—clean and wholesome. Featuring Buddy Messinger, Bubbles, Al Alt, Waunda Wiley, Pal—the dog, Jack Earle. The Century Follies Girls and the Century Kids.

UNIVERSAL HAS THE PICTURES

changes, Inc.

ST. LOUIS—3320 Olive Street—E. L. Alperson, Branch Manager

## LICHTMAN SEES GOOD BUSINESS FOR MIDDLE WEST

Mid-west exhibitors do not fear the fall election period, it was learned this week from Al Lichtman, general manager of exchanges for Universal, who has just returned from a swing around the Universal exchanges in that section of the country. On the contrary, the theatre owners in that section are unusually optimistic over next season's outlook and are energetic in getting set on big pictures for the coming months.

"I was surprised to find such an optimistic outlook through the middle states," said Lichtman upon his return. "The exhibitors throughout that territory, with few exceptions, expect the coming season to be one of the best ever known in the film business. The only general exception is in the Des Moines territory, the farm belt, where conditions are a little off just at present. This is natural and probably will begin to mend soon."

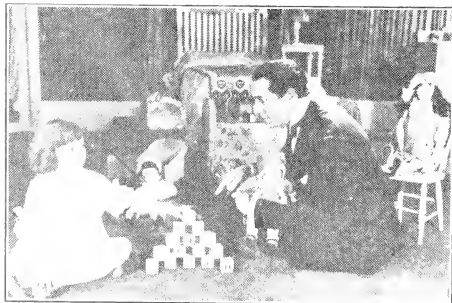
Mr. Lichtman visited Detroit, Cincinnati, St. Louis, Omaha, Des Moines and Chicago.

## "THE LAWFUL CHEATER" TO BE HIGHLY EXPLOITED

So thoroughly are the officials of Associated Exhibitor and Murray W. Garrison impressed with the results achieved by William Christy Cabanne in his direction of "The Lawful Cheater," in which Alma Rubens, Frank Mayo, H. B. Warner, Lily in Tashman and Walter McGrath appear in the feature roles, that plans are being laid for an extensive advertising and publicity campaign to inaugurate this production as one of the super-specials of the Fall Associated Exhibitors group of attractions.

"The Lawful Cheater" contains beautiful settings on a million-dollar estate, scenes at sea, aboard a palatial yacht and on a tramp schooner, an unusual romance, action and even thrills such as are evident, for instance, from the leap into the sea from a mast almost a hundred feet in the air.

The Southwest showmen's market—Reel Journal.



"By Divine Right," the F. B. O. release starring Elliott Dexter is replete with heart throbs.

## "MAUD MULLER" FOR PATHE RELEASE JULY 20

"Maud Muller," screen dramatization of John Greenleaf Whittier's beautiful poem will be released on the Pathe program of July 20th. It will be the second production of Madeline Brandets, only woman producer in the motion picture industry today. Like its predecessor, "Not One to Spare" it has been directed by Renald Hoffman whose ability as an artist and dramatist has won unstinted praise from veterans of the motion picture field and from the press and public alike.

"Maud Muller," although confined to two reels, embodies all the essentials of a feature production, a splendid cast, beautiful sets and photography, a story known from one end of the world to the other, and the direction of a master.

Mariorie Daw plays the title role with Bruce Gordon as the farmer boy of the poem. Others in the cast include Elinor Field as the heroine of the modern love story; Truman Van Dyke, Lewis Dayton, Madame D'Amurey, Clarissa Selwyn, Stella D'Laute and Camilla Johnson.

## FANS PACK NEWMAN TO SEE GLORIA IN "MANHANDLED"

Opening with a packed house the first to let a motion picture record business for the entire week, was the response to "Manhandled," Gloria Swanson's latest success for Paramount at the Newman Theatre, Kansas City, last week. According to box office reports, patrons were turned away from the doors at several performances.

Frank L. Newman has booked the entire "Famous Forty," for fall and winter showings. Among the first of the new product will be "Monsieur Beaucaire," and "The Covered Wagon," to be shown at the Royal in August.

An exploitation campaign said to be the greatest ever launched here, is to usher in both showings, according to Bob Gary, Paramount's exploitation manager, who is now working on the campaigns.

Ralph Morrow, Dallas manager of the Producers Distributing Corporation, visited the Kansas City exchange last week.

RELEASED JULY 15, 1924

## Bill Patton

—IN—



## THE Desert Secret

THE FIRST OF OUR SERIES OF  
NEW WESTERN  
FEATURES

FOR THE SEASON 1924-25

NO RE-ISSUES

OTHER STARS

JACK HOXIE  
WM. FAIRBANKS  
ART ACORD  
FRANKLYN FARNUM  
J. P. MCGOWAN

A NEW WESTERN EACH WEEK

PROGRESS  
FILM  
SERVICE

113 WEST 18TH STREET  
KANSAS CITY - MISSOURI

# Here comes a picture

From F. B. O. that will draw millions of women to thousands of theatres.

It's Alfred Sutro's thrilling story transferred to the screen - - - and pronounced

GREATER THAN THE BOOK

# "NEGLECTED WOMEN"

with SEENA OWEN and THURSTON HALL

A picturization of the story "THE GREAT WELL"

Thrilling  
Posters

and real Adv.  
Material to  
pack 'em in

**SEE** this production at your  
nearest F.B.O. Exchange.  
To look means to book.

Film Booking Offices

OF AMERICA, Inc.  
Snower Building, Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.  
127 South Hudson Avenue, Oklahoma City, Okla.





# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## CHANGING HUSBANDS

Paramount-Leatrice Joy

FILM DAILY—A comedy amusing but too long to hold the attention. They're likely to get restless because it doesn't develop fast enough. Cutting will help a lot.

NEWS—Here is a smart sophisticated comedy, rather deftly treated except for some moment of familiar slapstick humor. Far-fetched in theme, but complications of plot and the easy way in which it builds overcome its improbabilities. Is finely acted by Leatrice Joy. A light entertainment which offers good attraction for summer months.

WORLD—Too much praise can hardly be given Miss Joy for her admirable portrayal of the two contracting roles and her work is really the outstanding point of the picture. The picture is one that should provide pleasing entertainment for the majority of patrons, especially during the warm weather.

## BEHIND THE CURTAIN

Universal-Lucile Kicksen

FILM DAILY—Satisfying; average picture that has enough variety to please the majority of most any audience. Romance will please the younger folks. Title will give you something to talk about if you want to play it up from the mystery angle.

NEWS—This attempts to be a mystery melodrama. The melodrama enters after the second reel, but it doesn't contain much mystery. Exposes fake spiritualists. Carries loose strones which destroy logic. Too much explanation through subtitles. Has no suspense. Adequately cast.

WORLD—The picture holds the attention and furnishes exciting entertainment and should prove a good program attraction in the average theatre. A capable cast portrays the various characters. The action is rapid.

## REVELATION

Metro-Goldwyn-Viola Dana-Monte Blue

WORLD—We believe that Miss Dana's work in this picture will be a revelation to her fans and will prove a popular attraction in theatres of all classes. There are a number of striking and artistic scenes and the production is distinctly high class in every way.

NEWS—George D. Baker made this picture before but the new version doesn't stir the emotions so successfully. Chief role too difficult for Viola Dana. It is staged against appropriate atmospheric settings. However, it should draw because of its humanity and spiritual note. Good for any locality.

## FOR SALE

First National-All Star

WORLD—In preparing the story of First National's "For Sale," Earl Hudson apparently proceeded on the theory that situations that have time and again proved their value in melodramas still retain their audience appeal when worked into a smooth running story portrayed by competent players. The story has

been finely mounted and from every standpoint has been given an excellent production.

NEWS—This is a tone and quality picture based on a familiar theme—out which is developed with plenty of dramatic power. It holds the attention with its climaxes. Its settings and reproductions of the manners of society people are truly suggestive. And it is richly mounted and finely portrayed.

## NEWS NUGGETS

That F. B. O. does not spare expense in the production of its pictures is proved by the fact that three directors were engaged to shoot the famous "Telephone Girl" series of H. C. Witwer stories. This was done in order to keep the episodes fresh and attractive, and to give it the best treatment that could be devised, regardless of the cost. Mal St. Clair, Percy Pembroke and Herman Raymaker were the three directors who collaborated to make the series the most notable two-reel comedies ever produced.

Production on "Madonna of the Streets," Edwin Carew's fifth picture for First National, has begun. Nazimova and Milton Sills are to be co-starred. Carew is selecting a supporting cast of high individual ability and popularity.

Paramount falls into line in the column of predictions concerning good fall business. The Kansas City exchange is getting ready for Paramount Week of August 31. According to Manager Blotky, exhibitors are booking the "Famous Forty" now, although releases will not be scheduled for some weeks yet.

Rumor has it that Vitagraph plans opening a booking office along Film Row. When queried, C. A. Schultz, manager, turned in the old gag, "Tell you later."

The Kansas City Paramount exchange has received twice the usual number of prints on "The Covered Wagon," the famous picturization of Emerson Hough's popular story. And rumor has it that the exhibitors are keen-eyed for the new feature. The release date is September 8.

Under direction of L. F. Guimond, head of the Selznick Advertising and Publicity Department, press-books have just been completed on "Missing Daughters," the Selznick all-star production, and "Love of Women," the Whitman Bennett production starring Helen Chadwick,

supported by Montagu Love, Maurice Costello, Mary Thurman and Lawford Davidson.

"Pagan Passions," Grace Sanderson Michie's production released through the Selznick Distributing Corporation, is endorsed by the Film Mutual Benefit Bureau in its current bulletin.

The Cosmopolitan Corporation announces that the world premiere of Marion Davies in "Januize Meredith" will take place at the Cosmopolitan Theatre on or about July first.

Harry Carey, star in the Hunt Stromberg series of Western productions, was severely injured this week by a kick from one of the horses used in filming the final scenes for "Tiger Thompson." He will be unable to work for some time.

"A Cafe in Cairo" a highly colorful and fast moving story of the mysteries East has been acquired by Hunt Stromberg as a starring vehicle for Priscilla Dean to follow "The Siren of Seville."

Metro-Goldwyn announced last week that the U. S. Shipping Board had purchased Buster Keaton's latest feature length comedy, "Sherlock, Jr." for exhibition aboard all its ships.

Filming of Jackie Coogan's new Metro-Goldwyn picture, "Little Robinson Crusoe" has been completed according to advices from Jack Coogan, Sr., who supervised the production. It is now being cut and edited.

Now that Jack Pickford has accomplished "The End of the World," he has announced that he will take a fling at college life. His next picture, the casting of which is now under way, is to be built against a background of college life and society. It will be filmed from John Peter Toohey's magazine story, "Here Son," the rights for which Tom J. Geraghty recently purchased.

# Exploitation Ideas and Hints



Edited by  
R. C. "BOB" GARY,  
Paramount Exploiteer



We cannot coast through the summer on the momentum worked up this spring.

No exhibitor ever made much of a success without anticipating what his opposition would spring on him and then meeting it with preparedness.

You are never wasting a ticket you give a member of the press.

## JOHN W. CREAMER ARRANGES UNIQUE LOBBY DISPLAY

John W. Creamer, Exploitation Representative for the Strand and Empire theatres, Chillicothe, Mo., is there when it comes to arranging a snappy lobby display. Previous to the showing of Paramount's "Around the World in the Spee-jack," Creamer arranged for a lobby display a circular piece of wallboard, painted with white alabaster, the land painted yellow, while the lettering was black. Around the edge of the "world" was tacked twelve small circular pieces of colored cardboard, and carrying the name of each of the countries visited by the speejack. At the top was a small slip cut from wallboard. Creamer used this display for two weeks previous to the showing of the picture, and it attracted a lot of attention. One school teacher on a hike with her students visited the theatre, and used Creamer's display for a subject in geography.

## JOHN H. PLUMB PULLS AN ORIGINAL ONE

Our old friend John H. Plumb, Exploitation Representative for the Orpheum and Isis Theatres at Topeka, pulls one that has the ear-marks of being original. The Izaak Walton League of America was recently organized at Topeka. The object of this organization is to meet and talk of legislation that will benefit the fishing organization. Previous to the showing of "Galloping Fish" at the Orpheum Theatre, a meeting of the Izaak Walton League was called. John (the live wire exploiteer) got busy, and sent the following letter to the devotees of fish:

Greetings:

Perhaps none of you ever cast for a "Galloping Fish," so you are invited to cast in the funniest Fish Story ever told.

"Galloping Fish" is Thos. H. Ince's greatest comedy with a cast of four of the screen's best comedians, Sydney Clayton, Louise Fazenda, Chester Conklin and Ford Sterling. Also a trained seal and a diving Venus to add to the fun.

"Galloping Fish" is playing at the Orpheum Theatre for three days beginning tomorrow. Use the enclosed tickets and see the comedy catch of the season. Yours truly,

J. H. PLUMB  
The members of The Izaak Walton League turned out in a body and brought their friends, which helped to increase business for the Orpheum.

Exhibitors who think they can't will never be disputed.

## A FEW THINGS THAT YOU NEED FOR AN EXPLOITATION ROOM

By R. C. "BOB" GARY

Here's a tentative list that will assist you in building lobby displays and street exploitation.

Buy some corrugated board for cutouts. You can buy this cheaper by the roll than in sheets, and since you stiffen with batten, you do not mind the curl.

Get some strips of light wood to stiffen the cut-outs. Take all lengths from six inches up. You can buy it cheaply from saw mills or carpenters. Store in a dry place so that it will not warp.

A small saw, hammer, some one and two-inch nails, pair of shears, can of glue and a brush, a paste brush and some means of making flour paste.

A few tubes of water color for lettering cut-outs and stills. Get white, black, brown, blue, green and red.

Tube oil colors for touching up cut-out, some sign writer's inks and brushes.

Buy some cheap muslin or cotton cloth for stretchers.

A few flasher plugs.

Blue and green amber lamp dip.

A set of cut-out letters if you cannot letter freehand.

Some heavy paper for impromptu signs.

A one-fourth horse-power motor. You can get wheels of different sizes to run straight or with eccentric.

If you will build up your equipment gradually with the above list, you will be able to duplicate almost any lobby display and build a lot of new ideas that will increase your business.

\* Note—Exhibitors and Exploiters: \*  
\* Please send me your press clippings, \*  
\* advertisements, photos of \*  
\* lobby, window and street stunts, \*  
\* etc. I will be glad to outline your \*  
\* campaign in the columns of The \*  
\* Reel Journal. R. C. "Bob" Gary. \*

## JEAN BELASCO, EXPLOITEER FOR UNIVERSAL KNOWN FROM COAST TO COAST

The name of Jean Belasco is known to the motion picture industry from coast to coast and is synonymous with the best and most progressive of exploiters. Hardly a week passes that some trade paper does not cite examples of his original exploitation campaigns. At the present time Jean is handling the exploitation and publicity for the Liberty Theatre, Kansas City. If you have never met Jean, you are missing something—as he is a good fellow to know.

## ALPHABET FORTNIGHT WORKED SUCCESSFUL FOR CHARLES SEARS' STAR THEATRE

Recently I assisted Charlie Sears in putting over "Alphabet Fortnight," and it worked successfully for the Star Theatre. Each day a coupon, shown here was printed in the local newspaper containing two letters of the alphabet. Any person whose last name began with either of the two letters was admitted at a cut-rate. All that he had to do was clip the coupon, fill out and present it at the box-office with some mark of identification—a letter, watch inscription or the like—and receive the reduced rate. This stunt runs for two weeks—one day for each pair of letters and one day for the general announcement. It gets free ads for two weeks and is a good stunt to pull during the summer months.

## A DAY THIS COUPON B DAY

with 15 cents will admit everyone, either afternoon or evening, whose last name begins with "A" or "B" to the performance at the

### STAR THEATRE

Simply show some identification, such as a cash, addressed envelope, or some friend who will vouch for you.

My Name is

My Address is

I was born on the day of

(Only date and month required—not the year)

The born winner never gives up.

When you cease to get business in your theatre—it is well to look after the generators.

## JOHN CREAMER ARRANGES NIFTY LOBBY DISPLAY

John got up a nifty display for Paramount's "The Heritage of the Desert" which would be a credit to any first run theatre. Taking an old kitchen table and covering the top with sand, and with a background of cut-out painted mountains, the placing of miniature covered wagons, cut-outs of Indians and cowboys in the foreground—a display was arranged that stopped traffic. This is one stunt that any exhibitor can arrange for a small cost.

## MILTON H. FELD TAKES ADVANTAGE OF GLORIA SWANSON BOB

Barber shops and beauty parlors have for display a window card reading—"Gloria Swanson Bob-Curl—See Gloria Swanson in 'Manhandle' at the Newman this week—then let us bob your hair in the style created by the Famous Paramount Star."

One thousand of these window cards were distributed by the Newman Theatre, and "flappers" are advertising "Manhandle" by having their hair bobbed the Gloria Swanson way.

## ST. LOUIS TRADE EVENTS

By David F. Barrett

### WORK ON NEW THEATRES IS RAPIDLY PROGRESSING

Rumor has it that Grand boulevard is to have a new million dollar picture palace. A conference of the interested parties is said to have been held in the East the past week and an official announcement is scheduled to be made within the next few weeks.

Dame Gossip is also talking again of the merger of the management of important first-run houses in St. Louis. However, the summer season always brings stories of that kind, and until something tangible happens the local film colony will look upon them simply as yarns.

In the meantime work is progressing rapidly on the new St. Louis Theatre, Grand boulevard at Morgan street. Big steam shovels are digging the foundations and it is expected that the work of installing the piling, etc., will get under way within the next few weeks.

Marcus Loew's State Theatre, Eighth street and Washington avenue, is rapidly nearing completion and will be opened with appropriate exercises in August.

### BANDITS GET \$800 FROM SHENANDOAH THEATRE SAFE

Two daring youthful bandits held up the Shenandoah Theatre, Grand boulevard and Shenandoah avenue, at noon June 30 and escaped with approximately \$800 after tying up three employees and forcing the theatre manager, Floyd Stewart, 3630 Washington avenue, to open the safe.

The robbery was one of the most daring ever perpetrated in St. Louis. The theatre is at one of the busiest intersections in South St. Louis.

When the robbers entered the darkened theatre they found two negroes and a white man cleaning the place. They marched the workers into the lobby office and tied their hands and feet.

The office safe was locked and the robbers, being unprepared for such a contingency, decided to await the arrival of the manager. For more than an hour they idled about the theatre.

Finally Stewart arrived and was compelled to open the safe. The money was insured. The theatre is owned by the St. Louis Amusement Company.



CHARLES WERNER

Charlie Werner, the Metro-Goldwyn branch manager, is seen here busily engaged signing contracts. Charlie is very much enthused with Metro-Goldwyn's product for the coming season and he says that exhibitors are looking it like hot cakes. Charlie, like his brother Sam, is a veteran in the business. His association with Metro is one of long standing and his appointment in charge of the merged Metro and Goldwyn offices is a tribute for his service from the exhibitors and from his company.

### BRIGHT BITS and NEWSY NOTES

Two young men arrested by the police at St. Louis when they attempted to sell an electric fan for \$14 to a saloon-keeper at 3200 Franklin avenue later confessed that they entered the Roosevelt Theatre, 830 North Leffingwell avenue, June 30 and stole ten fans. Nine of the fans had been sold to various shopkeepers for a total of \$80.

J. R. Warden has purchased the Empress Theatre at Conway, Mo.

S. J. Hankin, manager of the local Educational exchange is attending the big convention at Hollywood.

Harry Hayes of the St. Louis Film Exchange is enjoying a much needed vacation. Harry filled up his gas tank and departed for parts unknown. He intends to forget all about films and contracts while resting up.

Theatre changes reported within the past week were: Baxter Theatre, Nov-

inger, Mo., closed for summer; Liberty Theatre, Cowden, Ill., closed until fall; and New Grand Theatre, Mexico, Mo., closed for July and August.

W. A. Vance, proprietor of the White Grand Theatre in Conway, Ark., has purchased the Electric Theatre of Morrilton, Ark., from G. O. Vail. The price paid for the house is said to have been \$10,000. Isom Vance will manage the Electric. No decided change in policy is contemplated at this time.

Spyros Skouras has returned from a business trip to New York City.

Jack Weil of Selenick Distributing Corp., spent the greater part of the week out in the territory.

Harry Krause, Paramount boss, on a journey to Cairo, Ill., signed up Mrs. I. W. Rodgers for the Famous Forty for all of her houses. Not so bad.

G. F. McKean, local Fox manager is somewhat under the weather. He has been working very hard of late.

J. H. Calvert has been appointed Northern Illinois salesman for the local Pathe office. He formerly was manager for Universal at Kansas City and also was district manager for F. B. O. at one time.

"Buns" Derby is now exploitation chief extraordinary for William Goldman's Kings Theatre and is going strong. He knows how to put over the live stuff that the newspapers eat up.

C. D. Hill, local manager for the Producers Distributing Corporation enjoyed a very successful sales trip during the week.

Out-of-town exhibitors sent along film row the past few days were: R. H. Adkins, Elkville, Ill.; J. W. Shuckert, Opera House, Chester, Ill.; Harry Jarodsky, Paris, Ill.; Oscar Wesley, Gillespie, Ill.; and R. Roman of Benld, Ill.

Send in  
**YOUR  
BOX-OFFICE  
REPORTS**  
Every Week

Read and Use  
**CLASSIFIED  
ADS**



## WARNER BROS. COMPLETING 1923-24 PRODUCTIONS

On the eve of making complete announcement of their production plans for the year 1924-25, Warner Bros. find themselves so well up on their schedule that everything they undertook to do in the year 1923-24 has either been finished or is in work. "Being Respectable," from Grace H. Flandrau's book by the same name, has just been completed. "The Tenth Woman," "Cornered," "Lover's Lane," and "Her Marriage Vow" are all in work—and these pictures complete those announced for the current year. In addition, as indicating the unusual activities of the Warner organization, it may be said that a number of the productions scheduled for the 1924-25 season are also in work, among them "Get Your Man," featuring Rin-Tin-Tin, the wonderful canine actor who gave a revelation in "Where the North Begins"; "Debrau," which will be called "The Lover of Camille" when it makes its appearances in the motion picture theatres, and "The Age of Innocence."

## BARBARA LAMARR IS TO STAR IN "SANDRA"

Barbara La Marr, who it is predicted, will step into the first rank of screen stars by means of her forthcoming vehicle, "Sandra," to be produced by Sawyer-Lubin for First National Pictures, is extremely enthusiastic about the possibilities of her role in this picture.

After reading the continuity prepared by Ouida Bergere recently, Miss LaMarr made the following comment:

"I firmly believe that the greatest opportunity of my screen career is offered in the first starring production in which I am to appear for First National Pictures. The character of "Sandra" embodies every single one of the qualities which my producers, Arthur H. Sawyer and Herbert Lubin, have diligently sought for in the quest for the best possible vehicles to serve as my introduction as a First National star.

Miss LaMarr will be surrounded by Sawyer-Lubin with the finest cast attainable. They will put forth every effort to make of "Sandra" a first class production in settings, backgrounds, photography and direction.

## O'HARA AND VAUGHN, CO- STARS IN NEW "GO-GETTER"

Freshness, speed, and comedy, with enough romance and pathos to make them different, will be the characteristics of the new "Go-Getters" series of comedies now being started at the F. B. O. lot. George O'Hara and Alberta Vaughn, each a star by right of a leading role in "Fighting Blood" and "The Telephone Girl" series, respectively, will be brought together to co-star for the first time.

Del Andrews, director of "Judgment of the Storm," "The Hottentot," and "The Galloping Fish," will wield the megaphone for the series.

## MARIE PREVOST PLAYING HER FIRST DUAL ROLE

Marie Prevost has played in plenty of motion pictures but in "Cornered," now in production by the Warner Bros. under the direction of William Beaudine, she says she is taking her first fling at the so-called "dual role" which is not at all uncommon in the picture business. Miss Prevost will be listed twice on the program—once as "Mary Brennan" and again as "Margaret Waring."

Willard Louis, who played the title role in "Babbitt," just finished by the Warners and awaiting release, is prominent in the "Cornered" cast as are also John Roche, Rockcliffe Fellowes, and Raymond Hatton.

## "REVELATION" READY FOR JULY RELEASE

"Revelation," and all-star special production will be released by Metro-Goldwyn in July.

The story, the cast and the direction are said to be of exceptional calibre. The first fills the crying need for better screen stories. "Revelation" is taken from Mabel Wagnall's story, "The Rose Bush of a Thousand Years" which is one of the popular romances of the day. The story is acted by a real all-star cast that includes such favorites as Viola Dana, Monte Blue, Lew Cody, Marjorie Daw, Frank Currier, Edward Connelly, George Siegmund, Kathleen Key, Otto Matheson, Bruce Guerin and Ethel Wales. George D. Barker's direction is the best work he has done thus far.

## LLOYD'S NEXT RELEASE IS NEARING COMPLETION

"Hubby" the working title under which Harold Lloyd's second independent production is being made, is rapidly nearing completion and will, within the course of the next few weeks be ready for its first preview. It is hoped that the picture will be ready for release early in the next season.

The story of "Hubby" revolves around the marital troubles of a young couple who are just about to start on a vacation when the "family" arrives. Unlike "Girl Shy," which has a very real plot, the new production will be almost straight comedy with just enough plot to hold it together. According to present plans the feature will be held down to five or six reels. Jobyna Ralston, who scored a decided hit in "Why Worry" and "Girl Shy," will again play opposite the star.

## CANADIAN BUFFALO HEAD TO INCE AS TROPHY

A buffalo head, five feet high, said to be the largest ever mounted, has been shipped from Canada to Thomas H. Ince as a trophy of the mammoth buffalo stampede staged in the north for Ince's forthcoming "western," "The Last Frontier."

During the stampede in which ten thousand buffalo took part, a few of the animals were shot with high powered rifles. Due to the rapid increase of the buffalo herd in the Wainwright National Park the Canadian government last fall was forced to slaughter two thousand head and permission was given to Ince prior to the killing, to shoot several head for his film spectacle.

The head has been hung in the corridor of the Ambassador Hotel in Los Angeles.

Lavish settings will form a strong feature of "Vanity's Price" now in production at the F. B. O. studios and slated as one of that organization's most important autumn releases. R. William Neill is directing.

Hoot Gibson has finished "The Ridin' Kid from Powder River," based on the famous western novel of that title by Henry Herbert Knibbs.



Scenes from "Behold This Woman," a J. Stuart Blackton picture of movieland, released by Vitagraph with Irene Rich, Marguerite de la Motte, Charles Post, Harry Myers, Rosemary Theby and Anders Randolph in the leading roles.

# :: BOX-OFFICE REPORTS ::

### F. B. O.

**Mask of Lopez**, Fred Thomson—A real honest-to-goodness entertainment. R. H. Benford, DeLuxe Theatre, St. John, Kans.

**Crashin' Through**, Harry Carey—A very good Western which pleased the majority.—R. H. Benford, DeLuxe Theatre, St. John, Kans.

**The Mailman**, Ralph Lewis, Johnnie Walker—Wonderful picture which pleased 95 per cent.—R. H. Benford, DeLuxe Theatre, St. John, Kans.

**After the Ball**, Miriam Cooper, Gaston Glass—A real heart interest that will interest theatre goers.—R. H. Benford, DeLuxe Theatre, St. John, Kans.

**Lights Out**, All Star—A different type which appealed to my patrons.—R. H. Benford, DeLuxe Theatre, St. John, Kans.

**Westbound Limited**, Ralph Lewis—A very good picture which pleased the majority of my patrons.—R. H. Benford, DeLuxe Theatre, St. John, Kans.

**Galloping Gallagher**, Fred Thomson—A good Fred Thomson picture with lots of action and pep. Silver King also plays in this, and he is certainly fine. Don't miss looking this one. H. L. Millberger, Eagle Theatre, Edgewood, Ill.

### FIRST NATIONAL

**One Clear Call**, Stahll Production—A real Klu Klux Klan special. A picture that has an excellent drawing power in the right territory. Pleased 100 per cent. Played to capacity house in small town at 15c and 30c.—H. L. Millberger, Eagle Theatre, Edgewood, Ill.

**Peck's Bad Boy**, Jackie Coogan—Entire success; everybody pleased. Print good.—Legion Hall, Forsyth, Mo.

**Torment**, All Star—A Maurice Tourneur production that should be boosted to the very highest. It has the story, scenes and action that make it one of the outstanding pictures ever produced. This picture should have been exploited more heavily by producer.—H. R. Bisby, Isis Theatre, Augusta, Kas.

**Bond Boy**, Richard Barthelmess—We found this to be a good program picture. Print fine. Advertising fine.—J. C. McKee, Florie Theatre, Blair, Mo.

**Bright Shawl**, Richard Barthelmess—Very good picture; when you see Barthelmess' name you can always bank on that. Played to good houses both nights. Print good.—G. P. Johnson, Rex Theatre, Ridgeway, Mo.

**Scars of Jealousy**—A good program and pleased. Print and advertising good.—J. W. Evans, Royal Theatre, Tonganoxie, Kas.

**Why Men Leave Home**, Lewis Stone—Great picture, fair business. Print good.—J. R. Barford, Rex Theatre, Arkansas City, Kas.

**Boy O' Mine**, Ben Alexander—Great picture. Fair business. Too hot. Print good. J. R. Barford, Rex Theatre, Arkansas City, Kas.

**Period**—Had a good crowd considering a storm we had about three hours before show time. Print good. Amusement Hall, Turin, Kas.

**When a Man's a Man**, John Bowers. Picture received nice comments. Good

print.—J. Lora, Crane Theatre, Carthage, Mo.

**When a Man's a Man**, John Bowers—This is the kind of a picture that will please everyone. It tells the story exactly as the book does. Good print.—Claude McBrayer, Auditorium, Hamilton, Mo.

**East Is West**, Constance Talmadge—A good picture and pleased the crowd. Fair print.—D. B. Heist, Empire Theatre, Adrian, Mo.

**Sonny**, Richard Barthelmess—A splendid picture and good box-office attraction. Did well on it and people seemed to like it. Print good.—J. M. Welty, Midway Theatre, Hill City, Kas.

**Girl of Golden West**—Print was in very good shape. Patrons like it very well. Drew very well for mid-week.—E. W. McClelland, Gilman City, Kas., Rex Theatre.

**Question of Honor**—I considered it a first class picture for a town of this size. Some liked it better than Smilin' Thru. Would like to have more like it. Print fine.—J. E. Jorgensen, Community Theatre, Mt. Hope, Kas.

**Tolfeable David**, Richard Barthelmess—Pleased all who saw it. Business not so good. Fair print.—Glen W. Dickenson, **Sunshine Trail**, Good Picture. Our patrons like McLean. Print good. Royal Theatre, Burden, Kans.

### PATHE

**News 35 and 37** were the most sensational news I have ever run and sure pleased the people 100 per cent.—Geo. Leathers, Strand Theatre, Mt. Vernon, Mo.

### VITAGRAPH

**The Man Next Door**—A very fine story and pleased nearly 100 per cent of my audience. Film in good condition.—J. C. Dunsair, Booster Picture Show, Kincaid, Kans.

**On the Banks of the Wabash**, Mary Carr. A good picture and took well. The condition of print very good.—Harris Opera House, Harris, Mo.

**The Backyard**, Jimmie Aubrey—Fine comedy. Print in good condition.—Ed. Weesner, Strand Theatre, McCracken, Kans.

**The Man Next Door**, Special—A very good picture, and am glad to say that I have another contract with Vitagraph for they sure treated me right.—E. Rodgers, Township Hall, Palco, Kans.

**Steelheart**, William Duncan and Edith Johnson—Good story. Edith Johnson does some good acting. Duncan not so good. Will play 75 per cent. Film good.—Ed Weesner, Strand Theatre, McCracken, Kans.

**Received Payment**, Corinne Griffith—Not a very good picture. Story is very poor. Corinne Griffith is a good actress. Pleased some. Condition of film good.—Ed Weesner, Strand Theatre, McCracken, Kans.

**The Stranger**, Jimmy Aubrey—A very good comedy. Jimmy Aubrey is a good actor, and the story (if any) is good. Print good.—Ed Weesner, Strand Theatre, McCracken, Kans.

**Pioneer Trails**, Cullen Landis, Alice Colburn—A very entertaining and wholesome Western. In fact one of the best pictures we've run this season. Film in good condition.—A. R. Miller, Pastime Theatre, Cynola, Kas.

**On the Banks of the Wabash**—Extra ordinary good picture with good flood scene. Lots of action. Print extra good.—D. C. Kennedy, Electric Theatre, Glasgow, Mo.

**Loyal Lives**—Just an ordinary program picture. Do not go too strong on this. Film in good condition.—D. C. Kennedy, Electric Theatre, Glasgow, Mo.

**Playing It Wild**, William Duncan and Edith Johnson—A very good picture. When we play Duncan, we get the fans. Duncan and Miss Johnson are the big drawing cards in this town. Give us more Duncan. Print in good condition.—E. Rodgers, Township Hall, Palco, Kans.

**Man Next Door**, Alice Calhoun and Jimmy Morrison—A good show. Ought to please anywhere.—Harris Opera House, Harris, Mo.

**Where Men Are Men**, Edith Johnson and William Duncan—This picture could be used as a special and make a hit with the patrons. This story in pictures is not over-drawn or unreasonable, and will say that William Duncan goes over big at my theatre. Film in A-1 condition.—C. F. McClay, City Hall, Parker, Kans.

## Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL,  
19th & Wyandette Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....	
Star .....	Producer .....
Remarks .....	
Title .....	
Star .....	Producer .....
Remarks .....	
Title .....	
Star .....	Producer .....
Remarks .....	
Title .....	
Star .....	Producer .....
Remarks .....	
Title .....	
Star .....	Producer .....
Remarks .....	
Title .....	
Star .....	Producer .....
Remarks .....	

If Every Exhibitor Does His Duty There Will be No Mediocre Pictures

City .....

Theatre .....

Exhibitor .....

# PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### BAUSCH-LOMB NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

**CHAS. M. STEBBINS**

Picture Supply Co.

1822 Wyandotte St. Kansas City, Mo.

**Smiling  
Service!**



Archibald  
Josephson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish  
to pay more  
-and  
risky to  
pay less.*

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

## Let B. Finkelstein

### INTERIOR DECORATOR



Beautify Your Theatre  
Interior decorating of  
theatres and lobbies  
a specialty.  
My Own Drawn  
Designing  
Phone Benton 0128

1910 Montgall K. C., Mo.

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel  
Standard Opera Chairs.  
THE CHAIR THAT'S ON THE  
SQUARE  
Lowest Prices Quick Delivery

## CURRENT RELEASES

### Week of July 19

#### EDUCATIONAL

The Ex-Bartender Retires, Wilderness Tales, Head On, Cameo Comedy (1).

#### F. B. O.

The Woman Who Sinned, Mae Busch and Irene Rich (6),  
Faster Foster, Alberta Vaughn, Telephone Girl Series (2).

#### PROGRESS

Desert Secrets, Bill Patton (5),  
The Desert Bridgeway, Lark-Hoxie (5).

#### ENTERPRISE

The Able Minded Lady, H. B. Walthall (5),  
The Harbor Patrol, Al Ferguson (5).

#### PATHE

Our Congressman, Will Rogers (2),  
The Ten Minute Egg, Hal Roach (1),  
Woman's Honor, Jessop Fable (1),  
Topics of the Day No. 29,  
The Fortieth Door, No. 9 (2),  
Maud Muller (2),  
Pathe Review No. 29,  
Pathe News, Nos. 69-71.

#### STANDARD

Left Hand Brand, Axel Hart (5),  
UNIVERSAL  
Behind the Curtain, all star (5),  
Kid Days, with Swo-ker, the Humanzee (1),  
The Iron Man, No. 6-12,  
West of the Water Bucket, Jack Dempsey (2),  
International News, Nos. 61-62,  
Her City Sport, Century Comedy (2),  
The Gun Facker, Fete Morrison, Western (2),  
Fast Steppers, No. 6 (2).

Book your selling troubles with  
The Reel Journal.

Something to sell, something to  
buy, The Reel Journal does it, if you try!

The film trade paper of the Mid-  
dle West.

Work into the inner circle—read  
and use Reel Journal.

Harold Hendee, former head of the Research department at the Cosmopolitan studios, is now established at Paramount's Long Island studio in the same capacity. Mr. Hendee, before taking up research work, was a stage actor for fifteen years, leaving the footlights for his present occupation at the suggestion of William Le Baron, now one of the supervising editors at the Famous Players Long Island studio.

Hobart Henley has completed "Free Love," his first production for Metro-Goldwyn-Mayer.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads. Accepted for Less Than 50c.

### FOR SALE

Circuit of three picture theatres in towns 8 miles apart. No opposition. On Frisco R. R., one in division town. Fully equipped. Terms or trade. Reply to E., care Reel Journal.

### WANTED

Management of theatre. Will buy interest in same or will rent. Just sold my interests in theatre here. 12 years experience as exhibitor. Refer to any exchange manager in St. Louis. I am open to propositions. What have you? E. S. Perkins, Casey, Ill. 6-14

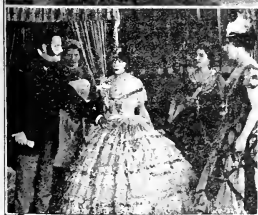
### FOR SALE

324 opera chairs, used 30 days. Also two Powers 6-A hand drive machines, one metal reel box, two rheostats. Will sell cheap. M. Kelley, 201 N. Walnut Street, DuQuoin, Ill.

Manager, operator or exploitation man wants permanent position with motion picture and vaudeville house. Salary your limit.—Address Manager, Box 263, Erie, Kans.

### BARGAINS

In purchasing a competitive house we acquired two new Powers 6B Motor Driven machines, latest model, only used one month. Write or wire The Reel Journal, Box F. 7-26



A few scenes from "Secrets," a First National Picture, starring Norma Talmadge.



*Only 20 But Mighty*



# WARNER BROS.

HAVE PROVEN THIS SEASON  
THAT THEY CAN PRODUCE

## Fewer and Better Pictures

Than Any Large Producer in the Business

For Season 1924-1925 They Promise  
**20 BIGGER AND BETTER 20**

With Their Immense Institution  
With Their Vast Experience  
With Their Ability to Determine Long in Advance  
What the Public Wants

### THEY CAN'T FAIL

Make Warner Bros. Pictures the  
Backbone of Your Program

### FILM CLASSICS, Inc.

115 West 17th St.

AL KAHN, Gen. Mgr.  
D. A. KAHN, Mgr.

Kansas City, Mo.



*Only 20 But Mighty*



*The***Reel  
Journal****The Film Trade Paper of the Southwest****PATHE**  
*Season 1924-1925*

## FEATURES

Two Harold Lloyd  
 Four Hal Roach  
 Four Charles Ray  
 TWO REEL COMEDIES  
 12 Our Gang (Hal Roach)  
 12 Spats (Hal Roach)  
 12 Star Comedies (Hal Roach)  
 12 Arthur Stone (Hal Roach)  
 6 Harry Langdon (Mack Sennett)  
 12 Mack Sennett  
 12 Star Comedies (Mack Sennett)  
 8 Ben Turpin (Mack Sennett)  
 And 18 to be announced

ONE REEL COMEDIES  
 Hal Roach

## SPECIALTIES

Pathe News, twice each week  
 Pathe Review, once a week  
 Grantland Rice's Sportlights, one every other week  
 Aesop's Film Fables, one a week  
 Topics of the Day, one a week

## PATHESERIALS

(Ten Chapters Each)

"The 40th Door," with Allene Ray; from the book by Mary Hastings Bradley  
 "Into the Net," with Edna Murphy and Jack Mulhall; by Richard E. Enright, Commissioner of Police, New York City; novelized by Sinclair Gluck  
 "Elack Caesar's Clan," from the book by Albert Payson Terhune  
 "Ten Scars Make a Man," by Phillip Barry, the Playwright  
 And at least two others, to be announced

15 CHRONICLES OF AMERICA

**Pathe Exchange, Inc.**

111 West 17th Street

Kansas City, Mo.

C. C. VAUGHAN, Branch Manager

# FAIR WARNING TO EVERYBODY!!!



THE demand for the Hunchback of  
Notre Dame since Universal's an-  
nouncement of its general release, has  
been terrific. Contracts are flooding  
our offices.

Set your dates now  
for fall showings

It's better to be safe than sorry

Carl Laemmle



THE MOUNTAIN MAN

Presents

WILSON SERIAL PRODUCTION

BY JIMMY HERBER AND EDMUND COLLIER

# THE MOUNTAIN MAN

Adapted by  
JACQUES JACCARD  
From the  
KARL HOULDRIGER

(9)

# Standard Films Program

SEASON 1924-25

## COMEDIES

52 two-reel Slapsticks

starring



Eddie Lyons      Bobbie Dunn      Billy West

These comedies have the stuff it takes to make good comedies—PEP—PER-SONALITY—ACTION.

## VAUDEVILLE

15—WEEKS—15

We will be able to book you for 15 consecutive weeks with one or two high class vaudeville acts suitable for picture shows with small stages. The prices are very reasonable on these acts and we guarantee them.

Address inquiries to

"Vandeville Dept.", Standard Films

111 W. 18th St. **STANDARD FILMS** Kansas City, Mo.

## FEATURES

52 Excellent Western Dramas

starring

ART MIX  
NEAL HART  
LEO MALONEY  
LESTER CUNEO  
PETE MORRISON

One Each and Every Week

No re-issues. No old pictures made years ago. All pictures new and this season's product from the studios.

## SERIALS

3 OUTDOOR HISTORICAL SERIALS

1. "DAYS OF '49"
2. "THE PONY EXPRESS"
3. NOW BEING MADE  
(Title announced later)

The greatest money-making chapter plays on the market today. Winners all!



# Read this

## *You exhibitors who are trying to build a business on western pictures*

"I saw a pre-view of one of Fred Thomson's new western pictures the other night. It was delightful.

No one can see Thomson without being glad for him and the motion-picture industry. He couldn't be in any business without it being a better business because of his being there.

With the full knowledge that I will have to face the horrified protests of Tom Mix, Bill Hart, Art Acord and all the rest of the western gents, I will take a chance with my life and say it: Fred Thomson has the most remarkable horse ever seen on the screen."

HARRY CARR,

(Editor Hollywood PRE-VIEW).

Harry Carr is Editor of The Hollywood Pre-View, the recognized authority on pictures on the West Coast. Exhibitors everywhere can most profitably follow Harry Carr's tips because Harry Carr knows pictures and showmanship like few men inside or outside of this industry. Harry Carr, Editor of F. B. O. Exchange will gladly screen F. B. O.'s BIG SIX WESTERN starring FRED THOMSON and his marvelous horse SILVER KING.

These Original Six Big Westerns

Produced by

**MONOGRAM Pictures Corp.**

Andrew J. Callaghan, Pres.

Harry J. Brown  
Productions

Directed by  
Albert Rogell

Distributed by

**Film Booking Offices**  
OF AMERICA, Inc.

Snover Building, Kansas City, Mo.

3312 Olive Street, St. Louis, Mo.

127 South Hudson Avenue, Oklahoma City, Okla.

106 South Cross Street, Little Rock, Ark.

EXCHANGES EVERYWHERE



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

St. Louis Correspondent  
**DAVID F. BARRIETT**  
 3748 Meramec Avenue

(Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.)

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Dividing the Melon

Even venerable Benjamin Franklin side steps to the vicarariat of the age. For modern parlance has it a peculiar among film people. Early to bed, early to rise, weak like hell and old like me.

This is an age of organization in which this territory is not little concerned. We daily hear the talk of women's clubs, ladies' aid societies, prevention of cruelty organizations, charity clubs, parent-teacher organizations, and what not. It appears to the writer that the easiest method for the exhibitor to minimize his work schedule is to fall in line with and tie up with such organizations in his own community, in a spirit of cooperation, of course, but incidentally for the purpose of swabbing box-office receipts.

An exhibitor in Albany, New York, was confronted with the problem of selling a high class theatre to the public, especially to that section of Albany known as the "The Ladies' Club" and the recesses of his brain he conceived the idea of offering a percentage to the different women's organizations for the sale of tickets to highly classical productions. And these women who "Will, ma'am, and incidentally, the exhibitor made regular patrons of the theatre anders of Albany.

Another (Albany) "gentleman," an old church, workers in raising money for a building fund by authorizing them to sell ticket books worth \$25, covering an entire season's program, of which the church fund received a percentage. The workers got busy and sold loads of tickets to manufacturers, chemists and presented them to the employees of organizations bought dozens of these books and presented them to poor children, welfare societies, etc., the possibilities of educating their "underlings" to the masses of drama and crime through the medium of the screen, and paid out their good money for a merit and educational performance of that nature.

The idea has been copied, successfully in college town, where different fraternal organizations are children could to raise money.

We dare say an exhibitor in the territory, show in a town which does not possess some form of community organization of one type or another. Talk the common and the more local. We

all prove successful in most communities. For folks will be folks, and organizations just will exist, "what are we going to get out of it." And generally, good every exhibitor will admit he needs good skill and capacity houses, and advertising.

## VITAGRAPH TO OPEN NEW BOOKING OFFICE

Expansion of the Kansas City Vitagraph Exchange to include two booking offices in Kansas City, was announced by C. A. Schultz, manager, this week. Vitagraph will maintain a booking office in the quarters now occupied by the Kansas Theatre Owners' Association, 128 West Eighteenth street.

The new office will be managed by L. W. Allen, assistant manager, and will be in addition to the booking office now maintained in the Davidson building. It is planned to move into the new quarters within the week, Mr. Schultz said.

Although definite arrangements were said not to have been completed, the Kansas City Theatre Owners are to occupy quarters with the Kansas State Exhibitors Association in their present quarters.

## LAEMMLE ANNOUNCES EARLY RELEASE FOR SPRING PICTURE

New York, July 14.—Carl Laemmle, president of Universal Pictures Corporation, announced the new plans and program for that company here last week prior to sailing for Europe.

Of Universal's second twelve Jewels for spring release, the first is to be "Smoldering Fires," starring Pauline Frederick. Others are: "Clinging Fingers" with Virginia Valli; "The Husbands of Edith" with Reginald Denny and Laura LaPlante; "Oh Doctor," a Reginald Denny Picture; "The Best of Life," starring Mary Philbin; "The Nightcap," starring Madge Bellamy; "The Flower of Napoleon," from the story by Gerah Blumont; "Here's How," all-star cast; "Cl, the Leader," with Virginia Valli in the leading role; the tenth, eleventh and twelfth of the series are yet to be selected from the following: "Christmas Eve," "Another Woman's Life," "Miracle," "Siege."

## "ROMANCE OF WASTELANDS" A STANDARD RELEASE

Prints of "Romance of the Wastelands," the latest Art Mix Production released by the Standard Film, have been in their office the last two weeks for review by the local exhibitors. All who have seen the picture have pronounced it exceptionally good and worthy of the high standard of releases this company has been putting out recently, according to F. J. Warren, general manager of Standard.

Trudy Whisman of Enterprise had a new job case when his Cadillac went over a 15 foot bridge. Trudy received a new motor house, and then he traded on the Cadillac to a Dodge coupe. One Trudy wants to dodge the bridges.

## WHITE URGES "DESERVED" SHORT SUBJECT ADVERTISING

Gordon S. White, director of advertising and publicity for Educational Film Exchanges, Inc., stopped over in Kansas City on his return from Los Angeles, where the Educational Branch Managers' Convention was recently held.

While here, Mr. White paid a visit to C. F. Metzger, local Educational branch manager, first run Kansas City exhibitors, and the newspaper motion picture editors, in the interest of encouraging more advertising for the short subject as a feature of the program and not as merely a filler.

Mr. White is a firm believer in national advertising, and states that Educational's advertising in the Saturday Evening Post will be continued as it has been found that this advertising greatly benefits the exhibitor. As an example of this fact, Mr. White pointed out that in Kansas City, the Saturday Evening Post has a weekly circulation of 147,000, and that with the assumption that each copy has an average of three readers, the advertisements carried by Educational in this medium are read by more people than there are income tax payers in Kansas City, of which Mr. White says statistical figures give over 37,000.

On his return trip to the home office, Mr. White has been stopping off at principal exchange centers and at each point has been discussing the matter of advertising as it concerns each particular vicinity.

Mr. White firmly believes that the short subject is an attraction which should not be overlooked in newspaper or any kind of advertising, by the exhibitor, and in order to better advertise Educational pictures, Mr. White is furnishing to exhibitors, press sheets full of ideas and which also contain illustrative ad cuts and comic cuts, on which the exhibitor may obtain mats free of charge.

Mr. White pointed out that short subjects, especially those of the novelty type, such as "Plastigrams," are receiving tremendous publicity in newspapers all over the country, which should be of very great benefit to the exhibitors, and for this reason, if for no other, the exhibitor should not fail to mention in his advertising the title of the short subject, its brand or trade name, and the star or stars that appear therein, instead of their merely saying, "added a comedy," which Mr. White says is just a waste of space.

## C. E. GREGORY NEW METRO-GOLDWYN HEAD

C. E. Gregory, widely known along Kansas City's Movie Row, has taken over the Kansas City office of Metro-Goldwyn as branch manager, succeeding L. B. Metzger, it became known this week.

Mr. Metzger is to be transferred to the West Coast activities of Metro-Goldwyn, it was announced.

Mr. Gregory was widely known here as manager of the Goldwyn exchange, later being transferred to Minneapolis and then to St. Louis.

Through the movie chief, Metro-Goldwyn wishes to extend its best wishes to the exhibitors of the Kansas City territory, and to reassure them that the same courteous service characterized by the old organization is to be offered by the new.

## “The Title is 75% of the Picture”

A smart showman told me that just the other day.

He's right. I don't think his rating is a bit too high. We've all seen many times what a good title can do for a picture and what a poor title can do against it.

That's why, in planning THE FAMOUS FORTY, Paramount spent so much time and effort in picking titles. The result has been the greatest lineup of box-office titles ever offered to you. That's not just my opinion. It's what practically every letter and wire I get from exhibitors about THE FAMOUS FORTY repeats: “What a great bunch of titles!”

Think what crowd-pullers such titles as these will be, blazing out in your electric:

GLORIA SWANSON IN “MANHANDLED.”

“THE ENEMY SEX.”

“SINNERS IN HEAVEN.”

THOMAS MEIGHAN IN CURWOOD'S “THE ALASKAN.”

“CHANGING HUSBANDS.” Supervised by CECIL B. DeMILLE.

“UNGUARDED WOMEN.

“THE COVERED WAGON.”

“THE FAST SET.”

RUDOLPH VALENTINO IN “A SAINTED DEVIL.”

POLA NEGRI IN “FORBIDDEN PARADISE.”

CECIL B. DeMILLE'S “THE GOLDEN BED.”

“MERTON OF THE MOVIES.”

“OPEN ALL NIGHT.”

“ARGENTINE LOVE.

Can you imagine an amusement-seeker walking past any of those? They—and the 25 other FAMOUS FORTY titles—have got everything that real, gold-getting titles should have

“The title is 75% of the picture.” Naturally Paramount's greatest line-up of pictures bears Paramount's greatest line-up of titles.

S. R. KENT.

## WARNER EXECUTIVES TO VISIT LOCAL EXHIBITORS

Delegates in the territory will have the unusual opportunity of meeting at the same time three prominent executives of the Warner Bros. organization, who are making a trans-continental tour of every city in the U. S. and Canada, for the purpose of arranging a series of conferences with prominent exhibitors, exchange executives and newspaper men hereon, and outline the Warner Bros. business program for the forthcoming season.

A. K. Dyer of the Film Classics exchange will act as host to introduce S. L. Warner, one of the four Warner Bros., Sam E. Morley, general sales manager of Warner Bros., and Pearl Keating, scenario editor.

Plans have been effected for a banquet and surprise entertainment at the Muehlbach Hotel on Monday evening, July 28 at 7:00 o'clock.

It is estimated that much good can be accomplished by bringing together representatives of every branch of the business so that all angles of production, distribution and publicity may be taken up in a friendly way with the people most concerned. By doing this before all the pictures are made and policies settled, all of the problems will be settled in a way which will avoid future misunderstandings and which will insure efficient results going to the coming year.

S. L. Warner will represent the production unit and will give various exhibitors an idea on what the public wants in each particular locality. The reports will be turned in to the Los Angeles studio and taken up in detail by the studio staff.

Sam E. Morley and the local distributors of the Warner product, will take up matters pertaining to distribution and exchange of exhibitor matters.

Pearl Keating will explain why each acre of screen material was secured and outline the high lights of each story contemplated for the coming year. She will also obtain the viewpoints of what exhibitors can and demand from the different angles of the business.

It is contemplated to cover the entire country in the fastest possible time, in order to put into operation any new plan that may come up and that is essential for the fall campaign, a very early schedule will be adhered to. The tour is not merely a social or pleasure party but a hardy working business proposition. The Warner delegation figures on making one hundred days out of thirty (30) days, which is certainly not unusual for one picture in the summer.

In connection with the tour Sam E. Morley will make a statement which in part reads: "It is a common of good can be accomplished if we get together, such as we are doing at a moment. The exhibitors, the producer and other people will benefit, face to face at these conferences. The exhibitor will have direct contact with the producer. While the general plan of the tour will be something of an introduction to the business picture industry, we will spend some of our years ago. The tour will also be a school. An exhibitor will be able to receive a pointed lesson. Warner Bros. believe it is better to get them out and while plan-

and pictures will be made quickly on certain occasions as unlooked for conditions arise, the fundamental problems are going to be settled right on the spot before the definite policies are finally decided on.

"The exhibitor who sometimes feels that the producer and sales manager is his hereditary enemy, will learn that we have our troubles, too, and that we are not the horned devil he had expected. More can be accomplished by the personal touch this way than with a year's correspondence."

## JAMES GREELEY, UNIVERSAL THEATRES MANAGER HERE

James Greeley, newly appointed general manager for the Universal Pictures Corporation, paid a flying visit to Kansas City today on a tour of inspection at theatres under Universal's control. He expressed satisfaction with the Liberty Theatre, and with Kansas City in general.

Mr. Greeley has taken up the duties formerly held by F. A. Flader and has many years of experience in operating theatres and circuits. For years he managed his own theatres in Portland, Lewiston and Bangor, Maine, and is a pioneer in the film game. Mr. Greeley would not speak for publication, but it is expected that Manager Balsly will make an announcement shortly that will be of interest to everyone in the motion picture industry.

## STANDARD FILMS WEEK ON TWELFTH STREET

As a proof of the popularity of the latest Standard Films' releases, all picture theatres on Twelfth street, Kansas City, ran a Standard Films' picture during the week ending July, The Wonderland Theatre, (first run) playing "King's Creek Law," starring Leo Maloney; the Regent Theatre, (first run) playing "Hidden Gold," starring Alma Bennett, and the Twelfth Street Theatre playing "Wolf Tracks," starring Jack Hoxie.

## K. C. THEATRE PRESENTS COLORFUL FILM PROLOGUE

The story of the "Shepherd King," showing at the New Centre Theatre this week, opens with a prologue showing Moses and the children of Israel going through Egypt on their way to Jerusalem. This vast army of people, with their camels, donkeys, horses and sheep, are pictured being led past the pyramids and the Sphinx on their way to the Holy Land. This prologue leads up to the picture as from the House of Moses descended the House of David.

## STANDARD FILMS' PROGRAM SEASON 1924-1925

In this issue you will find an announcement of the Standard Film's program, season 1924-1925. In addition to their 52 western features previously contracted for, they will release each and every week, a 2-reel comedy, also three serials during the year, namely, "The Days of '49," "The Pony Express," and another similar serial, not yet named, which is now in the making.

## DEMPSY TO MAKE PERSONAL APPEARANCES

Universal has completed arrangements with Jack Dempsey, champion heavyweight boxer of the world, to make personal appearances with the "Fight and Win" series, the series of two-reel fight dramas being made at Universal City with the ring title holder as star.

The arrangement has been just completed between Al Litchman, general manager of exchanges for Universal, and Jack Kearns, Dempsey's manager. The personal appearances will be limited to the month of August and the early part of September, as Dempsey is likely to defend his title shortly thereafter.

Dempsey probably will appear in straight work, telling audiences of his experience as a fighter and as a motion picture actor. His stuff will not be staged but will be a straight matter-of-fact personal talk. He will appear in as many performances a day as is customary in the theatres engaging him.

## TOM FORMAN TO DIRECT CAREY IN "ROARING RAILS"

Hunt Stromberg announces that he has signed Tom Forman to direct "Roaring Rails," his fourth Carey feature for Producers Distributing Corporation.

Tom Forman is recognized as the director of "The City of Silent Men," starring Thomas Meighan, "Shadows," a popular Lon Chaney triumph, and "The Virginian." His most recent success is "The Fighting American," a universal action drama which has proved to be something of a sensation on Broadway.

"Roaring Rails" will be a feature quite different from anything in which Carey has yet appeared, combining a railroad drama with vigorous melodrama of the great outdoors, and culminating in a forest fire that promises to be the most thrilling scene of its kind ever staged for the motion picture camera.

## BIG ADVERTISING CAMPAIGN FOR "ABRAHAM LINCOLN"

First National has decided upon a great advertising campaign for the Rocket Brothers' production of "Abraham Lincoln." This will be conducted mainly through the advertising pages of big circulation magazines.

"Abraham Lincoln" has probably received more free space in newspapers and magazines than any other motion picture, not even excluding "The Birth of a Nation." The picture has been given entire rotogravure sections, special feature articles and reviews without number. The public is already well informed that there is such a picture as "Abraham Lincoln" and that it is soon to be released.

The advertising campaign will be conducted in the pages of literary, farm and "fun" publications of extensive circulation and it will appear during the summer before the production has been shown to any great extent, although a number of bookings for early play date have been accepted.

**Business right off the reel from Reel Journal Wants.**

# Producers Distributing Corporation

Formerly

W. W. HODKINSON CORPORATION

## Fall and Winter Announcement 1924 - 1925

EXPERIENCED ability, friendly, equitable dealings with exhibitors, based on the realization that it must supply quality pictures at fair prices, is the platform on which Producers Distributing Corporation seeks exhibitor support this year.

HERE'S our schedule all complete up to February 1, 1925 and it's a leader's lineup we've got set. In the first group of 17, which covers the period from August 3 to February 1, we have a lineup we're willing to stack up against the field. Just glance over the pictures listed below, note the titles, directors and casts, and you'll know why it's going to pay you to lineup with Producers Distributing Corp.

### "BARBARA FRIETCHIE"

Starring Florence Vidor  
Directed by Lambert Hillyer

### "WELCOME STRANGER"

With a cast including Florence Vidor, Dore Davidson, Lloyd Hughes, Virginia Brown Faire and William V. Mong.

### "THE LEGEND OF HOLLYWOOD"

Starring Percy Marmont  
Directed by Renaud Hoffman

### "THE SIREN OF SEVILLE"

Starring Priscilla Dean  
A Stromberg-Storm production

### "ANOTHER MAN'S WIFE"

With James Kirkwood and Lila Lee, Matt Moore and Wallace Beery.

Edgar Selwyn's

### "THE MIRAGE"

Starring Florence Vidor  
Directed by Tom Forman

### "ON THE SHELF"

A John G. Adolph production with an all star cast.

### "THE WISE VIRGIN"

With Patsy Ruth Miller and Matt Moore.  
Directed by Lloyd Ingraham

### "A CAFE IN CAIRO"

Starring Priscilla Dean  
A Hunt Stromberg production

### "RECKLESS ROMANCE"

T. Roy Barnes and Tully Marshall in a Christie production  
Directed by Scott Selby

### "OFF THE HIGHWAY"

Starring Jacqueline Logan  
A Ralph Ince production

### "RAMSHACKLE HOUSE"

Starring Betty Compson  
A Harmon Weight production

### "TROUPE WITH ELLEN"

Starring Helene Chadwick  
Directed by T. Hayes Hunter

### "THE GIRL ON THE STAIRS"

With Patsy Ruth Miller and Matt Moore  
Directed by William Worthington

### "CHALK MARKS"

A John G. Adolph production  
With Marcenita Stone, June Elledge, Rex Leece and Renee Wilson

### "THE HOUSE OF YOUTH"

Starring Jacqueline Logan  
A Ralph Ince production

### "THE FOLLY GIRL"

Starring Margaret Livingston  
A William Brannan production

# Producers Distributing Corporation

KANSAS CITY  
111 West 18th St.  
L. W. ALEXANDER  
Branch Manager

ST. LOUIS  
3312 Lindell Blvd.  
C. D. HILL,  
Branch Manager

## F. D. C. HOLDS ENTHUSIASTIC CONVENTION IN CHICAGO

Announce Twenty Features for Season of 1924-25.

Chicago—F. C. Munroe, president of the Producers Distributing Corporation, attacked current rumors alleging connection of the name of P. D. C. with other impending mergers in the opening address of the sales convention here at the Congress Hotel last week. P. D. C. executives, managers and division heads from all parts of the country attended the convention which was noted for its enthusiastic spirit.

Munroe declared these rumors to be without foundation and his statement that "if there are to be mergers, Producers Distributing Corporation would do the merging," met with an outburst of war-whoops and applause.

John Flinn outlined the twenty pictures listed for release the coming season, dwelling on the production quality, the story values, the stars, the directors and the producers contributing to the 1924-25 program. "We have twenty first-run attractions," said Mr. Flinn. "We could have had forty or fifty had we not set a high quality standard for the releases through our organization, and I believe that the twenty subjects listed for release between July first and February first, will stand up and stand out in any other group of offerings in the coming season."

Among those present were: Branch Managers, L. W. Alexander, Kansas City; William Yoder, Atlanta; L. J. Hackling, Boston; Sam Galant, Buffalo; H. S. Lorch, Chicago; H. H. Hurn, Cincinnati; J. J. Mooney, Cleveland; R. A. Morrow, Dallas; J. S. Hommel, Denver; R. E. Peckham, Detroit; Joe Stant, Los Angeles; Charles Knickerbocker, Minneapolis; A. H. Sessions, New Orleans; G. M. Dillon, New York; Herman Stern, Omaha; W. G. Humphries, Philadelphia; G. R. Amstutz, Pittsburgh; C. D. Hill, St. Louis; C. F. Parr, Salt Lake City; M. F. Cory, San Francisco; S. D. Perkins, Seattle; J. W. Rne, Butte; G. A. Falcker, Washington, and Dan Roche, Central Division Publicity Manager.

## "THE DAYS OF '49" NEW STANDARD FILMS' SPECIAL

"In many cases the serial is the backbone of the picture business. Of this there is no doubt, and when you combine historical and action serials, it would appear that this is the perfect box office attraction," says F. J. Warren, of Standard Films. "The Days of '49,' Standard's new serial, should appeal to the schools, people with education and tendencies, and to the children from his period standpoint alone. At the same time, it has the merit of interesting all classes with its thrills, and action, and picture-que settings.

### Well Known Stars in Comedies.

Standard Films' comedy releases star such well known comedians as Eddie Lyons, Billy West and Bobby Dunn. They are straight slap stick comedies, which will be released weekly, alternating the above named comedy stars.

## Moving Along Movie Row

Hugh Gardner, of the Neosho, Mo., Photo-Shop Theatre, visited movie men this week.

Miss Edna Russell, formerly chief inspector for Educational, has resigned, and Miss L. Stutzman has been promoted to her old position.

Russell Borga, office manager for Educational, has gone to Lake Oskabugee, Ia., with his family for a two weeks' vacation.

H. E. Corbyn, Kansas City manager for A. H. Blank, left bright and early Monday morning for Kansas territory again. Reports have it that Corbyn is prospecting, and the company booker looks contented.

A private screening of the third of the Dempsey pictures, "West of the Water Bucket," was given to local newspaper men and they were high in their praise of human interest throughout the picture and the big fight scenes. Universal's "Fight and Win" series starring Jack Dempsey is not a serial. There are ten complete two-reel stories. The cast includes Hayden Stevenson of "Leather Pusher" fame, George Ovey, former comedy star, Chuck Reiser, Carmelita Geherty and many other well known names.

A. H. Cole, of Paramount's accessories department, is enjoying a two weeks' vacation in the trout streams somewhere near Mexico.

W. J. Haggerty, advance representative for Warner Bros., visited Al Kahn of Film Classics this week.

Ed Dubinsky, managing owner of the Regent Theatre, has booked the latest Art Mix production, "Romance of the Wastelands," a Standard Film release for the Regent Theatre the week of July 24.

"Babbit," the photoplay from Sinclair Lewis' famous story, is to be the feature at the Kansas City Royal next week. The picture is distributed by Film Classics.

Manager Rngz, formerly of the Eureka Theatre, Weston, Mo., and the Vine Street Theatre, Kansas City, is to open a new air dome theatre in Weston July 25. The new outdoor playhouse will seat 400.

Herbert Welch of the Orpheum Theatre, Abilene, Kans., was a visitor with exchange men this week.

Manager Wilks of the Star Theatre, Abilene, Kans., was along the row this week.

C. E. Story of the Murdock Theatre, Pleasant Hill, Mo., was in Kansas City this week arranging for fall business.

The Kansas City Producers Distributing Corporation Exchange entertained

two distinguished guests this week. Paul Mooney, vice-president of the organization, and Cecil Maberry, district manager, were here to make arrangements for fall business.

C. F. Seming, Educational manager, is still wearing a likely coat of Californian from activities of the recent Educational convention in Los Angeles. "And all the fun wasn't in the day time," he says.

There's no gloom in the Kansas City Educational office. That office enjoys the best business period in four years, according to Manager Seming. He attributes this unusual record to the popularity of the short subject offerings for summer bookings.

E. C. Rhoden, First National's Kansas City manager, is in New York on business as a member of that organization's rotating committee.

Miss Roberta Green, for several years in charge of the contract department at the Kansas City Paramount Exchange, has accepted a new position of the same capacities with Educational.

Mrs. St. Clair, secretary to Harry Hollander, manager of Universal, and Clark Baker, booker at the same exchange, are enjoying a two weeks' vacation. Mrs. St. Clair is going on a long motor trip with relatives and Mr. Baker is taking up the study of foreign languages and golf.

Ben Hill, manager of the City Theatre, Belton, Mo., entertained a number of executives of the local Universal representative of "The Hunchback of Notre Dame" at that town. A vote of thanks was tendered Mr. Hill by the residents for bringing this Universal masterpiece to Belton.

Oscar Morgan, district manager of Pathe is in town for a few days. Mr. Morgan recently resigned from Paramount to take up his new duties and was most enthusiastic about the local Pathe staff.

Bert Edwards of Metro-Goldwyn is sporting a new Old-mobile.

Joe Rosenberg, Universal salesman, was the hero of a mad dog scare at Golden, Mo., recently. Joe was too modest to speak of the affair.

Manager Whittem of the Strand Theatre has taken unto himself a Cadillac car.

As a tribute to mail order advertising or The Reel Journal or the combination of both over 100 monies have been received at the Universal exchange for the Jack Dempsey pictures as a result of Universal's campaign on these pictures. Manager Harry Hollander reports that Dempsey contracts continue to pour in and that every exhibitor reports aston-

ishing business with "The Fight and Win" series.

Cyclone Eddie Westcott reports that exhibitors who have shown "Blind Husbands" have literally cleaned up on this picture. It was recently re-issued by Universal.

Lee Balsly, manager of the Liberty theatre, is preparing an extensive advertising campaign on the first of the new Universal-Jewels, "The Signal Tower."

C. A. Schultz, manager of the Kansas City Vitagraph Exchange, made a trip into the territory this week.

Manager Montrey of the Park Theatre, St. Joseph, was a visitor with Kansas City exchanges this week.

Harry Taylor, formerly with the Kansas City Selznick organization, has joined the city sales force of the Producers Distributing Corporation.

Prints of "Tiger Thompson," Harry Carey's latest picture for Producers Distributing Corp. release, have arrived in Kansas City. The hooking of the last of the feature was held up for some weeks because of the ravages of the foot and mouth disease in California. Manager L. W. Alexander says the picture is not only one of Carey's best, but a knockout.

Truly B. Wildman, manager of the Kansas City Enterprise exchange, is away this week on a sales trip into the territory.

King and Hurley have opened a new suburban theatre in Jefferson City, called the Mayberry Theatre.

C. W. Allen, office manager for Vitagraph, is taking a two weeks' vacation. He and his family are away on a motor trip.

F. C. Weary of the Farris Theatre, Richmond, Mo., was along Moebe Row this week to see about fall bookings.

Oscar Reinhardt of the Elite Theatre, Humboldt, Kas., was in Kansas City last week.

Syd Rosenthal has resigned as city salesman for Universal.

### AT KANSAS CITY THEATRES

Week Starting July 13.

#### ROYAL

"Changing Husbands," Leatrice Joy, Paramount.

#### NEWMAN

"Poisoned Paradise," All Star, Preferred.

#### LIBERTY

"Another Scandal," Lois Wilson, Hodgkinson.

#### GLOBE

"Excitement," Laura LaPlante, Vinyersal.

#### MAINSTREET

"For Sale," Claire Windsor, Adolphe Menjou, First National.

#### PANTAGES

"The Spirit of the U. S. A.," Mary Carr, Johnnie Walker, F. B. O.

### MacFADDEN HAS BOOKING SYSTEM FOR EXCHANGES

The Warner Bros. representative at the Kansas City Branch of Film Classics, has now completed a new system of booking which is also a sales and date control.

This has been perfected after two and a half years of study, and as Mr. MacFadden has had over twelve years picture experience, it looks as though he has discovered a system that the bigger companies have been trying to get for a long time.

In the near future, MacFadden will go to New York where two companies will take this system up with him, and he predicts this system will be in use in all exchanges within the next few years.

Dave Harding of the Capitol Enterprises is making a great name for himself as an after dinner speaker. Mr. Harding is a very popular member of the Kansas City Rotary Club and a nighty one representative of the motion picture theatre men in that organization.

Marnie Jencks of the Grand theatre, Topeka, grabbed himself some front page publicity in Variety this week when he gave out an interview upon clean and mean titles. A list of suggestive titles was published with the story.

Max Meyer, recently with Metro-Goldwyn, is back with his first love, F. B. O.

Tommy Taylor has also become a member of F. B. O.'s sales staff.

# F. B. O. NEEDS MORE SALESMEN!

Due to the greatest quantity of quality product in its career, F. B. O. requires the services of additional salesmen. All men engaged will be employed on a temporary basis until actual results attained proved worthiness.

Write, in confidence, to H. M. Berman, General Manager of Exchanges, stating age, experience, whether employed or not, salary desired, territory preferred, and whether or not you have a car.

F. B. O. wants square shooters, who stand with exhibitors, because of a reputation of telling the truth and selling on merit of product.

F. B. O., the fastest growing independent film company in the field, with the greatest program of feature attractions in its history, extends a welcome to clean-minded, level headed filmists to join its rapidly expanding organization.

## FILM BOOKING OFFICES OF AMERICA, Inc.

723 Seventh Avenue

New York City, N. Y.

## EDUCATIONAL ANNOUNCES PLANS AT LOS ANGELES MEETING

The Los Angeles Studio exchanges and exhibitors combined to give a royal welcome to the home office executives and branch managers of Educational Film Exchanges, Inc., meeting in convention here last week and this gathering has proved by far the most enthusiastic of the three national conventions held by the Educational organization.

Executive business sessions were concluded on Tuesday at which E. W. Hammond, president of Educational, made formal announcements of the Educational program of comedies and other short subjects for the season 1924-1925. Much of the rest of the delegates' time was spent visiting the studios producing comedies for Educational release where the audience heads watched work in progress on the early releases for fall.

In announcing the season's product, Mr. Hammond made known plans for a group of four two-reel Larry Simon specialties. Negotiations have been under way between Mr. Hammond and this famous comedian for some time, but were completed only the day before Mr. Hammond and the home office executive left for the coast.

In addition to the Simon comedies, Educational will distribute a series of Merriam comedies, six Lloyd Hamilton comedies, six Juvenile comedies and twenty-two Gumps comedies, which are being made at the Fine Arts Studios; six Walter Hays comedies, six Bobby Vernon comedies and ten Christie comedies, produced at the Christie studios; six Texaco comedies, the first of which will feature Miss Lynn, thirteen Earl Hard cartoons, twelve Lyman H. Howe's Hodge-Podge on the twice-a-week news reel kindergarten, ten Wilderness Tales, twelve Sing the Song, twelve Secrets of Life.

## NO SETS BEING USED

### ON "FIND YOUR MAN"

The Warner Bros. company under Director Mabel Clark are still trouping the set of the coast making the new Republic film picture, entitled "Find Your Man." In the lead role, it will be recalled, is the wonderful dog actor who made his reputation in "Where the North Begins" when he was released some time ago.

"Find Your Man" will have a little more interest for exhibitors when it reaches them if they are informed that the film photoplay for which not a single set is to be built. All the sets are being built at actual locations in the Pacific Northwest. The troupe of players, directors, technicians, etc., are accompanied by a mobile camera which supplies the necessary current for the photoplay.

Earl Hamilton, noted Western star of the screen, has just signed a contract with Metro for a period of years to appear in E. B. O'Connell's productions for Educational Film Exchanges.

Drum Thompson has been engaged as Walter Hays' leading lady for the first of the series of comedies which he will produce for Educational Film Exchanges.

## "CAPTAIN BLOOD'S" FLAGSHIP PICTURED ON NEW STAMP

Uncle Sam is contributing to the vast exploitation campaign which Vitagraph is now planning for "Captain Blood," the picturization of Rafael Sabatini's novel, which David Smith is directing on the West Coast.

The government has just issued a new one-cent stamp in honor of the Huguenot-Walloon Tercentenary, which marks the landing of these new world adventurers on American soil in 1624. The government engraving shows one of the 17th century galleons similar to that used by the buccaniers of the Spanish Main and which Captain Blood commanded as the flagship of his pirate fleet. Vitagraph purchased a million one-cent stamps and is using them on all mail dealing with this picture.

The consensus of the New York dailies on Vitagraph's latest production, "The Code of the Wilderness," shown at the Rialto during the Democratic Convention the week of June 29, was that it is ideal summer entertainment. New York exchanges' record of bookings show that to date 85 per cent of all the summer resorts in and around New York City and State have already booked it.

## "BEHOLD THIS WOMAN" FOR RELEASE AUG. 30

"Behold This Woman" will be released by Vitagraph on August 3. This is the special life in movieland written by the celebrated novelist, E. Phillips Oppenheim. The cast includes Irene Rich, Charles "Buddy" Post, Marguerite de la Motte, Harry Myers, Rosamary Thoby and Anders Randolph. J. Stuart Blackton directed this picture.

"Behold This Woman" has its scenes laid in Hollywood and was inspired by a visit paid to the Capital of Movieland some time ago by the distinguished English writer. It shows Hollywood as it really is.

## UNIVERSAL HAS BIG SHORT SUBJECTS WEEK

The biggest program of short subjects ever released in one week by Universal was put out this week by the various Universal exchanges. The schedule includes ten different subjects, totalling to seventeen reels of film. The increase is due to the simultaneous release of four special two-reel feature pictures.

The four short specials include a Jack Dempsey picture, a Gumps comedy, a Baby Pecky comedy and another of the "East Steppers" series. The Dempsey picture is "A Society Knockout," the second of the "Fight and Win" series, in which the ring champion is supported by Chuck Reisner, Hayden Stevenson, George Oyee and a group of pretty girls.

The Gumps Comedy is "A Day of Rest," No. 8 of the Gumps series.

Within a week Thomas H. Ince will begin photography on Joseph C. Lincoln's novel, "Doctor Nave," which will be given a new title.

## EDUCATIONAL'S SHORT REELS POPULAR FOR SUMMER

"With short reel subjects becoming popular again in motion picture programs," states the May-June issue of "Exceptional Photoplays," issued by the National Board of Review, "the so-called educational films have more of an opportunity to become an everyday part of a program.

"We have spoken before of the remarkable series of scientific pictures made by Mr. Tolhurst and released by Educational Film Exchanges, Inc. "In a Drop of Water," their latest subject, reveals to the audience a world as strange as hidden Africa was years ago to the explorer, Stanley.

"Informative subjects made with the same wit and care as is used in making interesting dramatic motion pictures should produce educational films that will be in as much demand as any other short subject film."

## NEW YORK POLICE HEAD DIRECTS "INTO THE NET"

Fourteen of the most beautiful girls in New York, chosen from hundreds of contestants, will appear in the forthcoming Pathe serial, "Into the Net." Police Commissioner Enright's remarkable screen chapter story, which is soon to be revealed under the Pathe banner. Since the announcement that New York's police chief had written a motion picture serial story, bookings on the production, "Sight Unseen," have literally swamped the Home Office of the Pathe Exchange.

The plot of the story is woven around the mysterious disappearance of a number of young heiresses who have been kidnapped and held for ransom by a well organized band of kidnapers.

## BOBBED HAired "BABIES" VAMP MALE EXHIBITORS

This article is not a discourse on modern barberism but a modest announcement that Universal's film inspection department comprises seven bobbed haired "babies" who for efficiency and good looks cannot be equalled by any other exchange in this territory.

The septette of sirens serve smiles sweetly to the exhibitors who call daily for their films and it is surprising how the number of theatre owners is increasing daily at Universal's shipping room.

Staid students of the cinema are gradually laying aside the corn and the bodded liquor and other stimulants and are re-touring at Universal's shipping room on one pretence or another. They hungrily gaze at the bobbed-hair babies and step out into the world with more pep than they have been seen to display in years.

The city sales-man is seriously considering moving his desk into the inspection room and the only reason that he does not is—a wife.

Jackie Coogan's next picture for Metro-Goldwyn will be "The Rat Man," written especially for him by Willard Mack. Production will begin within a few days.



## ST. LOUIS TRADE EVENTS

By David F. Barrett

### THEATRE CONSTRUCTION IS ON BOON IN ST. LOUIS

Theatre construction in St. Louis, Mo., is on the boom. Marcus Loeff's new State Theatre, Eighth and Washington avenue, will throw open its doors early next month, while Freund Brothers' Kingsland Theatre on Gravois avenue is also ready for occupancy.

Excavation for the foundation of William Goldman's Million Dollar St. Louis is proceeding very rapidly, while Dame Ramor has it that another big picture palace will soon grace the skyline of Grand boulevard in the vicinity of the Missouri and Grand Central.

Downtown two lots on Sixth street between Broadway and Market street changed hands recently and in financial circles it is reported that a picture house will be erected thereon to cost upwards of \$200,000. This is near the Market street widening Plaza at Sixth street and directly opposite from the Grand Opera House.

In South St. Louis, Fred Hoelzar, owner of the Ivory and Marguerite theatres, has purchased the old Girondelle Turner Hall and is tearing down that structure to make way for a modern theatre to seat about 1500 persons. The contract for this work has already been awarded to Fred Veirl of 128 West Koala street, St. Louis. The site of the new theatre is several blocks from the Ivory theatre, being at Robert and Michigan avenues.

Fred Wehrenberg also has plans for a modern theatre at Grand avenue and Meramec street, and eventually intends to erect another house at Grand avenue and Bates street. The distance between the two proposed houses is one mile, so they will not interfere. Both are located in rapidly growing districts at present without adequate theatres.

Several other houses are contemplated for outlying districts of St. Louis, but the plans have not progressed far enough to be announced at this time.

reopen after making some repairs and redecorating the place.

The Cuba, Mo., High School Theatre has closed until September.

Harry Weiss, manager of the local First National office, is back from his vacation. He took the Canadian trip so popular with liberty loving Americans at present. During his two weeks off he also visited such villages as Chicago, Detroit, Logansport, Ind., London, Ontario; Niagara Falls, Buffalo, Wheeling, W. Va., Springfield, O.; Indianapolis and Terre Haute.

The Majestic Theatre, Bowling Green, Mo., is operating but two nights a week during the summer season.

A recent survey of the theatres in St. Louis territory reveals that out of the 900 regularly operated motion picture houses nearly 400 have closed. Causes for shut downs are listed as follows: Coal mines closed down, 250; due to general slump, 100, and 50 quit permanently because of lack of patronage. Old timers in local film circles do not remember when this territory had such a bad summer.

L. Jarodsky has purchased the Majestic Theatre at Paris, Ill., and was in town during the week booking films.

E. H. Crenshaw has taken over the Princess Theatre at Winfield, Mo., and changed its name to Star Theatre.

Houses in this territory reported closed include: Queen, Shawneetown, Ill.; Idle Hour, Elvino, Mo.; New Grand, Marion, Ill.; Koland, New Madrid, Mo.; Atlas, Cave In Rock, Ill.; Lyric, Cowden, Ill.; Liberty, Cabool, Mo.; Victory, Downing, Mo.; Cozy, Grand Chain, Ill.; Regal, Mexico, Mo.; Dixie, New Franklin, Mo., and Princess, Queen City, Mo.

Harry Krauss, Paramount manager, is back from a trip through Southern Illinois.

Claude McKean of the local Fox organization is spending his vacation in Indianapolis, Ind.

G. A. Wagner, James Grege, F. B. Flannican and L. V. Stephens, member of the local Fox sales organization, are back from their vacations full of pep and ready for the Fall season.

C. D. Hill, manager for Producers Distributing Corporation, on Saturday, July 12, closed a deal with William Goldman, manager of the Kings Theatre, for the Big Seventeen Feature to be released by his organization during 1924-25. The first of the series will be shown at the Kings the week of August 2, "Another Scandal."

The local Metro-Goldwyn exchange has moved into its handsome new home on the south side of Olive street just east of Channing avenue. Charlie War-

ner, manager, is very proud of the new home and has extended a general invitation to all the exhibitors of the territory to make it their headquarters while in St. Louis. He admits he knows of no better place for them to sign contracts for big productions.

George Galloday is traveling Arkansas and Southern Missouri for the local Producers Distributing Corporation exchange.

E. C. Moseley, president, and C. E. Mayberry, district manager for Producers Distributing Corporation, spent Thursday, Friday and Saturday in St. Louis.

Motion picture exhibitors of St. Louis put on a big automobile parade Saturday, July 12, on behalf of Director of Public Safety James E. McKelvey, who is a candidate for the Republican nomination for sheriff. There were about 105 exhibitor machines in line, while in the tour down town many other automobiles joined the parade. Joseph Magler, head of the local motion picture exhibitors' organization and a member of the Republican state committee, arranged the tour. McKelvey is in the midst of a red hot political fight and the exhibitors are doing what they can for him.

John Goodnight, owner-manager of the picture house at Warrensburg, Mo., has gone to Rochester, Minn., to undergo treatment by Mayo Brothers, the celebrated specialists of that city. During his absence his brother, Charley Goodnight of De Soto, is looking after both houses.

Joe Bietrich has opened a new yard at Sarah street and West Pine boulevard, St. Louis.

Billy Sohn, the popular Quincy, Ill., exhibitor, with his wife is spending the summer at their beautiful cottage on the upper stretches of the Mississippi river.

R. L. Weber is reopening the Rialto Theatre at Jacksonville, Ill., on August 15.

Tom Meyers, manager of the Capitol Theatre, St. Louis, is motoring to California.

A. E. Enler, owner of the Liberty Theatre on Franklin avenue, plans to reopen the Cripple Theatre, Broadway near Chippewa street, St. Louis, on July 20.

Out-of-town exhibitors seen along Picture Row during the past week were: Theodore Davis, Moberly, Mo.; Grizz Lattrell, Jacksonville, Ill.; C. C. Cavin, Washington, Mo.; John Rees, Walsville, Mo.; Charley Goodnight, De Soto, Mo.; C. C. Jones, Cambria, Ill.; Messrs. Paul and Overton, Lyric Theatre, Winchester, Ill.; and Messrs. Wahl and Worcester, Kii Kino Theatre, Waverly, Ill.

(Continued on page 15)

### BRIGHT BITS and NEWSY NOTES

A well guarded secret came to light the past week when friends of Miss Charlotte Nash, known as "Miss St. Louis," learned of her marriage on January 3, last, to Fred G. Nirdlinger, wealthy theatrical man of Philadelphia. According to the announcement made by the bride's parents the wedding took place at Hagerstown, Maryland. Nirdlinger met Miss Nash at Atlantic City last fall when she was an entrant in the annual mermaid contest. Nirdlinger was one of the judges.

J. C. Moberly has purchased the Idle Hour Theatre, Humphreys, Mo., from T. R. Jesse of that city. He plans to



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## CODE OF THE WILDERNESS

Vitagraph—John Bowers, Alice Calhoun.

**WORLD**—The play should appeal to a much broader clientele than the average western, for it rises above the type of play usually included in that classification. The plot is well developed with not a little character building, and is laid in succession of finely photographed locales.

**FILM DAILY**—Good average entertainment. Should please your regular patrons.

**NEWS**—Just an average Western which does not live up to the appeal of its title. Carries very little action and in continuity is jumpy. Story appears episodic. Carries quite a lot of padding. Scenery nothing to marvel over.

## ROMANCE RANCH

Fox—John Gilbert.

**HERALD**—A moving Western romance concerning a lost will, a pretty girl and a self-sacrificing hero. Possesses action and mystery.

**NEWS**—There is nothing conspicuous about this picture which takes it to the heights. But it tells its story in straightforward fashion building a fair amount of interest, offering a few neat thrills—and moreover is completely played. Nothing original, but it will suffice in entertaining average audiences. Wherever Gilbert is popular, this picture will likely draw.

## TAX REPEAL AIDS INCREASE IN BUSINESS, ROCK SAYS

The lifting of the tax on motion picture theatre tickets priced at fifty cents and under, which went into effect July 3, is one of the signs of steady increase in business for the exhibitors this year, John B. Rock, general manager of Vitagraph, said in an interview at the executive offices in Brooklyn last week.

"The Exhibitors need help. The removal of this tax means a saving on all tickets in family houses and it will serve to bring back to the motion picture theatre the family parties who, before the high war tax, went to the theatre three and four times a week," he said.

"The owner of the family or neighborhood home is, after all, the backbone of our business. He must keep his admissions down because his patrons cannot afford to pay high prices; he must work constantly to get them coming in regularly, twice a week, three times a week. He must provide the best obtainable productions at living rentals and when he lays right he can make money. Tax reduction will mean much to him."

## YOUNG IDEAS

Universal—Laura LaPlante.

**FILM DAILY**—As a whole, pretty fair comedy, although they haven't used the story to the best advantage—has laughs, but they let the hokum business smother them most of the time. Where you know it doesn't have to be a Lloyd or a Chaplin to amuse them, you'll probably please them with "Young Ideas."

**NEWS**—The picture carries a lively idea which, had it not been over stressed to bring out the laughs, would have been convincing. The types are real but the action is topsy turvy—and the incident often silly. A few of the captions are funny, but the majority are of the "one crack" variety.

**WORLD**—"Young Ideas" is one of those most welcome motion pictures which do not pretend to preach a moral and seek only to entertain and amuse. In its present length it ought to please in a great majority of theatres, but a little more editing will add considerably

to its attractiveness. Miss LaPlante shows at her best and prettiest in this farce.

## THE ARAB

Metro-Goldwyn—Ramon Novarro, Alice Terry.

**WORLD**—"The Arab" should score, and strongly, through its wonderfully developed local color, through the charm of its action and the beautiful natural scenes. It is something different: apart from the slick productions made on the Southern California sand dunes. Made in actual desert locations through the courtesy of the French administration in Morocco, Rex Ingram comes close to making another "Scaramouche," of Edgar Selwyn's story.

**FILM DAILY**—"The Arab" becomes a feature chiefly because of its pictorial appeal. May hold them if it can be cut. Too long in its present shape to hold an audience. And at that, it may be a disappointment coming from Ingram.

## NEWS NUGGETS

"Two Weeks and a Half," Mack Sennett's burlesque on Elmer Glyn's "Three Weeks," is now under way at the Sennett Studios. This is the first of the two-reel comedies in which elaborate sets and spectacular scenes will be used.

Vitagraph's special "Behold This Woman," written by the famous English novelist E. Phillips Oppenheim, will have a series of unique titles written for it by its author. Mr. Oppenheim specially requested the privilege of writing his own titles to exercise a hobby of his, the composition of pithy, pungent phrases expressed in terms of journalistic brevity.

Claude Saunders, Paramount's director of exploitation has transferred Harry C. Eagles from San Francisco to the Seattle and Portland, Ore., territories, with headquarters at Seattle. Oscar Kantner has been appointed exploitation representative at San Francisco, succeeding Eagles.

Rudolph Valentino is using up all his spare time at the studio these days by taking motion pictures of scenes in which other members of the cast of "A Sainted Devil," the Joseph Henabery production for Paramount which stars Valentino, are appearing. Rudy is using a De Vries camera, a foreign made machine, and some of the shots taken by him are said to be equally as good as those made by the regular cameraman for the company

William J. Locke's story, "The Mountebank," which has been produced as a Paramount picture by Herbert Brenon with Ernest Torrence and Anna Q. Nilsson in the featured roles, is to be released under the title "The Side-Show of Life."

Louis B. Mayer, vice-president in charge of production, announces that Alice Terry and Conway Tearle have been assigned two of the leading roles in "The Great Divide," which Reginald Barker will direct for Metro-Goldwyn release.

Paramount's Rivoli, Rialto and Criterion theatres at New York City will show the Jack Dempsey "Fight and Win" pictures, released through Universal. "The Signal Tower," another Universal feature will also be seen at the Rialto, in New York, in August.

Cornie Griffith has completed the "shooting" on "Single Wives," the Earl Hudson story which George Archainault is directing for First National at the United Studios, and the production has now entered the editing and tiling process.

Andrew Arbuckle, remembered for his excellent performance recently in "Name The Man," has been engaged for Vitagraph's production of A. S. M. Hutchinson's story "The Clean Heart."

# Exploitation Ideas and Hints

Edited by  
R. C. "BOB" GARY,  
Paramount Exploiter

## "U" PRESS BOOKS HERE

Universal's press books on their fall productions arrived at the office of the local exchange and each one carries valuable information on exploitation for the exhibitors, prepared in such a manner that even an inexperienced person could successfully exploit the pictures with success. The list received includes "The Signal Tower," "The Turmoil," "The Family Secret," "The Reckless Age," "The Gayety Girl" and "Wine." By writing to en Belasco of the exploitation staff of Universal, the complete set of books will be mailed free.

## G. L. HOOPER ORGANIZES BOYS CLUB FOR EXPLOITING "BIG BROTHER."

When you were a kid, there were no movies for you to attend. The kiddies of today have that advantage, still, there is no incentive for them to patronize your particular theatre unless there is some attraction for them outside the regular program. You must furnish something to appeal to their hearts until they have attained the age when they appreciate the privilege you offer them in quality of pictures.

Here's a way to sell you to the parents and at the same time get yourself into the hearts of the kiddies.

With more than 500 boys registering or membership, the preliminary steps towards organizing the Big Brother Orpheum-Paramount Boys Club, Orpheum Theatre, Topeka, were taken recently. The registering of the boys took place after a parade headed by the Industrial State Band, and a free show at the Orpheum Theatre. The principal purpose of the club was for the exploitation of "Big Brother," a Paramount Picture. It is also the intention of G. L. Hooper to carry on the club this summer and provide entertainment and useful occupation for the boys during their vacation months. Membership cards and rules are as follows:

This certifies that, No. \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Is a Member in Good Standing of the  
**"BIG BROTHER"**  
**ORPHEUM-PARAMOUNT BOYS' CLUB**  
And was initiated at the **ORPHEUM THEATRE** where he attends regularly.  
\_\_\_\_\_, Manager.

**"BIG BROTHER"**  
**ORPHEUM-PARAMOUNT BOYS' CLUB**  
know the holder to be  
**INDUSTRIOS** \_\_\_\_\_ (School Teacher)  
**ORDEITY** \_\_\_\_\_ (Pastor or Parent)  
**COURTEOUS** \_\_\_\_\_ (Adult Neighbor)  
**HONESTY** \_\_\_\_\_ (Employer if any)

## DON'T TELL TOO MUCH IN YOUR ADVERTISING.

By R. C. "BOB" GARY

One mistake that many exhibitors make is to tell too much in their advertising in the hope of playing to capacity business. If you cannot sell in fifty words you cannot sell in five thousand. Amusement seekers must be caught on the fly, and the best selling talk is the strong sentence or two rather than the elaborate argument. Long arguments are out of place and waste the space at command. Make it short and snappy. Don't try to write a book, for no one will take trouble to read it, and you have wasted both money and your efforts. Spend the same amount of time trying to condense and you'll get results.

## Rules and By-Laws of the

### "BIG BROTHER"

#### Orpheum-Paramount Boys' Club

1. The age limit for membership is from 6 to 15 years.
2. Members must not swear, say bad words, or do anything bad.
3. Members must be kind to all animals.
4. Any member who stays from Day School, Sunday School or Church, without proper permission, will be expelled from the Boys Club.
5. Each member must willingly do errands and other work for his parents.
6. Members must always behave themselves when in the theatre.
7. Each member will always be polite to his elders and say "Yes, Mam" and "No, Sir" to all ladies and "Yes, Sir" and "No, Sir" to all gentlemen, when spoken to by either.
8. Each member must keep clean in mind and in body.
9. Each member must say "Please" when asking for anything, and "Thank you" when they get it.
10. All members must be real good so that their parents will let them see Paramount Pictures at Orpheum theatre, because these pictures are always the best and are always clean and wholesome in every way.

Please accept my application to join Big Brother Orpheum-Paramount Boys' Club. I will abide by the above rules as within my power.

Name \_\_\_\_\_  
Address \_\_\_\_\_

Give a free show some Saturday morning to every boy in town. Have the children take the cards and application home and get their mother or father to countersign them in the space for which provision is made. When you have done this you will be sending out of your theatre some happy youngsters who will feel they are obligated to come to your theatre because they are members of a club formed for them. When their parents

read the rules they will begin to see your theatre as a better, cleaner, place to send their children for entertainment. Their parents will feel that you are taking an interest in the welfare of their children and they will most certainly insist that their children attend your theatre regularly.

You will note in the right hand corner of the card there is a space provided for a number. This you can use in this manner: Fill in the numbers starting with number 1 up to whatever amount you get for membership. Then in a ledger keep the names of the members and their respective numbers. Each Saturday (or any day you wish) take ten numbers from your list and throw them on the screen with the announcement that the holders of the corresponding numbers on their membership cards get a pass to your theatre. The day following these numbers might be featured in your newspaper ads. The cost of this idea is so trivial that it is hardly worth mentioning.

## MIDNIGHT AND HAM AND EGGS

"The greatest exploitation stunt that I have ever seen pulled," says Jean Belasco, Universal exploiter, "was used by Oscar Dane, manager of the Gayety Theatre, Saint Louis, last New Year's eve. He gave a midnight show, charged three dollars a seat to see this special performance, and served everyone in the audience with a plate lunch."

Let's hear from every exhibitor in the territory about what he thinks is one greatest exploitation stunt that has ever been pulled. It'll make interesting reading for us all.

## CASH PRIZES FOR DESCRIPTIONS OF "ICEBOUND" CHARACTERS TIE IN FOR "ICEBOUND."

Last week I sold Ki, Movie Editor, Topeka Capitol, an essay contest stunt entitled "Icebound people I Have Met." Topekan were offered prizes amounting to \$15 for telling in precise and descriptive words and sentences of the "coolest" and most "richmond" person they had ever met. When you run a contest of this kind be sure to state that no names are to be mentioned though the actual persons should be described. The contest ran for a week previous to the showing of the picture, and over sixty-five replies were received. The winning essays were published in the Capitol. This and the cake of ice stunt helped to put the picture over by a fifty per cent increase. When you play "Icebound" write me and I will be glad to give you any further information you may desire. This stunt will not cost you a penny, outside of the cash prizes and tickets you give away, as the newspaper will give you free space for a contest of this kind.

## :: BOX-OFFICE REPORTS ::

### ASSOCIATED EXHIBITORS.

**Up in the Air About Mary.** featuring Louise Lorraine and Joe Moore.—A cracking good comedy drama which should please them all. *W. J. G. A.* kick in it from start to finish. Print in fair condition. This picture is a good summer program at a reasonable figure.—H. L. Mullberger, Eagle Theatre, Edgewood, Ill.

### A. H. BLANK

**Jungle Goddess.** with Ethor Field—One fourth episode and going to good capacity. Oscar Reimert, Elite Theatre, Humboldt, Kansas.

**Kentucky Days.** with Dustin Farnum—Well received. Print good. Fair attendance.—Oscar Reimert, Elite Theatre, Humboldt, Kansas.

### GOLDWYN

**Souls For Sale.** with Richard Dix—Made 10th rental. Personally can not say much for this feature. A few favorable comments. Oscar Reimert, Elite Theatre, Humboldt, Kansas.

### F. B. O.

**Thelma.** featuring Jane Novak—A good program picture in six reels. Print in fair shape. If you have never booked it, try it. Pleased 100% and scenery good.—H. L. Mullberger, Eagle Theatre, Edgewood, Ill.

**The White Sin.** starring Madge Bellamy and Warner Baxter—A real home-entertainment picture. Good photography and as good as any picture made. Some good lessons, if taken in the right light. Better than a sermon. You won't go wrong by booking it as F. B. O. will treat you right.—H. L. Mullberger, Eagle Theatre, Edgewood, Ill.

**Mail Man.** with Ralph Lewis—A picture everybody should see. Pleased 100%. I consider this one of the best pictures this year. J. J. Newcomb, Newkirk Theatre, Burlington, Kansas.

**After The Ball.** with Gaston Glass, Miriam Cooper—100% entertainment. A real heart interest melodrama. We featured it since with the picture which proved a success. S. A. Davidson, Princess Theatre, Neodesha, Kansas.

### FOX.

**NAlias the Night Wind.** with William B. Afton—Good picture and detective story. Paved to light attendance on account of heavy storm.—H. L. Mullberger, Eagle Theatre, Edgewood, Ill.

### FIRST NATIONAL

**Lilies of the Field.** Good in every respect. Good cast, good directing and photography was good. Audience was pleased. Good print. Fess Bros., Best Theatre, Port City, Kansas.

**Boy of Mine.** Very good picture. A lot better than a lot of big so-called specials. W. H. Weber, Echo Theatre, Great Bend, Kan.

**Painted People.** Very good picture. Good print. W. H. Weber, Echo Theatre, Great Bend, Kan.

**Half Breed.** Picture good. Will pull good, small town crowd. Good print. C. A. Pepper, Community Theatre, Bern, La.

**Red Hot Romance.** A better attendance than has had for weeks. Good print. H. R. Dodson, Fairway Theatre, Port City, Mo.

**Galloping Fish.** Didn't do much on this picture owing to rather strong competition. This was not the fault of the picture however. It is all there, the tape is in good condition and the advertising accessories are snappy. The crowd was very well pleased. More power to the comedies. M. G. Kirkham, Strand Theatre, Hays, Kans.

**Dangerous Age.** Very very good. Drew poor business. I had everything in the world for competition. The kind of story that pleases all classes. You can't go wrong on this one. Good print. J. W. Bailey, Bailey Theatre, Waverly, Kas.

**Mighty Lak-a-Rose.** This is one of the best pictures I have ever played in this theatre. Any exhibitor that does not play it and boast it will surely be hurting himself. Print was good. G. Johnson, Rex Theatre, Ridgeway, Mo.

**When a Man's a Man.** John Bowers—Best picture that I have ever run.—G. G. Pinckley, Unique Theatre, Haddam, Kansas.

### METRO

**Youth to Youth.** Billie Dove—No good for our house. Very disappointed. More walkouts than we have experienced in our seventeen years. Business.—Oscar Reimert, Elite Theatre, Humboldt, Kansas.

### PATHE

**Commencement Days.** with Our Gang—Kept our house in a roar. Book it.—Oscar Reimert, Elite Theatre, Humboldt, Kansas.

### STANDARD

**Ace of the Law.** Bill Patton, Peg O'Day—Good Western to fair business.—Oscar Reimert, Elite Theatre, Humboldt, Kansas.

### VITAGRAPH

**Between Friends.** Played to a full house and the poorest picture I have ever run.—G. G. Pinckley, Unique Theatre, Haddam, Kansas.

**Black Beauty.** Jean Paige—Story is good but it is too slow in developing. It would be better if condensed. Print good. J. C. Dussart, Booster Picture Show, Kincaid, Kans.

**Mail in Your Film Report Today For the Next Issue**

### THE REEL JOURNAL,

19th & Wyandotte Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....	
Star .....	Producer .....
Remarks .....	
Title .....	
Star .....	Producer .....
Remarks .....	
	City .....
	Theatre .....
	Exhibitor .....

If Every Exhibitor Does His Duty There Will be No Mediocre Pictures

**Pioneer Trails.** Cullen Landis, Alice Calhoun—Very good production. A picture on the order of "Covered Wagon." Pleased 90 per cent of audience. Will stand all of the boosting you can give it. Film in very good condition.—G. A. Costa, Bonaventure Theatre, Kansas City, Mo.

**On the Banks of the Washab.** Mary Carr—Very good. Don't be afraid to recommend this one to your patrons as they will not be disappointed. Good cast. Print good.—G. A. Costa, Bonaventure Theatre, Kansas City, Mo.

**Man Next Door.** Alice Calhoun, Jimmy Morrison—A good audience picture. A semi-Western that will please all classes. Film in good condition.—G. A. Costa, Bonaventure Theatre, Kansas City, Mo.

**The Midnight Alarm.** Special. Cast. One more of Vitagraph's good pictures. Pleased 100 per cent.—E. Rodgers, Township Hall, Paleo, Kans.

**The Ninety and Nine.** Colleen Moore—We played this picture for Ladies' Aid of the Baptist Church. Only one criticism. One lady thought the dancer in the first reel should be modified a little. Otherwise 100 per cent. Everybody said "Good picture." This always makes a fellow feel good. Condition of film A-1.—W. H. Silver & Son, Peoples Theatre, Spickard, Mo.

**Bring Him In.** Earle Williams—A good picture. Will please 75 per cent. Poor title. Not much drawing power. Film good.—Ed. Wessner, Strand Theatre, Mcracken, Kans.

**The Single Track.** Corinne Griffith—This is a real good picture. It has plenty of action and is interesting all the way through. I heard nothing but praise for this picture. It pleased almost 100 per cent. This is an extra good program picture, and I would advise anyone to book it. Film in good condition.—J. A. Housley, Calhoun Theatre, Calhoun, Mo.

**The Saw Mill.** Larry Senon—Better Pinckley, Unique Theatre, Haddam, Kan.—A Housley, Calhoun Theatre, Calhoun, Mo.

### WARNER BROS.

**Brass.** with Monte Blue, Marie Prevost—One of the very best. Many favorable comments. We are glad to recommend this one. Price reasonable.—Oscar Reimert, Elite Theatre, Humboldt, Kansas.

# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE  
SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### BAUSCH-LOMB

## NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

### CHAS. M. STEBBINS

Picture Supply Co.

1822 Wyandotte St. Kansas City, Mo.



Archie Josephson, President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

### ST. LOUIS TRADE NOTES. (Cont.)

John Bitar, proprietor of the Dixie Theatre, New Madrid, Mo., has announced plans for the remodeling of his front house. An entire new concrete iron is to be installed. The ticket office will be placed in the center with large swinging doors on either side. The walls will be repainted and other extensive repairs will be made. The house will have a seating capacity of 500 when the work is completed.

Harry Redmond, owner-manager of the Majestic Theatre, East St. Louis, Ill., has never had his courage questioned. In fact he will often take desperate chances rather than submit to something he does not think right. Further indication of his sterling qualities was given a few days ago when a highwayman confronted him as he entered the garage at his home, 912 Pennsylvania Avenue, St. Louis, at 2:30 a. m. The robber demanded the diamonds Redmond was wearing. Instead of complying Redmond scuffled with the bandit and took his revolver from him. He then fired two shots at the would-be robber as he fled. The escaping man stumbled and fell but got up again and ran to an automobile parked a short distance away.

Attendance at the seven performances of the "Prince of Pilsen," given at the St. Louis Municipal Theatre the week of June 29, was attended by 45,000 persons, the second largest attendance for any week of the current season. "The Bohemian Girl" the previous week set the high mark with 50,000 paid attendance.

The parents of Akerson Wiley, negro boy, yesterday brought suit for \$10,000 against the Martin and Joffe Carnival Company for the death of the boy who was shot and killed by a watchman for

one of the concessions of the carnival company several days ago. The shooting started a riot and a mob of negroes set fire to three tents of the carnival company.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than \$10.

### THEATRE FOR SALE.

Picture show for sale. Located within a few miles of Kansas City. Only show in town of 2,000 population. Running every night except Sunday and making money. Long lease, good equipment. Price \$2,500, only \$750 cash required, balance monthly payments. Box O, Reel Journal.

### AT LIBERTY.

Operator desires permanent position. Any equipment. Screen results guaranteed. Salary no object. Address W. B. Herrick, 4217 Booth Avenue, Rosedale, Kansas.

### FOR SALE

Circuit of three picture theatres in towns 8 miles apart. No opposition. On Frisco R. R., one in division town. Fully equipped. Terms or trade. Reply to E. care Reel Journal.

### WANTED

Management of theatre. Will buy interest in same or will rent. Just sold my interests in theatre here. 12 years experience as exhibitor. Refer to any exchange manager in St. Louis. I am open to propositions. What have you? E. S. Perkins, Casey, Ill. 6-14

### FOR SALE

34 opera chairs used 30 days. Also two Powers 6-A hand drive machines, one metal reel box, two rheostats. Will sell cheap. M. Kelley, 201 N. Walnut Street, DuQuoin, Ill.

Manager, operator or exploitation man wanted permanent position with motion picture and vaudeville house. Salary your limit.—Address Manager, Box 253, Erie, Kans.

### BARGAINS

In purchasing a complete house we acquired two new Powers 6B Motor Driven machines, latest model, only used one month. Write or wire The Reel Journal, Box F. 7-20

## Let B. Finkelstein

INTERIOR DECORATOR



Beautiful Your Theatre  
Interior decorating  
of theatres and lobbies  
a specialty.  
My Own Drawn  
Designing

Phone Benton 0125

1910 Montgall

K. C., Mo.

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel  
Standard Opera Chairs.  
THE CHAIR THAT'S ON THE  
SQUARE  
Lowest Prices Quick Delivery

## CURRENT RELEASES

Week of July 19, 1924.  
PATHE

"It's a Bear," Our Gnome comedy (2).  
"Our Defenders," Grandland Reef Sportlight (1).  
"The Start of Kings," Aesop's Fable (1).  
Topics No. 30.  
"The Forteth Door," No. 10 (2).  
"Sezen Nellie Home," Charlie Chase comedy (1).

Pathe Review No. 20 (1).  
Pathe News Nos. 62 and 52.  
Pathe News Nos. 62 and 63.

### UNIVERSAL

"Women's Rights," Bert Roach (1).  
"The King's Command," William Lawrence  
"The Iron Man," No. 7.  
Universal News Nos. 69 and 61.  
"Paging Money," Century Comedy.

### FIRST NATIONAL

"Single Women," Corinne Griffith.  
"Born Rich," Bert Lytell and Claire Windsor.

### FOX

"Against All Odds," Bert Jones (5).  
STANDARD

### VITAPHONE

"Billed this Woman," all star (2).  
"Whistles and Windows," Simon Comedy (1).  
EDUCATIONAL

Comedy (1).  
"Secrets of Life," 772 (1).  
Kinograms, 500, (1).  
Kinograms, 500, (1).

# Read and Use CLASSIFIED ADS



*Only 20 But Mighty*

# WARNER BROS.

Will make 20 productions during  
1924-1925 because

- ☞ It is humanly impossible to make a greater number and make them properly.
- ☞ They will be able to deliver them when promised and will not have to be constantly changing titles and stories.
- ☞ They will be able to supervise the productions personally and make sure the high average of Warner Classics will be maintained at all costs.

**As a Business Man Think it Over**

**FILM CLASSICS, Inc.**

115 West 17th St.

AL KAHN, Gen. Mgr.  
M. A. KAHN, Mgr.

Kansas City, Mo.



*Only 20 But Mighty*



*The*

# Reel Journal

**The Film Trade Paper of the Southwest**

**INTO THE NET**  
with Edna Murphy and Jack Mulhall  
Patheserial

**INTO THE NET**  
with Edna Murphy and Jack Mulhall  
Patheserial

**INTO THE NET**  
with Edna Murphy and Jack Mulhall  
Patheserial

Released August 3rd--Booking Now

**Pathe Exchange, Inc.** 111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr

# "THERE'S MILLIONS IN IT!"

Presented by  
**DEAL  
FILMS**  
LTD



IT'S AN  
**F.B.O.**  
PICTURE

Filmed from the Big SATURDAY EVENING POST story "Men of Affairs" by Roland Pertwee—Directed by Dennison Clift.

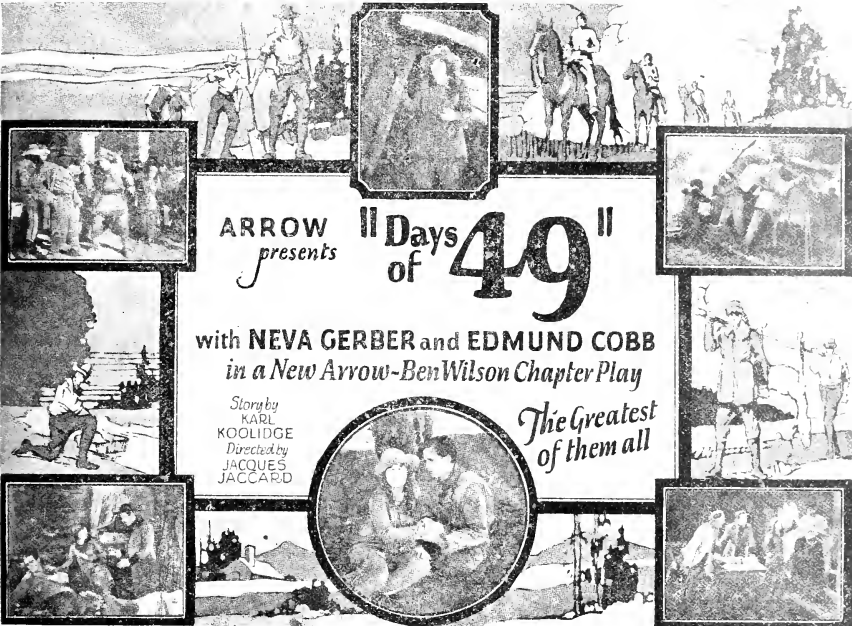
With a great cast headed by Catherine Calvert—this high speed whirlwind action melodrama of a wild chase for millions will thrill your patrons to their very toes. A whale of a title, to play with thrilling action posters and advertising material all ready for you, all backed by F. B. O.'s strong arm showmanship. Look and you'll positively book. It's the kind of a picture that builds business.

**FILM BOOKING OFFICES** OF AMERICA

Snowier Bldg., Kansas City, Mo.

Incorporated  
106 So. Cross St., Little Rock, Ark.





## Never Before--

have you been offered an independent serial with such money-making possibilities as "DAYS OF '49."

It is replete with action, thrills and suspense of that patron-getting, money-making kind that only Ben Wilson, king of serial producers, can put into serials.

It's the first serial we have released in years. And we bought it because it's unusual and big and a knockout box-office attraction.

FRONTIERSMEN GOT THEIR GOLD IN THE DAYS OF '49—  
FILE YOUR CLAIM AND GET YOUR SHARE OF  
"DAYS OF '49" GOLD NOW!

# STANDARD FILMS

111 WEST 18th STREET

KANSAS CITY, MO.



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandette Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

St. Louis Correspondent  
**DAVID F. BARRETT**  
 378 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise some copy will be run. Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Go After It!

This is no Hollywood story, but—Late estimates place the Kansas wheat crop at 150,000,000 bushels—the Kaw River potato crop at 2,500,000—the corn crop of both Kansas and Missouri as above the average—wheat goes up 5 cents a bushel in one day—the boys on the grain exchange going wild, and—

There's just \$50,000,000 more wheat in Kansas than last year, and—

Bank deposits in one Kansas City bank increased \$2,000,000 in two days—and—

In the face of all this "gloom" a lot of square toed showmen are talking about summer slump.

So, we wonder if King Midas were here handing out \$20 gold pieces—

Whether some cautious good citizens wouldn't be leery of a stock promotion scheme.

But seriously, with all these facts and figures at hand the Middle West should this fall have one of its most prosperous business seasons. Every day the newspapers are carrying encouraging reports that the farmers are paying their debts, increasing their bank deposits, spending more and buying more. And of course this circulation of money and this prosperous crop condition should bring to the exhibitors business aplenty.

So the thing to do now is buck up, paint up, clean up, and not only create for good business—but GO AFTER IT.

## K. C. THEATRES READY FOR "EARLY IN AUGUST"

Presentations of Varied Offerings in Store for Theatre-Goer.

With "Early in August," close up, Kansas City's "Broadway" appears to bloom out with all the proportionately varied attractions of Chicago and New York, according to activities known to be in progress. It looks like nine active theatres, four picture houses of the first order, classified as two legitimate theatres, two burlesque houses, one big time vaudeville house, four picture and vaudeville houses, are the Kansas City theatre offering. Apparently, Kansas City is not to go wanting for lack of amusement the coming season.

It is rumored along Kansas City's "Broadway" that Shubert's Missouri is to re-open as a special attraction house of drama, music shows and big pictures. The Shubert, ace of legitimate houses, will re-open as usual, following a very successful season last year.

Columbia burlesque is to be resumed at the Gayety, but under a new house manager.

The Orpheum will continue its program of big-time vaudeville with the protection that none of its vaudeville will be shown elsewhere in Kansas City at a later date.

The Globe will continue its popular family programs with vaudeville from Western Circuits.

At the Empress Theatre, which has been dark for some time, a new enterprise under the management of one J. L. Lieberman of New York, is to be launched—burlesque with art dancers, a new offering not in vogue here for two or three years.

Walter Fenney will continue the sam-poley at Pantages with big pictures and big names in vaudeville.

The Grand is uncertain, and the Auditorium probably will house the Kansas City Theatre.

Then, there are the big down town picture houses, the Newman, Royal and Liberty, and some fifty suburban houses. Many of whom are taking on a real metropolitan appearance, and loom up as contenders in the patronage race. All in all, it looks like a "bag full o' tricks" for Kansas City theatre-goers the season of 1924-25.

## MANY EXHIBITORS FOLLOW "TAKE-A-CHANCE WEEK" IDEA

Following the success of "Take-A-Chance Week" at the Miller Theatre, Wichita, Kansas, in which Manager Stanley Chambers picked out Universal's "Sporting Youth," starring Reginald Denham, as the big surprise feature, other theatres throughout the country have followed Mr. Chambers' lead.

The Beacon Theatre, Dodge City, Kansas, is the latest one to announce "Take-A-Chance" Week and has booked Reginald Denham in "Sporting Youth." "The Fighting American," "Trailing With Honor," "The Fast Steppers," a Baby Peggy comedy, one of the new Historical Histories and The International News.

## ORPHEUM, WICHITA LEASED BY MILLER THEATRE INTERESTS

Wichita's million dollar Orpheum Theatre has been leased by the Consolidated Amusement Company of this city, which owns and operates the Miller Theatre, Palace Theatre, Wichita Theatre and Princess Theatre. The Orpheum Theatre will be the fifth under the management of the Consolidated Company.

The last show under the present management of the Orpheum was given Saturday night, July 12. The theatre will be closed from that date until September 1, Labor Day, at which time it will open under the new management.

The Orpheum is one of the most beautiful theatres in the Middle West. It was built in 1921-1922 and opened in September of 1922. One million dollars is the approximate cost of the theatre and its modern equipment.

The Consolidated Amusement Company's lease on the Orpheum will become effective July 15 following the summer season closing which occurs on July 12.

The officers of the Consolidated Amusement Company are: L. M. Miller, president; M. B. Shanberg, Vice-President; S. N. Chambers, Sec'y and Managing Director.

## LOEW TO REOPEN GARDEN THEATRE, CURRENT RUMOR?

Down-town rumor has it that Marcus Loew will reopen his Garden Theatre, Kansas City, the coming season, as a feature house for Metro-Goldwyn big productions.

The Garden has been dark for some months, following the series of Al and Loie Bridge entertainments of early spring. Various theatrical organizations have been leasing the house for the past few seasons.

## 200 EXPECTED AT WARNER BROS. EXHIBITORS BANQUET

More than one hundred exhibitors have already signified their intentions of attending the Warner Bros. banquet to be given by Al Kahn of Film Classics at the Muehlebach Hotel on Monday, July 28. Two hundred are expected by Mr. Kahn and he promises that this meeting with the Warner Bros. representatives, at which will be present Sam Warner, Sam E. Morris, general sales manager, and Pearl Keating, scenario editor, will be of inestimable value to the exhibitors and that its outcome should show material gains in receipts at the box-office.

## ENTERPRISE GETS FOUR ORA CAREW PRODUCTIONS

Truly Wildman, local branch manager for Enterprise Distributing Corporation, announces that Enterprise has secured for early release in this territory four Ora Carew out-look productions. Mr. Wildman emphatically states that these pictures are brand new releases and not re-releases and speaks of them very promisingly from the box-office standpoint.

## Moving Along Movie Row

Oscar Morgan, Pathe's manager for the Southern District, was here last week following a trip to Wichita and Joplin. Mr. Morgan continued his trip to Memphis.

Russell Borg, Educational office manager, comes back with the customary vacation fish story. As Borg tells it, there are so many lake around Lake Okoboji, and he had so much trouble, that he just hung up his trawler and pulled in a fifteen pounder while fixing his wayward tires.

C. F. Seming, Educational manager, was in Topeka this week.

The Kansas City Pathe office is still running second in the Storey remount race in the Minor league. But's Mount, is thus far closest to the wire. But C. C. Vaughn, K. C. manager, seems optimistic, and he's had experience in pennant winning sprint before. The contest will last another week.

L. B. Metzger, former Kansas City manager for Metro-Goldwyn, left for the West Coast Saturday. Mr. Metzger will be assigned to Metro-Goldwyn activities in that territory.

Jean Belasco, Universal Explorer, was in Lexington, Mo., this week.

J. A. Harter, of the Wonderland Theatre, Kidder, Mo., was in Kansas City this week.

C. E. Sterey of the Peoples Theatre, Pleasant Hill, Mo., visited Kansas City exchanges this week.

W. M. Goodnight of the Lyric Theatre, Hohen, Mo., was along Movie Row this week.

The Kansas City Pathe office entertained two distinguished visitors this week. W. B. Franks, vice-president and general manager of the Hal Roach enterprises, and J. S. Woody, sales manager of the Associated Exhibitors, were here looking over fall prospects.

Carrollton, Mo., has had a carnival every week this season in addition to seven tent dramatic shows. All the exhibitor in that town needs is some extra hot weather and he can take a vacation.

Manager Keel has closed the New Princess theatre at Richmond, Mo.

An ordinance has just been passed at Richmond, Mo., placing a tax of \$1,000 a week for carnivals playing the town and \$100 a day for tent shows. F. G. Weary of the Farris Theatre at Richmond ought to be well pleased with this legislation.

William Cuff, proprietor of the Strand Theatre, announced recently the erection of a new \$100,000 hotel next to the Strand Theatre. The hotel is to be called The Strand and will have every

modern improvement including a broadcasting station and headpieces in each room that will enable the guests to plug in from their bedside and keep in touch with the world via radio. Mr. Cuff also announces many alterations at the Strand Theatre.

Goolem, Mo., July 25—Our correspondent denies that there was a mad dog scare here last week and that one Joe Rosenberg was a hero. The only Joe Rosenberg known here was a village 20 years ago when this town was a village at which time a Joe Rosenberg was lynched for horse stealing. The entire town is agitated.

Mrs. Hazel Brinkley, manager of the Mainstreet Theatre, Lexington, Mo., has just closed a contract with Universal for the Jack Dempsey "Fight and Win" series of pictures. Mrs. Brinkley has several unique ideas for exploitation on this series. She has successfully exploited a number of big pictures with great results. At the present writing, she is arranging a Jackie Coogan contest, a country store and an amateur contest.

Ensley Barbour of Joplin paid the exchanges and the baseball park a visit this week. He was entertained by Harry Hollander of the Universal exchange.

Ensley Barbour of the Orpheum Theatre, Joplin, was a Kansas City visitor this week.

L. W. Alexander, manager of the Kansas City office of Producers' Distributing Corporation, is making a tour of the key cities of Oklahoma.

Miss Gladys Johnson, stenographer at the Producers' Distributing Corporation office, is away on her vacation.

Vitagraph has moved into its new booking office on West Eighteenth street. C. W. Allen is in charge. The new office will be maintained in addition to the main office in the Davidson building.

J. S. Painter of the Liberty Theatre, Quenemo, Kansas, was along the row this week.

C. M. Pattee of the Pattee Theatre, Lawrence, was in to see about his weekly schedule.

Business is so good at the Holland and Novelty Theatres, Wichita, that everybody has time to go on a fishing trip, says Jack Langan, who recently visited Mr. and Mrs. Charles Bull of Wichita.

L. C. Knipp, Standard salesman, is sending in some good reports about the prospect for business in Kansas, the Standard office declares.

C. D. Struble, of the Yale Theatre Supply Co., is attending the Motion Picture Equipment Dealers convention at Cleveland, Ohio. Mr. Struble motored

to Cleveland, making his trip serve both business and pleasure.

J. H. Frazier of the Grand Theatre, Pittsburg, was along Movie Row this week.

Ralph Heft, bookkeeper for First National, has been promoted and is now a full-fledged First National salesman. William Burke has been made the head booker and Tom Thompson, former shipper, has been promoted to the position of assistant booker. Gray Huston is the new shipping clerk. All of which shows First National's policy of promoting from the ranks.

"Doc" Gees, former exhibitor at Mulberry, Kansas, who recently sold Ithaca theatre and resumed his practice of dentistry, passed through Kansas City last week on his way back from the Democratic National Convention in New York at which he was a delegate. "Doc" was visiting around among exchanges, probably to see how it feels to talk to the managers without being asked for dates.

W. C. Haynes, for six years with Goldwyn, is back again with his "old boss," Billy Truog, as special representative for Selznick Distributing Corporation.

The Exhibitors Film Delivery and Service Company is making rapid strides in its shipping service. They have purchased a new truck and seem to be very active and efficient.

Rumors around the Paramount office have it that Mrs. "Dixie" Dixon, who is on the West Coast on her vacation, is also making a screen test in Hollywood. Everybody seems to think the name would look good on the advertising posters.

Miss Billie Mistelet of the Kansas City Paramount office has returned from her vacation.

Joe Manire, new assistant booker for Paramount, likes 'em rough, and he's neither shiek nor cave man. Although his vacation was on, Manire went out in the territory with a Paramount salesman recently and sold towns the sales force had been unable to penetrate. And he spent two weeks at it, and said he had a fine time.

Paramount has a new chief auditor, Mr. Goldberg, of New York.

Miss Edna Mitchell, Paramount's chief accountant, has resigned.

W. H. Silvers and son of the playhouses at Princeton and Spickard, Mo., visited Movie Row this week.

Charlie Palermo, Fox bookkeeper, is away on his vacation in the Ozarks.

B. I. Denham has sold the Circle Theatre, 30th and Prospect, to Carl Wisecarver.

**A doubting Thomas never sold the Woolworth Building—Try Reel Journal Wants.**

## K. C. THEATRE FORTIFIED AGAINST 'SUMMER SLUMP'

Each summer there always is talk of a lull in the motion picture business, but in my opinion there never has been a parallel condition to this summer in Kansas City. The M. P. T. O. A. Executive Committee of the Kansas City Motion Picture organization are much better fortified this summer to combat an "lump" than they are three years ago. First, cooling systems have been installed. Second, exhibitors are beginning to realize the importance of making their theatres a community center. Third, organization and co-operation has made possible the exchange of ideas among exhibitors which has worked to the betterment of all concerned.

### Give Parks a Chase.

"There are many homes which were closed last year that intend to remain open this summer. Never before has amusement parks been forced to spend money on high priced attractions to compete against motion picture theatres as they are doing this year. That tells a story in itself.

"The cooling system installed by the Apollo, Circle, Prospect, Waverly, Renook, Broadmoor, Benton, Bancroft, St. John, South Trust, American and Forty-fifth Street theatres are of small cost. The system consists merely of a small mill type of fan, either blowing in or drawing out air from the interior of the house, a circular hole in the ceiling of the fan being cut in the wall. The fans are operated by electric motors, so as to make little noise.

"In some cases where the house is of the larger suburban type two fans on each side of the rear of the house are used. Of course, this system would not do for the large first run houses, as being merely for the smaller neighborhood theatres which could not afford a more elaborate system. The idea can be put into effect by E. Cameron of the Board of Theatre, Ancho, Kansas.

### Neighborhood Theatre Bids Up.

"The Kansas City public, through slogans adopted by exhibitors, is being educated to the fact that a summer of good entertainment awaits them at their neighborhood theatre, a fact which is being emphasized by a campaign of financing program which cannot be found at the amusement park. Such slogans as "Music With the Cool Breeze," "Cool As a Cave" and "Temperature Never More Than 70 Degrees" have been adopted with telling effect. If there is to be an dreaded summer slump this season let us not let it."

## "SELF-MADE FAILURE" GOING BIG AT THE MAIN STREET

Indications from the way the Main Street amphitheatre at Kansas City is taking to "Self-Made Failure" (Rex) indicate that it could be one of the greatest summer attractions in the city. The Main Street Theatre, under the management of E. H. Handberg, has announced that the Main Street amphitheatre is going to open during the summer here. Both the Executive Committee and Board of Theatre of the motion picture industry in this city are

## F. B. O. PRODUCTION LOOKS BIG IN HOLLYWOOD

Work to Start at Once on Program to Cost Five Millions.

Hollywood, July 25 Beginning at once, work will start at the big production plant here on a program to cost \$5,000,000, official, of Film Booking Offices have announced. It has been definitely stated further that F. B. O. will remain in Hollywood, and its program will embrace many activities of the most widely known independent producers.

Following the recent visit of H. C. S. Thomson, managing director, and J. I. Schmitzer, vice-president, it was announced that ten units will be at work in F. B. O. lots within a month. F. B. O.'s own production will be under the general supervision of S. P. Fineman.

The program, as tentatively announced, and to which additions are to be made, embraces four big specials from Emory Johnson, in which Mary Carr and Johnnie Walker will lead the cast; four Gothic pictures, the first of which, "Vanity's Price," is now in production, eight Fred Thompson pictures with the famous horse, Silver King, four Richard Talmadge pictures, the first of which, "American Manners," has been started under the direction of Arc Carlos; a series of specials from Erb and Goebel, starting with "Hard Cash," a Saturday Evening Post story, a series of two-reelers from the pen of H. C. Witwer, "The Go-Getters," starring George O'Hara and Alberta Vaughn.

## K. C. SHOWMEN CONTINUE FIGHT ON MUSIC TAX

Kansas City exhibitors voted unanimously to continue the fight against the music tax, and agreed to support a subscription for that purpose at a meeting of the Kansas City M. P. T. O. A. Saturday afternoon. While tentative plan of the campaign which is to be waged in behalf of exhibitors are being formulated, they are not yet to be made known, it was announced.

Judge Samuel A. Handy, who has been prominent in the fight for repeal of the measure, and Mrs. S. F. Harris, special counsel in music tax matters, addressed the meeting.

A committee consisting of Managers Everett of the Colonial Theatre, Watson of the Benton Theatre, and Finkelstein of the Apollo Theatre, was named to make a report concerning the new wage scale for operators and musicians. Their report is to be considered soon, it was said.

## STANDARD FILMS BOOKING HIGH CLASS VAUDEVILLE

Fred J. Warren, manager of Standard Film, announces a worth-while vaudeville program of fifteen weeks, either single, double, or combination acts. These acts will be selected with the greatest care and only after a thorough tryout, and will be suitable for picture houses with small stages where no scenery is required. Exhibitors who have playing or wish to play vaudeville, should welcome Mr. Warren's booking agency.

## "THE SEAHAWK" IS BREAKING RECORDS

First National's Frank Lloyd picture, "Sea Hawk," broke all records for a week's receipts during the first seven days of its showing at the Roosevelt Theatre, Chicago. It has also set up a new box office record at the Criterion Theatre, Los Angeles, according to reports received by E. C. Rhoden, local First National branch manager.

"The Sea Hawk" is now in its eighth week at the Astor Theatre, New York, at the \$2 top scale, and shows no abatement in public interest or attendance. A review in Variety made the comment that "The Sea Hawk" would undoubtedly hold up at the Astor as long as First National cared to keep it there.

## LEEVE SELECTS CAST FOR "IN EVERY WOMAN'S LIFE"

M. C. Levee has selected a truly unusual cast for his next First National picture, "In Every Woman's Life," formerly called "Barriers of Love" and "Belonging," from Oliver Wadleys society novel of the latter title. Irving Cummings has been engaged to direct the picture.

The leading roles will be portrayed by Virginia Valli and Lloyd Hughes who played the part of the wicked brother in Frank Lloyd's production of "The Sea Hawk. Marc MacTernott, George Fawcett, the noted character actor, and Ralph Lewis have other important roles. Vera Lewis is in the cast.

Director Cummings is on the set ready to begin photography.

## "DAYS OF '49" SAID TO BE A BUSINESS-GETTER

In theatres around Chicago, where showings of "Days of '49," the new serial starring Neva Gerber and Ed Cobb, have been made, the production is given credit for being a good business getter, according to the Standard office. The picture is a Ben Wilson production, and is to be released in this territory shortly.

## METRO-GOLDWYN TO RELEASE "BREAD" IN AUGUST

Victor Schertzinger has completed Metro-Goldwyn-Mayer's screen version of "Bread," from Charles G. Norris' famous book. It will be released in August.

In the cast are Mae Busch, Robert Frazer, Wanda Hawley, Pat O'Malley, Hobart Bosworth, Eugenie Besserer, Myrtle Steadman, Ward Crane and Raymond Lee.

"Bread," published last season, ranks among the best-sellers of current fiction. It deals with the problem of a woman's relation to her home husband and children on the one hand, and her duty to herself on the other, which means her right to economic independence, her place in the business world and a host of other interrelated subjects.

"Bread" was adapted by Lenore Coffey and Albert Lewin.

# Exploitation Ideas and Hints



Edited by  
R. C. "BOB" GARY,  
Paramount Exploiter



## CAKE OF ICE GETS BUSINESS FOR "ICEBOUND"

Assisted by John Plumb, Exploitation Representative, Isis and Orpheum theatres, Topeka, I arranged a campaign for "Icebound." Frozen within a 500 pound cake of ice was an "Icebound" insert card, together with a card announcing that \$5 would be paid to the person guessing the nearest how long the cake of ice would last. The cake of ice was placed in front of Topeka's leading drug store, which by the way is one of the hottest spots in town. Topekans gathered about the large cake of ice, just as they might gather around a red hot stove in winter. More than three thou-

sand guesses were submitted as to how long it would take the cake of ice to completely melt. The guesses were handed to the druggist who sold each contestant an "Icebound Sundae." Some-



sand guesses were submitted as to how long it would take the cake of ice to completely melt. The guesses were handed to the druggist who sold each contestant an "Icebound Sundae." Some-

## HELEN BRINKLEY BELIEVES IN EXPLOITATION.

Miss Helen Brinkley, manager of the Mainstreet Theatre, Lexington, Missouri, knows her groceries when it comes to exploitation. With the names "shut down" in her town, she is going after business in a manner that is a credit to the industry. Not in the least discouraged by conditions that are far from good, she keeps plugging, striving, originating and while a number of her brother exploiters are crying the blues, she is getting her share of the business. Miss Brinkley has just arranged for the personal appearance of the Jack Dempsey Athletic Girls with the first showing of the Dempsey series of "Fight and Win" pictures.

## \$5.00 IN CASH

For the nearest guess on how long this cake of ice lasts:

I guess this "Icebound" cake of ice will last,

HOURS  
MINUTES  
SECONDS  
Name  
Address

Leave your guess at  
**MAN SPEAKER & AD'IR  
DRUGS**

802 Kansas Ave., Topeka, Kans.

COOL OFF WITH OUR

"ICEBOUND" SUNDAE 15c

See "ICEBOUND" at the ORPHEUM, starting today for 3 days.

NOTE: Ice placed here at 11:30 a. m. No guess accepted after 7:30 p. m. (3 days).

## EXPLOITATION MEN (By Epes Winthrop Sargent in the Moving Picture World)

"Some managers seem to regard the exploitation men employed by the production companies as elements of a scheme to sell them more high priced film than they want. They appear to resent offers of service, and even when they consent to be assisted there is a covert antagonism."

"Exploitation men are employed to show the exhibitor that he can make more money with good film properly exploited, than he can with cheap service. The real point of interest to the exhibitor should be that he can make more money; not that he has to pay more for the films. Meet him at least half way and give him a chance."

## RAY HUGGINS USES FASHION SHOW TO ADVANTAGE

Ray Huggins, managing director of the Auditorium at Marshall, Mo., staged a fashion show with one of Universal's films recently and was so pleased with the attendance that he is making the Fashion Show an annual event.



Here's an attractive window display secured by L. D. Bals' of the Liberty Theatre, Kansas City, during the Shrine Convention on the Jack Dempsey "Fight and Win" series.



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## THE SAWDUST TRAIL

Universal—Hoot Gibson

**WORLD**—One of the best of the recent Hoot Gibson features is "The Sawdust Trail," his newest for Universal. The work of the cast assists in making this a good light entertainment that should satisfy the majority of patrons and delight the Gibson fans. "The Sawdust Trail" should rank as a good program attraction for the average house.

**NEWS**—While this is not as breezy and humorous as some previous Gibson films it should offer satisfactory entertainment. Is episodic and somewhat repetitions. Gibson still playing the boob, but he hasn't much opportunity to get laughs. No heavy villainy. Contains a good finish, the only real action in the picture.

## THE HEART BUSTER

Fox—Tom Mix

**FILM DAILY**—Good entertainment especially for the Mix fans and they aren't in any small majority either. They'll like what he gives 'em in "The Heart Buster."

**WORLD**—There are plenty of laughs in this picture and in addition Tom does some excellent riding. There is plenty of action too, and something doing every minute. Altogether it is good, peppy entertainment, and will amuse the average house.

**NEWS** While this picture does not carry the customary line of red hot action that has featured Mix's pictures in the past—and lacks hard riding and melodramatic rescues, it packs away a line of effective comedy incidents which will satisfy the spectators. Keeps moving and offers novelty at least.

## RECOIL

Metro-Goldwyn—Betty Blythe

**WORLD** Quite out of the ordinary is this picture with the scenes laid in South Africa, then shifting to the gay life of the Deauville Casino. There is no waiting for the action to start in this production. It is there at the beginning and continues right up to the end without cessation, holding the intense interest of the audience with its many dramatic scenes and cleverly manipulated complications.

**FILM DAILY** Looks like a decidedly good box office picture. It has all the requirements. Production, cast, locations, pictorial appeal, lavish display, all the sort of thing that brings forth "ohs and ahs" and gets word-of-mouth advertising.

## THE ENEMY SEX

Paramount—Betty Compson.

**FILM DAILY**—You ought to be able to figure this one out without any help. Common girl and rich daddy story with sympathetic touches wherein heroine falls in love. You know the type and should be able to judge without trouble. Betty Compson at her very best.

**WORLD**—This picture comes a little late in the long procession of flaming youth and gold digger series, but it takes a somewhat tinycorn theme and with good production breathes new life into familiar situations and gives them real interest.

## LOVE OF WOMEN

Selznick—Helene Chadwick.

**NEWS**—This picture has its human interest moments and some good acting on the part of the leading players, but it loses punch toward the end because of the obvious climax. The production is artistically mounted, and seeks to take a crack at the divorce evil, which so many pictures have tried to do.

**FILM DAILY**—Should satisfy average audience. Cast, Greenwich Village atmosphere, divorce angle, and happy reunion—all points of appeal, that you can use to bring them in.

## NEWS NUGGETS

"Tarnish," Gilbert Emery's stage play, credited with being one of the most widely discussed dramas ever staged in New York City, has been completed in Hollywood as a Samuel Goldwyn production under the direction of George Fitzmaurice.

First National announces that "The Silent Watcher" is the title selected for the picture to be made by Frank Lloyd Productions, Inc., from Mary Roberts Glenn's story, "The Altar on the Hill." Glenn Hunter is to lead.

"The Signal Tower," Universal-Jewel starring Virginia Valli, supported by Wallace Beery and Rockcliffe Fellows, is having the way prepared for its release next Fall by special exploitation work.

"So Big," Edna Ferber's amazing cross section of a woman's heart, will be Colleen Moore's first starring vehicle under the new honor bestowed by First National whereby she will hereafter "star" in her own right.

The June issue of the Photoplay Guide, published by the National Committee for Better Films, affiliated with the National Board of Review, lists only three pictures with the asterisk which "Denotes a particularly good picture" in the leading classification headed "For the General Audience (comprised chiefly of adults)." The first of the trio is "Babbalanza" and the second "Being Respectable," both of which are Warner Bros. productions.

Charles J. Gieglerich, publicity director for Producers' Distributing Corporation, was the lucky contestant who won the Al Christie prize for the selection of a

main title for the next Christie feature production "Reckless Romance" which is being adapted from the New York stage success "What's Your Wife Doing?"

William K. Howard has been signed by Paramount to direct its production of Zane Grey's story, "The Border Legion," which will be started at the West Coast studio July 21.

Richard Talmadge is now at work on his first production for F. B. O., titled "American Manners." This is the first of a series of four which Talmadge will make for F. B. O., under the supervision of Abe Carlos.

Richard A. Rowland, manager of production for First National Pictures, announces the purchase of the rights to Giovanni Papini's sensationally successful book, "The Life of Christ," which will be a First National Picture produced by one of the Earl Hudson units.


Doris Kenyon has been placed under contract by First National to play featured roles in its own productions for a term of years.

The Selznick-Distinctive picture "820 a Week," with George Arliss, scored a distinct hit, according to New York newspaper reviews of this photoplay which was shown at the Mark Strand Theatre the week of June 8.

Inspiration Pictures has put into work its next Richard Barthelmess picture, "Classmates," which will be released by First National. John Robertson is directing and has taken the company to West Point to make the scenes of the annual entrance day.

Hitch your signature to a Producers Distributing Corp. contract—and Forget that you ever did a poor business.

PRODUCERS DISTRIBUTING CORPORATION



**FLORENCE VIDOR**  
A Super-Special Film Dramatization  
**"BARBARA FRIETCHIE"**  
FLORENCE VIDOR  
BASED ON PLAY BY CLYDE FITCH  
DIRECTED BY EMERSON HILLER

PRODUCERS DISTRIBUTING CORPORATION

HUNT STROMBERG & CHARLES R. ROGERS PRESENTS

**Priscilla Dean**  
in **"The Siren of Seville"**  
Story by H. H. VAN LOAN—Directed by JEROME STORM



PRISCILLA DEAN

PRODUCERS DISTRIBUTING CORPORATION

**THE WISE VIRGIN**  
STARRING  
**Patsy Ruth Miller**  
AND  
**Matt Moore**  
An ELMER HARRIS SPECIAL PRODUCTION  
DIRECTED BY LLOYD INGRAM



DATSY RUTH MILLER

PRODUCERS DISTRIBUTING CORPORATION

**"The LEGEND of HOLLYWOOD"**  
WITH  
**PERCY MARMONT and ZASU PITS**  
Directed by RENEAL HOFFMAN—Adapted by AL COHN  
From the "Photoplay Magazine" story by FRANK CONDON  
A RENAUD HOFFMAN PRODUCTION



**Producers  
Distributing  
Corporation**

INCORPORATED

W. W. HODKINSON CORPORATION

KANSAS CITY  
111 West 18th St.  
L. W. ALEXANDER  
Branch Manager

ST. LOUIS  
3312 Lindell Blvd.  
C. D. HILL  
Branch Manager

# :: Kansas City Trade Directory ::

Here is a List of Leading Film Exchanges and Dealers of This Territory.  
Deal With These Recognized and Established Firms.

## EXCHANGES

### NATIONAL DISTRIBUTORS

ASSOCIATED EXHIBITORS, Inc.  
111 West 17th St.  
Dan Martin, Manager  
V. D. Shea, Booker  
Telephone—Harrison 8645

METRO-GOLDWYN PICTURES CORP.  
1706-08 Wyandotte St.  
C E Gregory, Mgr.  
Telephone—Harrison 7030

ASSOCIATED FIRST NATIONAL PICTURES, Inc.  
1712-14 Wyandotte St.  
E. C. Rhoden, Manager  
T. O. Byerle, Asst. Mgr.  
Ralph J. Heft, Booker  
Telephone—Harrison 8623

MIDWEST EDUCATIONAL FILM EXCHANGE, Inc.  
130 West 18th St  
C. F. Senning, Manager  
R. C. Borg, Asst. Mgr.  
and Booker  
Telephone—Grand 2886

A. H. BLANK FILM ENTERPRISES  
130 West 18th St.  
H. E. Corbyn, Manager  
J. T. O'Neil, Booker  
Telephone—Grand 5151

PATHE EXCHANGE, Inc.  
111 West 17th St.  
C. C. Vaughan, Manager  
V. D. Shea, Booker  
Telephone—Harrison 8645

FILM BOOKING OFFICES OF AMERICA, Inc.  
Snover Bldg, 18th & Bath  
Roy E. Churchill, Mgr.  
J. A. Masters, Office Mgr.  
Charles Oliver, Booker  
Telephone—Harrison 3257

SELZNICK DISTRIBUTING CORPORATION  
1820 Wyandotte St  
W E Truog, Manager  
L. B. Lewis, Booker  
Telephone—Harrison 9180

PRODUCERS DISTRIBUTING CORP.  
111 West 18th St.  
L. W. Alexander, Mgr  
George Lodge, Booker  
Telephone—Harrison 0919

UNITED ARTISTS CORPORATION  
7th Floor Davidson Bldg  
G. F. Navarre, Mgr.  
L. J. Doty, Asst. Mgr.  
Clair Woods, Booker  
Telephone—Grand 1822

UNIVERSAL FILM EXCHANGE  
1710 Wyandotte St.  
Harry Hollander, Mgr.  
L. F. Harned, Booker  
Telephone—Harrison 5624

VITAGRAPH, Inc.  
3rd Floor Davidson Bldg.  
C. A. Schmitz, Manager  
C. W. Allen, Asst. Mgr.  
L. F. Durland, Booker  
Telephone—Harrison 8304

### STATE RIGHTS

CRESCENT FILM CORP.  
115 West 17th St.  
M. A. Kahn, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

ECONOMY FILM SERVICE  
The Mail Order Exchange  
No Contracts  
113 West 18th St.  
Bernard C. Cook, Manager  
Telephone—Harrison 8351

FILM CLASSICS, Inc  
115 West 17th St.  
Al Kahn, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

STANDARD FILMS  
111 West 18th St.  
F. J. Warren, Gen'l Mgr.  
Jack Langan, Mgr. and Booker  
Telephone—Grand 1318

PROGRESS FILM SERVICE  
113 West 18th St.  
Bernard C. Cook, Mgr.  
Fred Thompson, Booker  
Telephone, Harrison 8351

### EQUIPMENT

COLE THEATRE SUPPLY CO.  
Powers' Machines  
169 West 18th St.  
T. F. Cole, Manager  
Telephone—Harrison 2231

CHAS. M. STEBBINS PICTURE SUPPLY CO.  
Motigraph DeLuxe Machines  
1818-22 Wyandotte St.  
C. M. Badger, Manager  
Telephone—Grand 0134

VALE THEATRE SUPPLY CO.  
Simplex Machines  
108 West 18th St  
C. D. Struble, Manager  
Telephone—Grand 2923

K. C. SCENIC CO.  
Drops and Curtains of all Kinds  
24th & Harrison Sts.  
Telephone—Harrison 2735

EXHIBITORS FILM DELIVERY AND SERVICE CO.  
111 West 18th St.  
Ralph Scherzer  
F. E. Jameson  
Telephone—Grand 2095

This directory will be published in the first issue of each month.

Changes of copy must be in our office one week in advance of publication date.



## ST. LOUIS TRADE EVENTS

By David F. Barrett

## WARNER HEADS VISIT ST. LOUIS DISTRIBUTORS AND EXHIBITORS

Exhibitors in this territory had the opportunity of meeting at one time three prominent executives of the Warner Bros. organization, who are making a transcontinental tour of every "key city" in the U. S. and Canada, for the purpose of arranging a series of conferences with prominent exhibitors, exchange executives and newspaper men to discuss and outline the Warner Bros. plans and program for the forthcoming season.

Mr. Harry Hynes of the St. Louis Film Exchange introduced Mr. S. L. Warner, one of the four Warner Bros., Mr. Sam E. Morris, General Sales Manager of Warner Bros., and Mrs. Pearl Keating, scenario editor.

A dinner-dance entertainment Saturday, July 19, at 8:30 p. m., upon the roof garden of the Melbourne Hotel, St. Louis, Mo., was well attended.

The itinerary as it stands at present covers the following cities: Toronto, Detroit, Cleveland, Cincinnati, Pittsburgh, Washington, Atlanta, St. Louis, Dallas, Oklahoma City, Denver, Los Angeles, San Francisco, Seattle, Minneapolis, Des Moines, Kansas City, Chicago, Milwaukee, Indianapolis, New York.

## FILM FIRE IN BOOTH AT MAJESTIC THEATRE

During the matinee at the Majestic Theatre, 1022 Franklin avenue, St. Louis, on Sunday, July 13, the film in the projection machine broke and caught fire causing damage to film and machine estimated at \$300.

There was no panic of any sort. When the fire broke out the audience quickly departed from the auditorium.

Later after the fire had been extinguished the building again filled with smoke and the audience left a second time without confusion. After a thorough airing out the performance was continued without further mishap. The second turn-out was due to smoke that had been caught in the ventilating system and returned to the auditorium.

## 1,200 SEAT HOUSE FOR KIRKSVILLE, MO.

Kirksville, Mo., is to have a new motion picture and vaudeville theatre if present plans mature successfully. The deal is now being financed. Plans for the new house have been prepared by R. Levine & Company of Chicago. The new theatre will have accommodations for 1200 spectators and cost upwards of \$175,000.

Buddy Paul plans to re-open his Grand Theatre, Mexico, Mo., about August 15. It is being redecorated during the off-season.

BRIGHT BITS  
and  
NEWSY NOTES

The Phoenix Theatre, Carthageville, Mo., has been remodelled and decorated better than ever before. The work has been done by the architect, J. C. H. B. ...

The Phoenix Theatre has started work on its new 1,200 seat building in Sevier, Mo., and will be all by and by, and cover 7,000 sq. ft. of space, and start in August. When the picture is finished the price of the building will be closed.

Well known to the old Carondelet Turner Hall, 617 and 619 Debeaux avenue, St. Louis, Mo., is being re-proceeding rapidly. Lloyd Verth, the architect for the new building, has an contract for the new building which will seat 1200 persons. It will represent an investment of about \$100,000.

Sam Warner of Warner Bros. will know a producer and distributor. Sam Morris, general manager of that company and Pearl Keating, head of the scenario department, are at St. Louis. July 19th the Warner Bros. will be in the Grand Theatre, Grand Hotel and Lakes avenue, owned by the Sperry Studios and associates.

"Brain Brains" is playing at the Grand Central, 1417 and 1419, and 1421, St. Louis, and later will be seen over the circuit. It is a first class comedy company, headed by the Brown and Koper interests.

Smiley, a comedian who plays Conway Ark, has been engaged by the building department. His mysterious disappearance has been reported. The building department has been engaged by the architect, J. C. H. B. ...

Joe Henson, 1417 and 1419, and 1421, St. Louis, Mo., is a first class comedy company, headed by the Brown and Koper interests.

The Metropolitan Theatre, 1417 and 1419, and 1421, St. Louis, Mo., is a first class comedy company, headed by the Brown and Koper interests.

Tom McKeon, F. B. O. manager, is back from a successful swing through Jacksonville, Quincy, Hannibal and Springfield. He brought back some nice contracts.

Ramon Rosenthal's Columbia Pictures Corporation has moved into its new home in the Plaza Hotel building. The exchange was formerly occupied by Metro and is considered one of the best locations in Picture Row. Metro-Goldwyn has moved across Olive street to its new quarters.

Bill Solim, owner-manager of the Belmore Theatre, Quincy, Ill., accompanied by Mrs. Solim, has come to his summer home on the upper stretches of the Mississippi. He intends to forget all about this for the next couple of months.

John Beder is remodeling the Dixie Theatre at New Madrid, Mo., and plans to re-open about August 15. The improvements will include a balcony that will increase the seating capacity some 200.

C. L. Weber re-opens the Rialto Theatre in Jacksonville, Ill., on August 10.

Russell Armentrout is now operating the Star Theatre, Barry, Ill., and the X. C. Theatre, Pittsfield, Ill.

Lloyd Dorth, manager of the Pantheon Theatre, Memphis, Tenn., passed through town en route home from the Grotto gathering in Indianapolis, Ind.

Tom Bradford, formerly with Associated Exhibitors and Select in this territory, has joined the Metro-Goldwyn sales staff and has been assigned by Charlie Werner, manager, to the Eastern Missouri territory.

Out-of-town exhibitors seen along Picture Row during the week were: C. E. Brady, Cape Girardeau, Mo.; Frank Froyda, Taylorville, Ill.; John Spaulding, Litchfield, Ill.; Jim Reilly, Aton, Ill.; Tom Reed, Dupo, Ill.; Oscar Weeley, Gillespie, Ill.; L. Roman, Beard, Ill.; Curly Lawson, Mount Olive, Ill.; C. L. Lehman, Whitehall, Ill.; Mrs. I. W. Rodgers, Poplar Bluff, Mo.; and Cairo, Ill.; John Reed, Wellsville, Mo.; and Buddy Paul, Mexico, Mo.

## Exhibitors

Send us your  
Exploitation  
Stunts and  
Ideas.

## :: BOX-OFFICE REPORTS ::

### A. H. BLANK.

**His Nibs**—Best picture ever played. Looks like some kid's work. People walk out after the fourth reel. Book it if you want to get stung.—Allen Theatre, Allen, Kansas.

### FAMOUS PLAYERS.

**The Ne'er Do Well**, The Michigan—Extra good print and advertising good. Pleas of large audience.—Allen Theatre, Allen, Kansas.

### F. B. O.

**Judgment of the Storm**, All-Star—A comical picture which will please 100%. Pictures like this certainly will build up any theatre.—Joseph Krieger, Eagle Theatre, Arcadia, Kansas.

**Blow Your Own Horn**, All-Star—A clever comedy thriller. Good entertainment. Joseph Krieger, Eagle Theatre, Arcadia, Kansas.

**Silent Stranger**, Fred Thomson—Fred Thomson is the best bet for good Western type pictures. Silver King sure delivered a lot of credit.—Joseph Krieger, Eagle Theatre, Arcadia, Kansas.

**Can a Woman Love Twice**, Ethel Clayton—A real good picture which pleased 100%. A picture of the exceptionally good class.—Joseph Krieger, Eagle Theatre, Arcadia, Kansas.

### FIRST NATIONAL.

**Trouble**, Jackie Coogan—Drew small house here. Print fair.—L. P. Millsbaugh, Preston Theatre, Preston, Kansas.

**White Shoulders**, Katherine MacDonald—Good picture, pleased 90 per cent. Print in good condition.—Geo. Leathers, Grand Theatre, Mt. Vernon, Mo.

**Brawn of North**, Strongheart—This is an exceptionally good picture. Pleased 100 per cent. Pictures like this one will build up a theatre.—A. B. McCullough, Community Theatre, Neosho Falls, Mo.

**Bad Man**—A very delightful change from the everyday picture. Something new in it. Everybody pleased with this picture. Good print. J. J. Newcomb, Jr., L. Theatre, Burlington, Kas.

**Miriam**—A very good picture. Should please any audience. Title did not draw. All that came were pleased. Print good.

**Light in Dark**—Is a good program for any house. Good print. Arthur T. Perkins, Schmel Theatre, Harrisonville, Mo.

**Daddy**—Best picture Coogan ever made. Good print. Arthur T. Perkins, Schmel Theatre, Harrisonville, Mo.

**Love Master**, Picture good. Print O. K. Did good business considering rainy weather. R. R. Gladish, Rex Theatre, Hogenville, Mo.

**Penrod and Sam**, Ben Alexander—Fine picture with tan house. Print good.—R. E. Hillman, O. Galah Hall, Ogallah, Kansas.

**Daddy**—A fine picture. Satisfied everyone. Went over big. The money taken in at the show greater than usual on two-day and the patrons were well pleased. There was a nice concert in between on the date which we were playing but it didn't bother the crowd any. Print and advertising good. J. A. Anderson, Electric Theatre, Anderson, Mo.

**The Sea Lion**, all-star—Good picture. Did better business second night than first. Accessories good.—W. F. Elliott, Empire Theatre, Sterling, Kansas.

**Penrod and Sam**, Ben Alexander—Good picture, favorable comments. Fair attendance. Print good.—K. D. Strickler, Wakarusa Theatre, Arzoo, Mo.

**Brawn of North**, Strongheart—Had a fair attendance. Pleased nearly all who saw it. Everybody liked the dog. Strongheart. Print very good. Advertising good. J. E. Zimmerman, Rex Theatre, Bronson, Kansas.

**Golden Snare**—First class entertainment, pleased 100%. Print and advertising good. Opera House, Fontana, Kansas.

**Mighty Lak' a Rose**, Dorothy Mackaill—Picture pleased 100%. Exhibitors play this one if I am a judge of pictures, will say it can't be beat. Made money on it. Print and advertising good.—Chris Smith, Community Theatre, Edna, Kansas.

**Curcuy Days**, Jackie Coogan—Played to good crowd. Everybody was pleased. Coogan is a favorite here. Print in good shape.—F. V. Stephenson, Princess Theatre, Woodruff, Kansas.

### FOX.

**If Winter Comes**, Percy Marmont—Too long and dragging. Repetition of subtitles. Very tiresome. Cannot recommend it for small town. High rental.—Oscar Remert, Elite Theatre, Humboldt, Kansas.

**Skidproof**, Charles Jones—Good a fine picture. Played to good house. Print fair.—L. P. Millsbaugh, Preston, Kansas.

### METRO.

**Desire**, Margaret DeLa Motte—Good cast. Fine picture to very poor business. Oscar Remert, Elite Theatre, Humboldt, Kansas.

### PATHE.

**Harry Langdon Comedies**, Harry Langdon—Very clever. Many good stunts.—Oscar Remert, Elite Theatre, Humboldt, Kansas.

### SELZNICK.

**Heart of Welona**, Norma Talmadge—Fine little Indian drama. Beautiful scenery. Better than some of our specials.

Old but print good.—Oscar Remert, Elite Theatre, Humboldt, Kansas.

### STANDARD.

**"Black Gold"**, Pete Morrison—Good comedy Western. Pleased everybody.—E. E. Richards, Wonderland Theatre, Kansas City, Mo.

### VITAGRAPH.

**The Courage of Marge O'Doone**—This was an excellent Northwestern picture and made a big hit with the crowd that witnessed it.—H. B. Shandy, Vitagraph Theatre, Watson, Mo.

**Mules and Mortgages**—This comedy scored a great hit for this locality. Film in good condition.—H. B. Shandy, Vitagraph Theatre, Watson, Mo.

**Matrimonial Web**, Alice Callioun—It's an old picture and the title is very much against it. We took in \$2000 more than expenses on this, but those who saw it seemed very well pleased, and we heard many favorable comments. Film in very good condition.—Isis Theatre, Hutchinson, Kans.

**The Prodigal Judge**—Went over big to a large crowd. Everybody well pleased. Condition of film perfect.—G. H. Osgood, Community Theatre, White Cloud, Kans.

**The Silent Vow**, William Duncan and Edith Johnson—A very good picture which pleased 100 per cent. You can't go wrong by booking this one, and Vitagraph will always treat you right. Print and accessories good.—E. Rodgers, Township Hall, Palo, Kans.

**Love Bandit**—This production is fine. Keeps them guessing all the time. Print extra good.—G. W. Rothrock, Campbell Theatre, Macksville, Kans.

**Pioneer Trails**, Alice Callioun and Cullen Lambis—Good business during rainy weather. Picture is quite a surprise to all. They all went away pleased. Condition of film good.—G. W. Rothrock, Campbell Theatre, Nacksville, Kans.

**Black Beauty**, Jean Paige—A real good picture for a small town. Pleased 95 per cent. We ran this with a Semon comedy and had to turn them away. You can't go wrong on this one. Film in good condition.—T. P. Johnson, Cozy Theatre, Lamsburg, Kans.

**On the Banks of the Wabash**, All Star—A very good picture. Had a packed house, and everyone was pleased. Print good.—E. Rodgers, Township Hall, Palo, Kans.

## Mail in Your Film Report Today for the Next Issue

### THE REEL JOURNAL,

19th & Wyandette Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....					
Star .....	Producer .....				
Remarks .....					
Title .....					
Star .....	Producer .....				
Remarks .....					
If Every Exhibitor Does His Duty There Will Be No Mediocre Pictures	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">City .....</td> <td style="width: 50%;">Theatre .....</td> </tr> <tr> <td>Exhibitor .....</td> <td>Exhibitor .....</td> </tr> </table>	City .....	Theatre .....	Exhibitor .....	Exhibitor .....
City .....	Theatre .....				
Exhibitor .....	Exhibitor .....				

# PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### BAUSCH-LOMB NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

### CHAS. M. STEBBINS

Picture Supply Co.  
1822 Wyandotte St. Kansas City, Mo.

Smiling  
Service!



Archie  
Josephson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

## Let B. Finkelstein

### INTERIOR DECORATOR



Beautify Your Theatre  
Interior decorating  
of theatres and lob-  
bies a specialty.  
My Own Drawn  
Designing  
Phone Benton 0125

1510 Montgall K. C., Mo.

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel  
Standard Opera Chairs.  
THE CHAIR THAT'S ON THE  
SQUARE  
Lowest Prices Quick Delivery

## FIRST NATIONAL ADOPTS GET-TO-GETHER POLICY

Associated First National's managing director in London has adopted a "get together" policy with the exhibitors on the continent and is urging that the representatives of the American producers in the foreign field adopt similar methods in dealing with their exhibitors. This "get together" policy is to eliminate petty misunderstandings which often times creates real distrust.

These "get together" conferences have been held in such important cities as Birmingham, Liverpool, Cardiff and Manchester and have proven a great success. They enable the representative exhibitors in each district to make a personal point of contact with the executive heads of the First National, Ltd., at which time there has been a reciprocal appreciation and understanding of the problems of both the center and the exhibitor.

These conferences are thoroughly informal as in many cases the real problems and the petty misunderstandings would be hidden.

First National, Ltd., hold their conferences in two sessions. The talks are confined to the actual problems confronting all those present, the representatives of the First National giving their views on the merits of publicity, sales methods, accounts, etc., and the exhibitors give their criticisms which are based on their experience with the British public.

These conferences have done much to disabuse the exhibitor's mind on the subject of franchises. A recent offer of something approaching a franchise contract by the English Company was regarded by the trade as a form of the block-booking system which a year or

two ago was held responsible for the perilous condition in which the British trade then found itself.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### THEATRE FOR SALE.

Picture show for sale. Located within a few miles of Kansas City. Only show in town of 200,000 population. Running every night except Sunday and making money. Long lease, good equipment. Price \$2,500, only \$750 cash required, balance monthly payments. Box O, Reel Journal.

### AT LIBERTY.

Operator desires permanent position. Any equipment. Screen results guaranteed. Salary no object. Address W. R. Herrick, 427 Booth Avenue, Rosedale, Kansas.

### FOR SALE

Circuit of three picture theatres in towns 8 miles apart. No opposition. On Frisco R. R., one in division town. Fully equipped. Terms or trade. Reply to E. care Reel Journal.

### WANTED

Management of theatre. Will buy interest in same or will rent. Just sold my interests in theatre here. 12 years experience as exhibitor. Refer to any exchange manager in St. Louis. I am open to propositions. What have you? E. S. Perkins, Casey, Ill. 6-14

### FOR SALE

324 opera chairs, used 30 days. Also two Powers 6-A hand drive machines, one metal reel box, two rheostats. Will sell cheap. M. Kelley, 201 N. Walnut Street, DuQuoin, Ill.

Manager, operator or exploitation man wants permanent position with motion picture and vaudeville house. Salary your limit.—Address Manager, Box 263, Erie, Kans.

### BARGAINS

In purchasing a competitive house we acquired two new Powers 6B Motor Driven machines, latest model, only used one month. Write or wire The Reel Journal, Box F. 7-26

## CURRENT RELEASES

### For Week of August 2

#### PATHE

East of the Water Plug, Ralph Graves (2)  
The Prodigal Pup, Arsep Fable (2)  
Pathe Review No. 34  
Hoof Beats, Grantland Rice Sportlight (2)  
Topics of the Day, No. 4  
Pathe News, Nos. 7671  
Into the Net, Edna Murphy in Lila, Midget (2)  
High Society, Our Game Consols (2)

#### UNIVERSAL

The Signal Tower, Virginia Valle (2)  
The Iron Man, No. 8, Serial  
West Bound, Andy Gump (2)  
So This Is Paris, Dempsey, Fight and Love Series (2)  
Her Fortunate Face, Century Comedy, Ward's  
Phantom Fugitive, Eddie Polo (2)  
International News, Nos. 6243  
Fair and Wandy, Bert Roach Comedy (2)

#### EDUCATIONAL

His First Car, Tuxedo Comedy (2)

#### STANDARD

Romance of the Wastelands, Art Mix (2)  
Rainbow Rangers, Pete Morrison (2)

#### F. B. O.

Fools in the Dark, Matt Moore and Pat-Ruth Miller (2)

Read and Use  
CLASSIFIED  
ADS



THE "Check-Up" of the Motion Picture News demonstrates that WARNER BROS. CLASSICS OF THE SCREEN are *"The greatest product on the market, for the Exhibitors themselves say so—and that's what counts."*

" . . . The percentage for the four leading companies . . . show":—

PRODUCER	AVERAGE PERCENTAGE VALUE PER PICTURE
Warner Bros. . . . .	81.50
First National . . . . .	74.44
Metro-Goldwyn . . . . .	73.26
Paramount . . . . .	71.30

Wise Exhibitors will play safe by making  
**WARNER BROS. 1924-25 PRODUCT**  
**The Backbone of Their**  
**Program.**

**FILM CLASSICS, Inc.**

115 West 17th St.

AL. KAHN, Gen. Mgr.  
M. A. KAHN, Mer.

Kansas City, Mo.

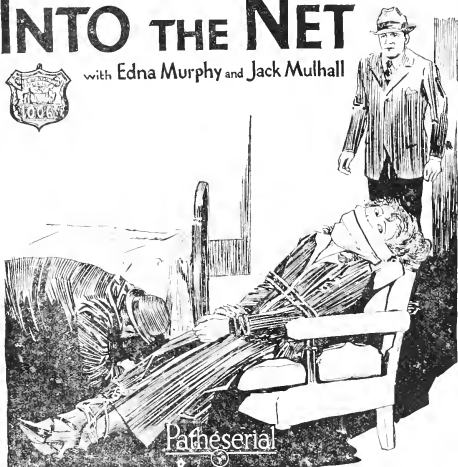


*Only 20 But Mighty*



*The***Reel  
Journal****The Film Trade Paper of the Southwest***If it's Good Enough for the Newman it Surely Is  
Good Enough for You.***INTO THE NET**

with Edna Murphy and Jack Mulhall

Pathe  
serial

Starts Week of Aug. 10, Newman Theatre. Watch paper for announcement

**Pathe Exchange, Inc.**111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.

You are cordially invited to witness

## “THE SIGNAL TOWER”

Starring Virginia Valli with Wallace Beery and  
Rockliffe Fellowes

Universal's first of the first 12 Jewels for 1924-25  
at the Liberty Theatre, Kansas City

Extra Feature Attraction on the Same Program

## JACK DEMPSEY

in the fourth of the “Fight and Win” Series  
of 10 Pictures

## “SO THIS IS PARIS”

The Dempsey series are shown simultaneously at the Liberty,  
Kansas City; The Miller, Wichita and all other  
first run houses.

Universal Film Exchanges, Inc.

1710 Wyandotte Street

Harry Hollander, Branch Manager

Kansas City, Mo.

Phone Harrison 5624

Your Biggest Box-Office Record will be Shattered when you play this gigantic, swifl-moving, suspense-holding serial production. It has only just recently been announced and already exhibitors are showing unusual interest in this winner.

*It's a Showman's Show That'll Get the Dough!*  
**BOOK IT WHILE IT'S HOT!**

A BEN WILSON PRODUCTION  
Starring NEVA GERBER and EDMUND COBB

# "Days of 49"

111 WEST 18TH ST.

KANSAS CIT

Also releasing 52 Big-Time Western  
Features and 52 Two-Reel Comedies.





Published Every Saturday by  
REEL JOURNAL PUBLISHING CO.

19th and Wyandotte Sts.  
KANSAS CITY, MO.

BEN SHLYEN  
Publisher and Editor

St. Louis Correspondent  
DAVID F. HARBERT  
3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## A Wise Move

The plan of uniting the three distinct exhibitor bodies of the Kansas City territory into one solid unit is indeed meritable. We have for some time urged this and are gratified to see that this plan has been favorably voted upon by the board of directors of the Motion Picture Theatre Owners of Kansas and the officers of the Eastern Missouri and Kansas City, Mo., exhibitor associations.

It is a wise move for several reasons. First, the three units have practically the same territorial interests, they all deal with the exchanges in one city and in their unification the handling of exhibitor matters with the exchanges is greatly simplified. For example one arbitration committee with an exhibitor from the two states and the city could serve instead of three such separate committees. Second, it will pool the finances of the organizations and minimize the maintenance costs. And third, it will be remembered that in unity there is strength.

Undoubtedly separate legislative committees will be appointed to handle the legislative matters as affect each state, however, a stronger force than ever before will be behind the program.

The consolidation is commendable and should prove highly successful.

## Good Will

The journey that the Warner Bros. are making to the principal exchange centers and the meetings they are holding with exhibitors has been termed a "good will tour". In other words Warner Bros. are taking the exhibitors into their confidence and telling them plainly and sincerely of their plans and their methods, consulting with them and seeking suggestions from them, and consequently expecting a return of confidence.

This is something that has long been needed a closer contact between producer and exhibitor, and we hope that it will result in greater progress for the industry.

## NO PARAMOUNT-UNITED ARTISTS MERGER SAYS ABRAMS

United Artists President Explains Source of Current Rumor.

New York, N. Y., Aug. 1.—A spirited denial of the rumor concerning a pending merger of United Artists Corporation and Paramount was made by Hiram Abrams, president of the United Artists Corporation, at a meeting held at the apartments of Mr. and Mrs. Douglas Fairbanks here recently. The meeting was attended by Mr. and Mrs. Douglas Fairbanks, a representative of D. W. Griffith and a representative of Charles Chaplin.

According to Abrams, the rumor of the merger is presumed to have emanated from a statement given to the press by Adolph Zukor, president of Famous-Players-Lasky, in which he stated that he had entered into a contract with D. W. Griffith to direct three motion pictures for Paramount, and in which it was represented that Mr. Griffith had but one more picture to make for Abrams under his old contract.

In further corroboration of this statement, Abrams referred to the agreement made by representatives of United Artists March 28, in which it was agreed "to renew and extend their contracts for a period of three years, excepting Charles Chaplin, who had eight pictures still to deliver to the United Artists Corporation.

## ARBUCKLE WINS HIS CASE BEFORE KANSAS CITY COUNCIL

Fatty Arbuckle has won his case in Kansas City.

Following complaint of various Women's Club organizations, Arbuckle asked permission to appear before the city council and plead his case, where a resolution protesting his appearance was pending.

Arbuckle was booked in a feature act at the Pantages Theatre this week. At Women's Club workers got busy, and a resolution was introduced by Mrs. Margaret Shepard, alderman, stating that churches and other civic bodies protested Arbuckle's appearance here.

Arbuckle told the council that he wanted a chance to make an honest living and pay his debts. He said "he had found God in the darkness of a prison cell, was living a clean Christian life, and wanted a chance to beat back." He intends to join the Baptist church, he told the council.

Following Arbuckle's plea, the council took a recess, and when a vote was taken on the resolution to ban "Fatty" it was defeated, 10 to 5.

Arbuckle's bill at the Pantages, is said to have been favorably received.

## AUGUST 18-19 TENTATIVE DATES FOR ALLIED MEET

August 18 and 19 are the tentative dates set for the meeting of the Allied Exhibitors Association to be held in Kansas City. These dates were set by R. R. Bierchle, president of the M. P. T. O. of Kansas and await confirmation by Al Steffes, chairman of the Allied.

## KANSAS AND MISSOURI EXHIBITORS ASS'NS COMBINE

At the last meeting of the board of directors of the Motion Picture Theatre Owners of Kansas it was voted that the Motion Picture Theatre Owners of Western Missouri and Kansas City, Mo., be merged into one body making for a bigger exhibitors organization of the Middle West.

The unification of these three bodies is something that has for some time been sought, especially since the Missouri organization was divided into two separate associations, which resulted into a great ly disorganized body in the western part of the state. The Kansas City Motion Picture Theatre Owners, of which Mr. A. M. Eisner is president, has in its membership thirty-eight of the suburban theatres in Kansas City. It has been functioning very successfully for the past year and is in good financial condition.

A new name is proposed for the newly merged bodies, which will probably be the Motion Picture Theatre Owners of the Middle West.

## ROTH SUCCEEDS BALSLEY AS MANAGER OF LIBERTY

Jack Roth, manager of the Isis Theatre, this week became manager of the Liberty, popular down town house. Roth succeeds Lee Balsley in that capacity. He will continue to manage both theatres.

No important change in the policy of the Liberty has been announced this far, and the Isis is to continue its policy of presenting big features, many of which will be seen in their premieres. The Isis recently hung up a record in bringing capacity business on an eight day premiere showing of "Dorothy Vernon of Haddon Hall," Mary Pickford's latest triumph. The Isis is a suburban theatre. Mr. Roth has been manager at the Isis Theatre for several years, excepting a short period when he managed the Apollo, also a suburban theatre.

## TWO KANSAS CITY HOUSES HAVE NEW MANAGERS

George Elmore, formerly well known in the East as a director and operator, comes to Kansas City this season as manager of the Gaiety Theatre. The popular burlesque house is to open in August.

Jack Lieberman, former manager of the United Artists office in Pittsburgh, will manage the new Empress burlesque vaudeville at the Empress Theatre, here. The Empress also is to open in August, after having been dark for some time.

## FIRST NEW UNIVERSAL JEWEL OPENS AT LIBERTY

"The Signal Tower," starring Virginia Valli and Wallace Beery, Universal's first new Jewel production opens at the Liberty Theatre, Kansas City, Mo., Sunday, August 3. Trade paper reviewers have been high in their praise of this picture. "The Signal Tower" will be followed by "The Turnout," "The Gaiety Girl," "The Reckless Age," "Wine" and seven other Jewels that make up Universal's releases until the New Year. The entire output has the endorsement of the Parent-Teachers Association and Mothers Club.



# Do You Buy on Faith or Are You from Missouri?

It's impossible for most exhibitors to see in advance all the pictures that they book. It becomes necessary, in some measure, to buy on faith.

Buying on faith is satisfactory if you have something REAL to put your faith in.

In Paramount's FAMOUS FORTY, you have faith in such stars and artists as Gloria Swanson, Thomas Meighan, Rudolph Valentino, Pola Negri, Jack Holt, Bebe Daniels, Richard Dix, Betty Compson, Rod LaRocque, William Farnum, Lois Wilson, Estelle Taylor, Glenn Hunter, Agnes Ayres, Adolphe Menjou, Raymond Griffith, Vera Reynolds, Mary Astor, Nita Naldi, Noah Beery, Theodore Roberts, and Ricardo Cortez.

In THE FAMOUS FORTY, you have faith in such directors as Cecil B. DeMille, James Cruze, Herbert Brenon, William de Mille, Allan Dwan, Joseph Henabery, Victor Fleming, Irvin Willat, Sidney Olcott, Ernest Lubitsch, Dimitri Buchowetzki, and Sam Wood.

In THE FAMOUS FORTY, you have faith in such titles as The Golden Bed, Feet of Clay, North of 36, Peter Pan, Forbidden Paradise, Sinners in Heaven, Argentine Love, Open All Night, Locked Doors, Merton of the Movies, Monsieur Beaucaire, Wanderer of the Wasteland, Manhandled, The Enemy Sex, Changing Husbands, and in each and every one of the entire FORTY.

But if you're from Missouri—

Go to your Paramount exchange today and ask to see these FAMOUS FORTY August releases:

WANDERER OF THE WASTELAND. Which a prominent New York theatrical organization wants to road-show all over the country. We turned them down. It comes to you August 11—a Zane Grey super-thriller produced entirely in color!

MANHANDLED. By far Gloria Swanson's greatest. A riot at Grauman's Million Dollar, Los Angeles, where it opened a pre-release run June 1. To you August 4.

THE ENEMY SEX. A sizzling James Cruze comedy-drama that makes the average flap-picture look like afternoon tea at the OldLadies Home! Released August 25th.

UNGUARDED WOMEN. Bebe Daniels and Richard Dix performing magnificently in a woman-picture with a marvelous title. Out August 18.

MONSIEUR BEUCAIRE. Rudolph Valentino's return to the screen in Sidney Olcott's production of Booth Tarkington's world-famous love story. Released August 18.

CHANGING HUSBANDS. A brilliant marriage-comedy, with Leatrice Joy, supervised by Cecil B. DeMille.

Whether you book on faith or whether you're from Missouri, THE FAMOUS FORTY fills the bill.

S. R. KENT.

## WARNER BROS. MEETING WITH EXHIBITORS IS VERY CONSTRUCTIVE GATHERING.

"A very constructive gathering,"—that's how the banquet and meeting held Monday, July 28, at the Muchlebach Hotel by the Warner Bros. and Film Classics, Inc., is described by those who were in attendance. And it was one of the most constructive meetings of exhibitors, producers and distributors ever held in this territory.

As has been previously published in The Reel Journal the purpose of the tour that the Warner Bros. representatives, Sam Warner, Sam E. Morris, general sales manager, and Mrs. Pearl Keating, scenario editor, are making is to acquaint the exhibitor with the type of stories they have secured for production for the coming year and to receive suggestions

from the exhibitors that will help in the making of those photoplays.

Mr. Morris and Mr. Warner very plainly and very frankly described their policies and their production methods and discussed with the exhibitors present the box-office values of some of the current releases on their last season's program. Mr. Warner also told of their plans for the future as well as giving the guests a brief bit of the history of the Warner Bros. in the show business, which started about twenty years ago in a little 925-seat theatre at New Castle, Pa.

Mrs. Keating, scenario chief of the Warner Bros. studios, who is an important factor in selection of stories for production, held the gathering almost spell-bound with her interesting manner in which she described and related the stories that Warner Bros. are producing for the coming season. In her very brief but detailed description of each story she also told why each particular book was chosen and why it was believed that each one would make an excellent motion picture production.

Mrs. Keating stated that Warner Bros. bought "best sellers" not only for their story value, but also for their exploitation value and because Warner Bros. are endeavoring to give to the public the very best of literature. She also stated that they are putting their very best efforts into the production of these stories, choosing the best casts, directors and making the best sets possible.

R. R. Biechle, president of the Motion Picture Theatre Owners of Kansas, was the toastmaster of the evening and he called upon exhibitors to express their opinions. All approved Warner Bros. plan and policy and many paid high compliment to the principle and honesty with which Warner Bros. pursued their purpose. High tribute was also given to Al and Mike Kahn of Film Classics, Inc. for the sincerity and honesty with which

they served the exhibitor in this territory.

Several exhibitory managers from other companies were present as were the members of the Kansas State Board of Review and representatives of the newspapers.

Among the speakers were Mrs. Sawtell, chairman of the Kansas State Board of Review; Milton H. Feld, managing director of the Newman Theatres; Frank Newman, Jack Roth of the Liberty and Isis Theatres, Kansas City; R. G. Liggett, Gaunter Theatre, Kansas City, Kans.; Phil E. Ryan of the Capitol Enterprises; M. B. Shanberg, Midland Theatres Circuit, Miss Katherine Prosser, motion picture editor of the Kansas City Star, and Al Kahn of Film Classics, Inc.



AL KAHN  
President of Film Classics, Inc.



M. A. KAHN  
Manager of Film Classics, Inc.



SAM E. MORRIS  
General Sales Manager Warner Bros.



MRS. PEARL KEATING  
Scenario Editor Warner Bros.



SAM WARNER  
Production Manager of Warner Bros.

*{Note--At the special request of our 40 branch managers we repeat the text of the ad we published two weeks ago on "A Woman Who Sinned"}*

Finis Fox has a KNOCKOUT in "A WOMAN WHO SINNED"—it's a bell ringer,—a sure fire box office attraction, for any exhibitor.

EXHIBITOR'S HERALD.

Finis Fox has produced a big box office winner. This picture will be a big bet for all exhibitors in any part of the country.

MOVING PICTURE WORLD.

We call "A WOMAN WHO SINNED" a sure fire box office attraction, destined to meet with popular approval.

MOTION PICTURE NEWS.

Finis Fox's "A WOMAN WHO SINNED" is splendid—should be a profitable box office attraction—your women patrons will advertise it for you and the title will bring them in without any exploitation at all.

FILM DAILY.

In Finis Fox's picture "A WOMAN WHO SINNED" he has delivered A BIG BOX OFFICE ATTRACTION that should bring thousands to any theatre.

WID'S WEEKLY.

"A WOMAN WHO SINNED" is a rattling good box office attraction, possesses all elements of human appeal.

EXHIBITOR'S TRADE REVIEW.

We advise you to see Finis Fox's "A WOMAN WHO SINNED" if you can possibly get the opportunity.

SILVER SCREEN.

AND BECAUSE IT'S AN ABSOLUTE BOX OFFICE KNOCKOUT FOR EXHIBITORS

IT IS BEING DISTRIBUTED BY

## FILM BOOKING OFFICES

OF AMERICA

3312 Olive St., St. Louis, Mo.  
106 So. Cross St., Little Rock, Ark.

Snowier Bldg., Kansas City, Mo.  
127 So. Hudson St., Okla. City, Okla.

EXCHANGES EVERYWHERE

## Moving Along Movie Row

### NEW THEATRE AT RUSSELL, KANS.

I. N. Wallis is to open his new Mainstreet Theatre in Russell, Kans., next week, he announces. Mr. Wallis was in Kansas City this week booking his fall product. He now operates the Isis Theatre at Russell.

Butte, Mont., won the Storey pennant race this week, and Albany, N. Y., nosed Kansas City out of second place in the last week of the National Pathe contest. But, the Kansas City Pathe group are laying their plans already for next year.

C. E. Reynolds, Pathe salesman, has come to Chicago on his vacation.

F. F. Rourke and Ed O'Neil, business getters for Pathe, have returned from a two-week vacation.

Frank Cass, city salesman for Pathe, apparently has a wide-spread reputation for honesty, earnestness and integrity. He's doing very nicely this week.

W. B. Pratt, vice president and Eastern representative of the Hal Roach Studios, visited the Kansas City Pathe office Monday. He is very optimistic about fall prospects. "It surely looks like a summer," he said.

T. S. Woody, general manager for Associated Exhibitors, who was to visit here this week, was called East from St. Louis. He's making an extended tour of his company's branches.

"We're sitting on top of the world, if you care any indication of potential fall business," says D. L. Martin, branch office manager for Associated Exhibitors. Martin has just returned from a three-week tour of the Kansas City territory.

O. F. Summo, Educational manager, is out in the territory on business.

T. S. Wilson of the Sevey Theatre, Abilene, Kans., was a visitor of the film colony this week.

G. L. Hooper of the Orpheum Theatre, Topeka, Kans., was along Movie Row last week.

The Sevey Theatre, Abilene, Kans., Pratt, Kans., and the Orpheum, Topeka, have recently booked the P24-25 product of Educational.

H. F. Corby, district manager for A. H. Blank Enterprises, is taking his vacation in the Ozarks.

Manager McDowell of the Isis, Ashland and Madeline Theatres, Wellington, Kans., was a Kansas City visitor this week.

D. Polozak of the Empress Theatre, Ft. Scott, Kans., visited exchange men this week.

Rube Melcher, A. H. Blank salesman, is out after the wheat money.

Mr. and Mrs. Abe Ulampert and Misses Leah and Frances Ulampert of the Gen Theatre, Topeka, Kans., paid a visit to the film colony this week.

Lee Miller of the Best Theatre, Topeka, Kans., was along Movie Row this week.

Harry Kirkman of the playhouse at Hays, Kans., was seen in Kansas City this week.

B. C. Cook, manager of Progress Films in this territory, announces his third release, "Looped for Life," starring Art Acord.

The Kansas City Economy office has been repainted, redecorated and new furniture installed. Looks like prosperity.

M. A. Levy, Fox manager, is covering the Western Kansas territory this week.

R. L. Mills, of the Auditorium Theatre, Smithville, Mo., was along Movie Row this week.

C. W. Allen, manager of Vitagraph's new booking office, is out in Northern Kansas lining up fall business.

Helen Eisberg, Vitagraph stenographer is away on her vacation.

"America," D. W. Griffith's late masterpiece of historical drama, is to be released September 14 through United Artists, according to late announcement.

E. C. Rhoden, First National manager is making a trip through the Kansas Wheat belt this week.

I. N. Wallis, of the Isis Theatre, Russell, Kans., visited exchange men this week.

Manager Minnick of the Cater Theatre, Marceline, Mo., was in Kansas City this week.

Jean Belasco, Universal exploiter was in Lawrence, Kans., this week.

Gerald Akers, division manager of Universal, was in Kansas City this week.

Clark Baker, Universal booker, has been transferred to Des Moines, Ia., where he will be employed in the capacity of head booker of that office. He will leave Kansas City August 17.

Miss Katherine Prosser, dramatic editor of the Kansas City Star, is away on her vacation. Jack Moffett is managing her department during his absence.

"Bones" Smith and Jerry Akers will probably be turning down vaudeville offers after their solo singing at the Warner Bros. banquet the other night.

F. H. McClure, formerly with Paramount, is now traveling Central Missouri for Metro-Goldwyn.

Jack Mason, formerly with Goldwyn at Chicago, has been transferred to the local branch of Metro-Goldwyn. He will cover Southeastern Kansas and Southwestern Missouri.

Leonard Alison has resigned his road position with First National and has become booker for Metro-Goldwyn.

Goedem, Mo., Aug. 2.—Mike Gordon walked in his sleep out of a fourth story window of the Goedem Inn yesterday. The fall did not wake him and neither could physicians. The entire town is agitated.

Bert Bylar of the Opera House, Clinton, Mo., visited film men this week.

Bill Sears of the Lyric Theatre, Boonville, was in Kansas City the past week.

C. E. Goodnight of Warrensburg was seen in Kansas City exchanges the past week.

## Do You Want Vaudeville Road Shows in the Smaller Towns of Kansas and Missouri.

If you would be interested in a series of travelling vaudeville road shows every ten days or two weeks that could be run in conjunction with your pictures, kindly fill out the enclosed questionnaire

Name of Town..... State.....  
 Theatre.....  
 Capacity.....  
 Size of stage.....  
 Admission prices.....  
 Will you buy outright..... or on percentage.....

### American Vaudeville Circuit

BOX A—REEL JOURNAL, 19TH AND WYANDOTTE STREETS  
 KANSAS CITY, MO.

Another perfect  
combination  
of big box  
office values  
for big box  
office returns.

Playing to capacity houses at the  
Mainstreet Theatre, Kansas City,  
this week.

The appearance of Corinne Griffith and  
Phyllis Haver in the same film, each with a  
score of pretty gowns, is enough to insure its  
popularity with hundreds of women fans.

In "Single Wives," at the Mainstreet, Miss  
Griffith is prettier than ever in some of her  
poses, but plays a rather doleful role as the  
neglected wife.

The picture is good entertainment. The ma-  
terial is that of the average comedy drama, but  
it has been well arranged by Marion Fairfax.  
Earl Hudson has put it on the screen in inter-  
esting style.

—The Kansas City Star.



WITH  
CORINNE GRIFFITH  
PHYLLIS HAVER  
MILTON SILLS

ASSOCIATED FIRST NATIONAL PICTURES, Inc. KANSAS CITY—1712 Wyandotte Street.  
ST. LOUIS—3319 Locust Street.

## A. H. BLANK AND ST. LOUIS FILM EX- CHANGE ANNOUNCE 1924-25 PRODUCT

A list of pictures to be produced for release by the coming season by the A. H. Blank Film Exchange, Inc., of St. Louis and Western Motion Picture Company and Western Motion Picture Company and Southern Blood, Inc., of St. Louis, Mo., and Southern Blood, Inc., of the Kansas City and St. Louis offices, respectively, are very enthusiastic about their product for 1924-25, and predict great success for their productions in the territory.

Of the bigger pictures announced they are six. Principal Pictures Corporation productions, which are "Dating Youth" with Bebe Daniels, Norman Kerry, Lee Moran, Arthur Hoyt and George Pearce, directed by William Beaudine, this is a story of an intimated wife and a knowing husband. "Eaten Laster" is a comedy from John Cort's famous stage success, featuring Lonnie Frazier, Eva Novak, Harry Myers, George Chataway, Lee Moran, Art Francis, and Dot Farley. Wm. A. Senter is the director. "Daughters of Pleasure" is a romantic drama of love and the all-rich and is said to contain some very thrilling scenes as well as being a marvel story. It was directed by Wm. Beaudine and features Marie Prevost and Monte Blue. "Girls Men Forget" adapted from the American Magazine story by Fannie Kilbourne was directed by Maurice Campbell and stars Edmund Walker, Patsy Ruth Miller and Van Hise. It is a modern story of youth and love. "The Muddled Dancer" is a thrilling story about a romantically husband and a witty wife, directed by Burton and starring Helene Chadwick and Lowell Sherman and "The Good Bad Boy," a romantic story of comedy and tragedy, starring Joe Butterworth, Mary Lee Byrne and "Broovine," the wonder one, directed by Edward F. Clive, who directed "The 1000 Days" and other Jackie Coogan pictures.

Also among the releases announced are two Babe Prizis features, "Captain Jimmy" and "Helen's Path." These are the first in a series of productions in which these narrative actors are starred and they have received an extensive advertising

campaign which has prepared a ready market for their work.

Other Harold Bell Wright productions, "The Muse with the Iron Door" and "The O'Connell of Bryan Kent," both with exceptional casts, and whose large circulation in 1923 it is not necessary to mention, will also be among the 1924-25 product of the A. H. Blank Film Exchange, Inc., via the St. Louis Film Exchange.

In addition to the pictures named above other productions, for which negotiations are now being made, will be announced from time to time.

Mr. A. H. Gandy of the Kansas-Censor Board said that she always thought that the film people here were pretty honest, but the other day her contention was proven to her. Mrs. Gandy, while visiting with several of the exchanges lost \$132.00 and she didn't know just where she lost it. But the next day she received it through the mail at her office. She doesn't know who sent it, but she is very grateful to whomever it may be.

## WM. SHALT OF IMPERIAL ANNOUNCES THREE PICTURES

Wm. A. Shalt of the Imperial Pictures Corporation was in Kansas City the first part of this week for the purpose of explaining Imperial's new distribution plan to the local exhibitors. Imperial is planning to franchise their pictures in 100 zones throughout the country and believe that through their plan they will minimize distribution costs and thus lower the rental of films to the exhibitors.

Mr. Shalt, who was formerly St. Louis branch manager for United Artists, advised that the first three stories of the twelve pictures planned for the year by Imperial have already been chosen. They are "The Desert Heider" by E. M. Hall, author of "The Sheik," featuring Conway Tearle, Wallace Beery and Jacqueline Logan, to be directed by George Mel-

ford. "The Garden of Peril" by Cynthia Stockley, featuring Percy Marmont and Mary Astor, to be directed by Alfred Crockett and "Titans" by Charles Guernon, author of "Eyes of Youth," featuring James Kirkwood and Alma Rubens, to be directed by Raoul A. Walsh.

## NEWMAN BOOKS PATHE SERIAL, "INTO THE NET"

The Newman Theatre, Kansas City, Mo., has booked Pathe's newest serial, "Into the Net" for showing beginning August 10. The production will be shown at the early performances.

C. C. Vaughan, branch manager for Pathe, is highly elated with this booking and says, "A theatre such as the Newman showing 'Into the Net' is conclusive proof of the calibre and merit of this production, which I believe is the greatest ten-episode serial production ever made."

## CRITICS LAUD PARAMOUNT'S "THE SIDE SHOW OF LIFE"

With all due respect to Bill Jackson in "The Covered Wagon," Cousin Egbert in "Knuckles of Red Gap" and Gen. Orlando Jackson in "The Fighting Coward," the New York critics are undivided in the opinion that Ernest Torrence, in his role of the clown who becomes a brigadier general in "The Side Show of Life," gives the finest performance of his film career.

This Paramount picture, which is adapted from William J. Locke's novel, "The Mountebank," and the play by Ernest Denny, is playing its premiere at the New York Rivoli. It was directed by Herbert Brenon who shares with Mr. Torrence, Anna Q. Nilsson and the other members of the cast the encomiums of the reviewers.

The critics of the Times said: "Mr. Torrence is splendid! 'The Side Show of Life' is a picture we can recommend heartily as one of the best films we have seen for some time, a film which happens to be one which will appeal to people in all walks of life and of all ages."

The Evening Post said: "It is a splendid thing, a real contribution to the higher standards of motion picture making. Herbert Brenon directed the picture and we want to hand him a special palm for the restraint, imagination and artistry which he has employed in making this unusual story live. It is by far Mr. Brenon's finest piece of work and places him definitely among the few real directorial artists. By all means, see 'The Side Show of Life.'"

## AKERS BROADCASTING FROM AEROPLANE NOW

Gerald M. Akers, division manager of Universal Film, changes and aviator par excellence has added a nifty one to his list of accomplishments. Akers has installed a broadcasting system to be known as U.L.A. in his airplane and he makes division broadcasts and reports from the present vintage that he will dispense with his personal secretary. While enroute to the vision of James, Mr. Akers plans to broadcast his correspondence via radio in real time through the customary mail channel.

A scene from "Untamed Youth" a current F. B. O. release.



THE BIGGEST LITTLE STAR  
IN THE WORLD



Baby  
Peggy  
*in*  
*The Mighty American Heart Story*  
CAPTAIN  
JANUARY

*by* Laura E. Richards

*Now in its 54<sup>th</sup> Edition - Circulation 600,000  
with Hobart Bosworth, Irene Rich,  
Harry T. Morey, Lincoln Stedman  
and Barbara Tennant*

*Directed by Edward F. Cline*

*Produced by* PRINCIPAL PICTURES CORPORATION *SOL LESSER*  
*President*

DISTRIBUTED BY

A. H. BLANK FILM ENTERPRISES  
130 WEST 18TH STREET  
KANSAS CITY, MO.

ST. LOUIS FILM EXCHANGE  
3334 OLIVE STREET  
ST. LOUIS, MO.



MONTE  
BLUE

NORMAN  
KERRY

MARIE  
PREVOST

CLARA  
BOW

LOWELL  
SHERMAN

# As many stars in the

EVA  
NOVAK

ARTHUR  
HOUSMAN

LEE  
MORAN

BOB  
EAPLEY

MARY  
JANE  
IRVING

*All in  
latest*

WILFRED  
LUCAS

B. F. ZEIDMAN presents

## "DARING YOUTH"

*The Story of an Untamed Wife  
and a Knowing Husband*

with

BEBE DANIELS

supported by

NORMAN KERRY    LEE MORAN  
LILLIAN LANGDON and ARTHUR HOYT

Directed by WILLIAM BEAULIEU

SACRAMENTO PICTURES CORPORATION  
presents

*John Carr's Famous Stage Success*

## "LISTEN LESTER"

with

LOUISE LAVENDA    EVA NOVAK  
HARRY MYERS    GEORGE OTTARA  
ALIC FRANCS    LEE MORAN  
and BOB FARLEY

Directed by Wm. A. Seiter

"BROWNIE"

DISTRIBUTED BY

A. H. BLANK FILM ENTERPRISES

ST. LOUIS FILM EXCHANGE

139 WEST 18TH STREET  
KANSAS CITY, MO.

3334 OLIVE STREET  
ST. LOUIS, MO.





BEP DANIELS



ALEC FRANCIS



LOUISE FAZENDA



HARRY MYERS



HELENE CHADWICK

# as there are firmament



LESLIE AUSTEN



ARTHUR HOYT



EDYTH CHAPMAN



GEORGE O'HARA

## Principal's

B. F. ZEIDMAN presents

### "THE GOOD BAD BOY"

with

JOE BUTTERWORTH, MARY JANE IRVING

and

BROWNIE, The Great Dog

Directed by EDDIE CLINE  
Director of "Circus Day"

B. F. ZEIDMAN presents

### "DAUGHTERS OF PLEASURE"

Starring

MARIE PREVOST and MONTE BLUE

Supported by

Clara Bow, Wilfred Lucas  
and Edyth Chapman

Directed by WILLIAM BEADLOW

Maurice Campbell Presents

### "GIRLS MEN FORGET"

Starring

JOE BUTTERWORTH, LILLIAN LANGDON,  
and ALAN HALL



JOE BUTTERWORTH



LILLIAN LANGDON

EASTERN PRODUCTIONS, INC.  
present

### "THE MASKED DANCER"

with

HELENE CHADWICK  
and LOWELL SHERMAN


Adapted from

"The Woman With the Mask" by Rudolph Lozier

Directed by BURT L. KING



... to Release



Soon to be  
Released---

**Harold Bell Wright's**  
**Famous Novels**  
**"The Mine with the Iron Door"**  
and  
**"The Re-Creation of**  
**Bryan Kent"**

These two well known novels that have been read by millions will be the foremost among the motion picture successes of the coming season.

DISTRIBUTED BY

**A. H. BLANK FILM ENTERPRISES**  
130 WEST 18TH STREET  
KANSAS CITY, MO.

**ST. LOUIS FILM EXCHANGE**  
3334 OLIVE STREET  
ST. LOUIS, MO.

## EDUCATIONAL TO START NEW SEASON IN AUGUST

Four Two-Reelers and Eight Singles on  
Monthly Schedule.

Educational Film Exchanges, Inc., is starting the new season with mid-August releases this year, four new series making their appearance during the month. The first of the second series of Tuxedo Comedies, the new series of Christie comedies, Juvenile comedies, and a brand new series, "Pen and Ink Vaudeville" by Earl Hurd, are on the schedule.

These will be surrounded with eight single reel releases consisting of the usual assortment of comedies and novelties, in addition to the twice a week issue of Kinograms, the news reel.

"Turn About," a Cameo comedy with Cliff Bowes and Virginia Vance, and one of the "Secrets of Life" series, as yet untitled, will be released during the first week of the month, followed by "Frozen Water," a Lyman H. Howe-Hodge-Judge-late in one reel, and "Pieskin," a two-reel Educational comedy, in the second week.

The week of August 17th will offer another of the Cameo comedies, "Good News," with Cliff Bowes and Virginia Vance in the leading roles, under the direction of Albert Ray. "The Farewell," one of the beautiful Bruce Wilderness Tales, will also make its appearance this week.

The week of August 24th will mark the release of the first of the 1924-25 product. "Savage Love," a Christie comedy starring Jimmie Adams, will be the first release of the new series of ten Christie comedies. "Never Again," a Tuxedo comedy starring Al St. John, is also the first of a new series of six of these two reel comedies.

Two more new series will start the last week of the month. These are the Juvenile comedies in two reels, and the Earl Hurd "Pen and Ink Vaudeville" series. The Juvenile comedy, "Dirty Hands," in two reels will star Jack McHugh.

The first Earl Hurd release will be "Boneyard Blues," "Drenches," a Cameo comedy, will complete the offering for the month.

## HURD MAKING THIRTEEN EDUCATIONAL PICTURES

Earl Hurd has completed arrangements whereby he will produce, for release through Educational Film Exchanges, Inc., a series of thirteen single reel animated cartoon subjects to be known as the "Pen and Ink Vaudeville" series. The subjects will be released one every four weeks during Educational's 1924-25 season. The first release will make its appearance on the program during the week of August 31.

Each release will present a complete comedy vaudeville bill done in Hurd's inimitable cartoon comedy style. The first subject of the series will be "Boneyard Blues."

## "HUBBY" LLOYD'S LATEST FOR RELEASE IN FALL

Cutting and titling of Harold Lloyd's latest independently made Pathe feature length comedy is now in progress and will be in finished shape in time to allow the star to take a trip to the East with his mother the middle of this month.

The title of the new production is "Hubby" and is a natural follow up title to his current release "Girl Shy." The story is from the combined pens of Sam Taylor, Tommy Gray, John Grey and Tim Whelan and concerns the troubles of a newlywed with troublesome relatives constantly at hand to keep life from becoming a bore. The picture has been in the making for over four months and stacks up as one of Lloyd's funniest endeavors, according to studio officials.

Pathe does not plan to release "Hubby" until early in the Fall and in all probability its premiere showing will be set about the fifteenth of October.

## MRS. REID TO MAKE "BROKEN LAWS" FOR F. B. O.

New York, Aug. 1.—Following the overwhelming success of "Human Wreckage," Mrs. Wallace Reid has decided to make another picture for F. B. O., from the story called "Broken Laws," written by Ad-la Rogers St. Johns.

"Broken Laws" is based on a tremendously big theme, and one that will interest every man, woman and child who sees it.

Mrs. Reid says: "I present this picture to the mothers of America, as a protest against the lawlessness devastating our land, and a reminder that the foundation of all law and order lies in that greatest of America institutions—the home.

"It is easy to disobey laws, but you cannot break them. In the end, they will break you.

"Behind every man's life stands a mother. She, more than anyone or anything, molds his destiny. Whether he becomes a criminal or a president is almost entirely in her hands. "Broken Laws" is a story about our jazz-mad age.

"Broken Laws" will be exploited on as large a scale as "Human Wreckage," and will be supported by the Women's Clubs of America," it is announced.

Don't hitch your wagon to a star  
—old stuff—Use the Reel Journal.

## POPULAR SONG TIE-UP HITS IN EXPLOITING "MIAMI."

The value of the song tie-up with "Miami," the Alan Croland production starring Betty Compton and released by Producers Distributing Corp., was demonstrated by the effective exploitation used in connection with the showing of this big special at the U. S. Theatre, Paterson, N. J., the week of June 9.

Working in co-operation with Chappell Harnis, Inc., the publishers of the song hit "On Miami Shore," and the Victor Talking Machine Co., which has recorded the song in dance and solo records, Joseph O'Sullivan, special exploitation representative for Producers Distributing Corp., secured co-operative tie-ups with four of the principal music and phonograph stores in Paterson.

One entire window of James O'Dea Co., the largest Victor Record dealer in Paterson, was given over to a display on "Miami." A score of stills from the production were used in the display, each one mounted on blue cardboard and captioned with such slogans as: "Hear the Record—See the Picture."—"The Music is Grand—The Picture Wonderful!"—"O'Dea Has the Record—U. S. Has the Picture."—"Hear the Big Hit—See the Picture at the U. S. Theatre."

## UNIVERSAL ABANDONS ONE-A-WEEK OUTPUT

The current week marks the completion of Universal's one-every-week regime of five reel attractions with the final picture, "Behind the Curtain," adapted from the detective story written by William J. Flynn. The current week also marks the final episode of the "Fast Steppers," series featuring Billy Sullivan.

Although the one-a-week policy is to be abandoned, Universal will release every other week a five-reel western production, for which, exhibitors are said to have expressed a demand. The U. S. new westerns will be made by Jack Hoxie, William Desmond and others of the type.

Other current releases announced from the big U. S. lots are: "Kid Days," featuring Snookie, the Humanees; "The Iron Door," No. 6; the third of the Depuey "Fight and Win," series entitled "West of the Water Bucket"; "Her City Sport," 2 reel comedy, "The Gun Packer," 2-reel western featuring Pete Morrison and International News Nos. 61 and 62.

## "MARTY" WILLIAMS NEW MANAGER FOR A. H. BLANK

M. F. "Marty" Williams, pioneer film salesman and exchange manager, who was recently associated with the W. W. Hodgkinson Corporation, has been named manager of the Kansas City branch of the A. H. Blank Film Enterprises, H. E. Corby, whom "Marty" is succeeding, will resume his duties as key city representative for that company.

Box office reports, shop talk, how  
Smith does it—it's reeling with news.



Julius Bernheim, general manager of Universal studios, and formerly special representative for Universal in Kansas City, enjoying a few sandwiches with Jack Dempsey.

The cast of "Waves of Virtue," Gloria Swanson's new Paramount picture which Alan Dwan has just started at Paramount's Long Island studio, includes Ben Lyon, Norman Trevor, Ivan Linow, Adrienne D'Ambricourt, Bachelty Starley, Joe Moore and Paul Panzer.

## FIRST NATIONAL NAMES NEW TITLES OF FEATURES

Joseph M. Selznick's new picture starring Norma Talmadge, which has hitherto been known as "Fight" and "Outline of Passions" will be released as "The Sacrifice," through First National. F. C. Rhoden, Kansas City manager, announces it is an original story by C. Gardner Sullivan and is being directed by Sidney Oleott. Eugene O'Brien plays opposite the star.

Colleen Moore's next First National picture will be released as "Flirting With Love" instead of "Temperament." Director John F. Dillon recently completed photography. Conway Tearle acts the role of the hero.

"In Every Woman's Life" is the new title for M. C. Levee's production hitherto announced as "Barriers of Love." Virginia Adell and Lloyd Hughes have the leads, with George Fawcett and Ralph Lewis in important parts.

Samuel Goldwyn has changed the title of his new Abe and Mawruss comedy from "Potash and Perlmutter in Hollywood" to "In Hollywood with Potash and Perlmutter." It has been made from Montagu Glass's stage success, "Business Before Pleasure," with Alexander Carr, George Sidney, Vera Gordon, Betty Blythe and other popular players in the cast.

Frank Lloyd's production of Mary Roberts Rinehart's story, "The Altar on the Hill," will be released as "The Silent Watcher," featuring Glenn Hunter and Bessie Love. The title of W. B. Maxwell's "The Ragged Messenger" is to be changed to "Madonna of the Streets," in which Nazimova will return to the screen.

Thomas H. Ince has also announced that he will change the title of "Doctor Nyc," but the new name is undecided upon.

Pathé announces the release on August 31 of "One Third Off," a two-reel comedy written by Irving Cobb and edited and titled by Grantland Rice, producer of Pathé's "Sportlights." The picture is based on a recent article written by the well-known humorist on the virtues of being a fat man and the painful methods used for reduction.

## NEW LINCOLN THEATRE OPENS IN SEPTEMBER

Lincoln, Neb.'s new \$500,000 picture palace, The Lincoln, is to open in September, according to representatives of Capitol Enterprises, a Kansas City concern, the owners. Upon completion, the new house will be almost an exact replica of the famous Criterion Theatre of Oklahoma City.

The Capitol Enterprises won and operate four theatres in Kansas City and others in Council Bluffs, Omaha and smaller towns in Missouri and Oklahoma. Sam Harding is president, Phil Ryan, vice-president and Dave Harding, secretary and treasurer.

## ANOTHER CHANEY DRAMA "THE PHANTOM OF OPERA"

Carl Laemmle is preparing to venture another fortune in a spectacular production of "The Hunchback of Notre Dame." The forthcoming production will be made from Gaston Leroux's famous novel, "The Phantom of the Opera," the most successful of all Leroux's novels in this country.

Like "The Hunchback of Notre Dame," "The Phantom of the Opera" will star Lon Chaney, the premier character actor of the screen today. In the role of Erik the Phantom, Chaney is to have an opportunity to display his art of caricature and characterization to an even greater degree than he did in "The Hunchback." Erik is not a deformed character, but his face is so terrifying that it causes women to faint and men to do his bidding unquestionably. On most occasions he is forced to appear in a mask. Shooting of the picture is to begin in France in August.

Gloria Swanson, who arrived on the Leviathan, will return to Paris in September to produce "Madame Sans-Gene," according to announcement made yesterday by Jesse L. Lasky, first vice-president of the Famous Players-Lasky Corporation, who returned on the Paris Saturday after having spent several weeks studying film production conditions in England and France.

## RUNS 4 STANDARD STANDARD RELEASES IN TWO WEEKS

The Wonderland Theatre, E. E. Richards, manager, the only picture theatre on Twelfth Street now running at advanced admissions, has run four releases of the Standard Film in the last two weeks, viz.: "Black Gold," starring Pete Morrison; "Left Hand Brand," starring Neal Hart; "Ridin' Fool," starring Lester Cuneo; and "Headin' Through," starring Leo Maloney.

## VARIETY OF STORIES FOR FIRST NATIONAL

Quite a diversified array of story material is in the hands of First National scenario writers being prepared for production by this company's own producing units. The list includes: "Wilderness," to star Corinne Griffith; "Hi, I Ever Marry Again," a psychological study of married life; "Pandora La Croix," a powerful drama localized for the most part in Tahiti; "Sailors' Wives," a story by Warner Fabian, author of "Flaming Youth," to star Colleen Moore; "One Way Street," a story treating with contemporary social psychology; "The Boss of Little Arcady," Harry Leon Wilson's humorous tale of a loveable 'old soak' who gets himself elected mayor of his town, and "Inez of Hollywood," to be produced by Sam Rork from Adele Rogers St. John's story, "The Worst Woman in Hollywood."

## CHICAGO COMING FILM DEPOT, CHIEF DECLARES

Chicago as the central distributing depot of film shipments for the United States is the prediction of J. A. Koerpel, recently appointed Assistant to President W. C. J. Doolittle of the Selznick Distributing Corporation.

Mr. Koerpel is now making a tour of inspection of Selznick exchanges.

"Chicago as the new center of national distribution would completely revolutionize the physical handling of film," he said. "It is only a question of time before more speedy methods of shipment will be adopted. Aerial transportation has long been under consideration because of the tremendous saving in time effected."



A few striking scenes from "The Sea Hawk," a Frank Lloyd production released through Associated First National.

# Priscilla Dean in

"The Wildcat of Paris" is back!—back to fill the box-office coffers.

Dynamic, emotional Priscilla Dean in a high-powered romance of Sunny Spain. A production that eclipses anything of its kind in the history of the photoplay.

Here is a stupendously magnificent production, on which neither money nor constructive brains have been spared to achieve the very acme of excellence. The story is by H. H. Van Loan. Directed by Jerome Storm and Hunt Stromberg.

The cast includes Allan Forrest, who made a great success as Mary Pickford's leading man in "Dorothy Vernon of Haddon Hall", Stuart Holmes, Claire De Lorez, Bert Woodruff and Mathew Betz.



# "The SIREN OF SEVILLE"

COMING SOON—

Watch for  
These Releases

PRODUCERS DISTRIBUTING CORPORATION

## "WELCOME STRANGER"

FROM THE GREAT BROADWAY PLAY BY  
**AARON HOFFMAN**

ADAPTED BY  
JAMES SOUNG  
WITH  
WILLARD  
MACA

A  
BELASCO  
PRODUCTION

WITH  
FLORENCE VIOOR,  
DORIS DAVIDSON,  
VIRGINIA BRIDGES HARE,  
NOAH BERRY,  
LEOBY HUGHES,  
ROBERT EDISON,  
WILLIAM V. MONGE,  
AND OTIS HANLON.

DIRECTED BY  
JAMES SOUNG

PRODUCERS DISTRIBUTING CORPORATION

## "The LEGEND of HOLLYWOOD"

with **PERCY MARMONT** and **ZASU PITTS**

ADAPTED BY **AL COHN**  
from the PHOTOPLAY MAGAZINE story by **FRANK CONDON**  
DIRECTED and PRODUCED BY **RENAUD HOFFMAN**

For Your Profit's  
Sake

Line Up With  
**P. D. C.**

PRODUCERS DISTRIBUTING CORPORATION

## "CHALK MARKS"

With **MARGUERITE SNOW**—**JUNE ELVIDGE**—**REX LEASE** and **RAMSAY WALLACE**

A **FRANK E. WOODS** Production

THE MOST STRIKING IDEA and ORIGINAL STORY in MOTION PICTURE HISTORY

DIRECTED BY **JOHN G. ADOLFI**

Producers  
Distributing  
Corporation

Formerly

W. W. HODKINSON CORPORATION

KANSAS CITY      ST. LOUIS  
111 West 18th St.      3312 Lindell Blvd.  
L. W. ALEXANDER      C. D. HILL,  
Branch Manager      Branch Manager

*If you are complaining about summer  
business and nothing seems to  
pack 'em in--PLAY*

# "THE DESERT SHEIK"

A TOM TERRIS PRODUCTION—PRESENTED BY TRUART  
From "The Tragedy of Korosko"

---

By SIR A. CONAN DOYLE  
STARRING  
**WANDA HAWLEY**

PETER de CORDOBA—NIGEL BARRIE AND BIG CAST

---

THE public (and that means the masses) love Sheik pictures. When other types of productions flop you can always bank on a "Sheik" picture going over big.

Here's a "Sheik" picture you can crow about. By Sir A. Conan Doyle, with Wanda Hawley, Nigel Barrie, Peter de Cordoba and a cast of fine players this one will go over great.

None of your "dolloed" up make believe wild Arabs, Bedouins and caravan pirates in this one, but the genuine article in mobs of hundreds. REAL native Arabs, wild riders and wilder love makers and straight shooters.

This production was made in the Desert of Sahara and not in the "prop" deserts of the Hollywood West.

You can advertise REAL arabs, REAL Bedouins, in the wildest action stuff you've seen in months. And three well known Stars besides to help pack 'em in.

---

AN A. C. & R. C. BROMHEAD PRODUCTION

---

Distributed by

**FILM BOOKING OFFICES**

OF AMERICA, Inc.

3312 Olive St., St. Louis, Mo.  
106 S. Cross St., Little Rock, Ark.

Exchanges Everywhere

Snower Bldg., Kansas City, Mo.  
127 S. Hudson St., Okla. City, Okla.

# Exploitation Ideas and Hints

Edited by  
R. C. "BOB" GARY,  
Paramount Exploiteer

## SEARS PULLS BUSINESS WITH "BIG BROTHER" CLUB

Charles T. Sears, Manager Star Theatre, Nevada, Mo., organized a "Big Brother Boys Club" along the lines of the Orpheum at Topeka, Kans. In addition to the card and application blank, Charlie got out the following herald:

MR. CHAS. T. SEARS, Mgr.,  
STAR THEATRE.

We, the undersigned, have been personally notified that

REX BEACH'S  
"Big Brother"

A Paramount Picture  
will be shown at the

STAR THEATRE

For Two Days Only

Starting Wednesday, June 25th

NAME ADDRESS

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....
9. ....
10. ....
11. ....
12. ....
13. ....
14. ....
15. ....

Boys—Take this to 15 adult friends and have them fill in carefully the above space. Bring this to the Star filled in with adult names and addresses Wednesday, June 25, at 2:30 p. m., and you will be admitted FREE to see "Big Brother."

This is a good stunt to work in connection with a Big Brother Club. Every boy turning in a list of fifteen names properly filled in gives the picture the cheapest advertising you can buy, and also a mailing list. Yes, I'll agree with you that there is a little effort in carrying out these ideas to a successful conclusion, but where is the man who ever got anywhere without a little effort. If success is worth striving for, surely it is worth working for, and this idea properly attended will spell out in large letters an increase in business during the summer months.

## LIFE SAVER TIE-UP ON "HOLD YOUR BREATH"

A clever exploitation stunt was put over by the Colonial Theatre in Ogden, Utah, in connection with their showing of the Al Christie feature, "Hold Your Breath." Producers Distributing Corporation release.

In a tie-up with the manufacturers of the well known "Life Saver" mints, the theatre distributed fifteen thousand sample packages of "Life Savers" with cards attached reading:

"Get Your Life Savers Before Seeing 'Hold Your Breath,' Because You Are Liable to Laugh Yourself to Death."

The cards and the samples made a big hit and caused a real run on the box office.

## HERE'S A HOT WEATHER STUNT THAT YOU MIGHT TRY.

### A Garden Plot.

A good exploitation stunt that you might try is to offer a prize for the best garden plot. As soon as you can announce prizes cash or tickets, or both, provide entry blanks for your patrons. Appoint well known people as judges, and then razz the thing along all summer. Every plot entered will keep your house in mind in one family at least. It might even help to supply signs to be set in the plot a moment that it has been entered in the contest, which will help you reach the outsider. Then get the editor to back you up and write a couple of stories about the good you are doing. This is an easy stunt to pull, and one that will get you plenty of mouth to mouth advertising. Try it—and let me know how it works out.

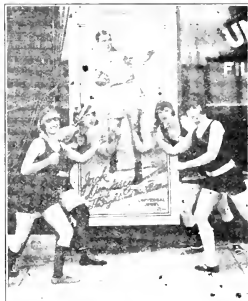
## EFFECTIVE TIE-UP FOR "THE SIGNAL TOWER"

A most effective tie-up was arranged for the showing of "The Signal Tower," Universal's first fall release which is at the Liberty Theatre this week through The California Fruit Growers Association.

Cent-ounces of the orange juice machines, with photos of Virginia Valli, star of "The Signal Tower" were placed in the windows of the principal drug stores about town and one of the machines was

installed in the lobby of the Liberty, showing the operation from the placing of the Sunket oranges in the machines until the orange juice reached the patron of the theatre, who was treated to a drink. Virginia Valli is shown operating one of the machines.

In addition to the attention that the tie-up has effected, the manufacturers of the machines have sold a number of machines to exhibitors who saw the display.



## BATHING BEAUTIES TIE-UP WITH DEMPSEY PICTURES

Jean Helason, Universal Exploiteer, recently promoted a clever bit of exploitation when he put on "The Dempsey Bathing Beauties" in conjunction with the showing of the first of the Jack Dempsey "Fight and Win" series at the Liberty Theatre, Kansas City, Mo. The girls proved an added attraction with real dramatic power. Much publicity was given these "beauties" and their personal appearance made a big hit.



The "Big Brother" Boys Club Parade organized by R. C. Gary, Paramount Exploiteer, for the Orpheum Theatre, Topeka, Kans.



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## BETWEEN WORLDS

**Weiss Brothers—(A German Picture)**

**NEWS**—This picture carries tone and quality in its production but its story is difficult to make out. It isn't told clearly and doesn't build much suspense, but it does suggest terror and mystery in its unfolding. Is rather depressing. Interesting lies in acting and settings. Titles good.

**WORLD**—It would seem that this picture's greatest appeal would be to those who are looking for something entirely out of the ordinary and who would be attracted by the artistic points and are fascinated by its uncanny, tragic note. It is entirely heavy, and is anything but the type for those who go to the theatre for light or amusing entertainment.

**TRADE REVIEW**—This fanciful romance of a spiritual realm will make its strongest appeal to high class houses and high class audiences. The Italian, Turkish and Chinese sequences are effective and, as in "The Thief of Bagdad," a flying carpet, a winged horse, and the creation of an army of magic are featured.

## TRAFFIC IN HEARTS

**C. B. C.—Robert Frazer, Mildred Harris**

**WORLD**—The direction and production details are entirely satisfactory and with its theme, which strikes a sympathetic chord in the hearts of the masses, "Traffic in Hearts," should prove a satisfactory program attraction in the average theatre.

**TRADE REVIEW**—This is a good program attraction with strong audience appeal and looks like a safe investment for the average exhibitor. The title suggests unloited melodramatic and sentimental interest, and Director Scott Dunlap has moulded the picture deftly along these lines with satisfactory results.

## PATHE ISSUES ELABORATE BOOK ON 1924-25 PROGRAM

The art, advertising and exploitation departments of the Pathe Exchange, Inc., came in for considerable amount of praise in film circles this week with the release of the Pathe Announcement book on their product for the 1924-25 season.

The book, which was used as an insert in the national trade papers, consisted of twenty-eight pages in five colors of process plating. Eighteen thousand copies were bound in heavy morocco paper and circulated among the exhibitors. The front page, beautifully designed, was hand lettered and took one artist one week to complete. The first two pages inside were given to Charles Ray and

his coming attractions on the Pathe program.

Hal Roach features (4), his Our Gang comedies, The Spats and Hal Roach Star Comedies lined up for the next four pages, while the five pages that followed were turned over to Mack Sennett productions. There followed pages, riotous in color, on Pathe one reel subjects and serials. Harold Lloyd productions closes the book.

## FOOLS IN THE DARK

**F. B. O.—Patsy Ruth Miller, Matt Moore**

**NEWS**—This picture pokes fun at the serious type of melodrama in its play of mock heroics. Carries all the old familiar hokum with comedy trimmings. Offers many thrills, a good brand of comedy relief—and is capably played.

**TRADE REVIEW**—This picture furnishes bully entertainment and should prove a money getter for little and big showmen alike. It is a delightful mixture of farce comedy and melodramatic thrills, the latter put over in great style, a cunningly devised mystery angle, and what you seldom see in films where the humor element predominates—loads of suspense. Both of the principals score heavily in their roles.

**WORLD**—This picture has the pleasing combination of a snappy story filled with thrills and mysterious adventures combined with peppy and genuinely

amusing comedy.\* The action is decidedly melodramatic—the cast small but excellent. We believe the most of your patrons will be pleased with "Fools In the Dark."

## WINE OF YOUTH

**Metro-Goldwyn—Eleanor Boardman, Johnny Walker**

**WORLD**—"Wine of Youth" is a picture that forcefully presents a vivid cross-section of modern family life and its problems in an absorbing way. It has the snap and lure of well done jazz scenes, the appeal of intense vital romance, heart interest and comedy combined in such a way as to make a picture that should prove highly satisfactory entertainment for the majority.

**TRADE REVIEW**—It's a Metro treat. Step right up and get "Wine of Youth." It's a box office jubilee. Just brimful of gaiety and color—teeming with the joy of life—vibrant with pulsing romance, "Wine of Youth" will fairly fill the exhibitor's box office cup.

**NEWS**—This picture certainly carries on the spirit of jazz expression. It tells in quite daring fashion the search for adventure and experience among the young sophisticates of the age. A trifle too long—and occasionally tiresome with its generalizations and platitudes. Well contrasted as to types, and capably played.

## NEWS NUGGETS

The Christie Film Co. has recently negotiated a deal with Sidney Chaplin to play the title role in "Charley's Aunt," the feature farce comedy from the old English play. No release has been arranged.

"He Who Gets Slapped," the new subject recently bought by Metro-Goldwyn-Mayer, is to be filmed exactly as written, according to Louis B. Mayer, in answer to current rumors to the contrary. Victor Seastrom has already started production, Mr. Mayer said.

John M. Stahl is casting his next production for First National, "Fashions for Men," and has selected Lewis Stone to play the leading role. The vehicle is to carry all star cast.

"Vanity's Price," the first of the Gothic productions for F. B. O., was completed this week at the Coast. R. William Neill directed. Anna O. Nilsson is the star.

Shooting on "American Manners" the

first Carlos production for F. B. O., starring Richard Talmdage, daring stunt man and dare-devil of the screen, was completed this week at the Coast.

J. Stuart Blackton's next production for Vitagraph will be "The Beloved Brute," adapted from the novel by Kenneth Perkins. Victor Maelaglen, a noted English actor, has been engaged for one of the leading roles.

Joseph M. Schenck has decided upon "One Night" as the title for Constance Talmdage's new production which will be a First National release for fall. The story was written by Hans Krach and Sydney Franklin has been engaged to direct it.

Jack McHugh, the clever Juvenile actor who attracted so much comment on his work in the recent series of Educational Juvenile comedies, has been selected to play leads in the new series of these comedies to be released through Educational Film Exchanges, Inc., during the season of 1924-25.



## ST. LOUIS TRADE EVENTS

By David F. Barrett

ST. LOUIS FILM EXCHANGE  
MAKES BIG ANNOUNCEMENT

In this issue the St. Louis Film Exchange is carrying a pretentious announcement of their new Principal Productions, which include six big features, two Baby Peggy features and two Harold Bell Wright productions.

The six feature releases are as follows: "Daring Youth," starring Bebe Daniels, with Norman Kerry, Lee Moran, Arthur Hoyt and George Pearce; "Listen Lester," with Louise Fazenda, Eva Novak, Harry Myers, George O'Hara, Lee Moran, Alec Francis, and Dot Farley; "Daughters of Pleasure," starring Marie Prevost and Monte Blue with Clara Bow and Wilfred Lucas; "Girls Men Forget," featuring Johnnie Walker, Patsy Ruth Miller and Alan Hale; "The Masked Dancer" featuring Helene Chadwick and Lowell Sherman; and "The Good Bad Boy" with Joe Butterworth, Mary Jane Irving and "Brownie," the marvelous dog actor.

The two Baby Peggy features are "Captain January" and "Helen's Babies," both adapted from very popular stories. Baby Peggy and these productions have been given an extensive national advertising campaign and effective tie-ups have been arranged that will give the little star and her productions an unusually large amount of publicity.

"The Mine with the Iron Door" and "The Re-creation of Bryan Kent" are the two Harold Bell Wright productions. And needless to say these novels are among the most widely read of any author's.

Harry Hynes, manager of the St. Louis Film Exchange, is very enthusiastic about these releases and promises very much for them as winners at the box office.

A large crowd of patrons of the Delmonte Theatre, Delmar boulevard near Clara avenue, St. Louis, were given an added thrill of a real Wild West tinge at the close of the first performance Saturday evening, July 26 when Peter Licavoli, proprietor of a fruit store at 3618 Delmar boulevard fired several shots at three youths who a few moments before had held up his store escaping with \$1146.

Two of the youths with drawn revolvers entered the store while a third kept the engine running on an automobile kept parked in the alley in the rear of the store. None was hit by the bullets.

St. Louis film circles were shocked when advised of the death on July 24 of Jean Dagle, veteran motion picture exhibitor of Carbondale, Ill. Dagle who was about 70 years of age had been ill for about two weeks. He was one of the pioneer motion picture exhibitors of Southern Illinois. His first house was at Murphysboro, Ill. Later he moved to Gillespie, Ill., and about five years ago took over the Barth Theatre, Carbondale, Ill., which he was operating at the time of his death.

BRIGHT BITS  
and  
NEWSY NOTES

The Liberty Music Hall, formerly the William Fox Liberty Theatre, St. Louis, will re-open on August 5 as a combination musical comedy and motion picture house. Many members of the St. Louis Municipal Opera chorus have been recruited for the musical comedy company. Vaudeville acts of the circus type will also be included on the bill of fare. On Saturdays and Sundays midnight shows will be given.

The Missouri Theatre baseball team made two straight over the West End Lyric tossers at Forest Park, Tuesday, July 22, the score being 19 to 9. This was the second game of the five game series being played by the teams, so if the Missouri outfit wins another battle they will be crowned champions.

The Missouri team won a practice game from the Yarkes Flotilla Band team at Forest Park on Thursday, July 24.

Score by innings:  
Missouri 3 0 2 0 3 1 3 7 x-19  
Lyrics 3 2 0 0 0 3 0 0 1-9

Mr. and Mrs. Frank Paul, proprietors of the Marvel Theatre, Carlinville, Ill., have purchased a beautiful new Buick coupe.

Harry Loeper of the Lyric Theatre, Springfield, Ill., is motoring to Michigan in his Lincoln. He expects to spend three weeks in the northern resorts.

Visitors to St. Louis the past week included: Mr. and Mrs. Frank Paul, Marvel Theatre, Carlinville, Ill.; Frank Hattan, Shramm City, Ill.; James Reilly, Alton, Ill.; Harry Tuttle, Desloge, Mo.; Peter Seitz, Highland, Ill.; Senator John Rees, Wellsville, Mo.; O. H. Giese, Edwardsville, Ill.; Mrs. John Moore, Lyric Theatre, St. Charles, Mo., and Theo. Evans, Glen Carbon, Ill.

George E. McKean, veteran manager of the local Fox Film exchange, resumed his duties on Monday, July 28, after several weeks illness. He had been a patient at St. Elizabeth's Hospital, Granite City, Ill., and was released from that institution early the past week. He looks in better health than for some time past and his many friends among exhibitors and film men are hopeful that his recovery has been complete.

Tom McKean, manager for F. B. O., back from a trip to Springfield, Quincy and vicinity reports booking the Belasco Theatre, Quincy, Ill., first-run house 100 per cent on the new F. B. O. product.

(Conti. used on Page 23)

FIRE IN GEM THEATRE  
CAUSES \$3000 DAMAGE

When fire broke out in the projection room of the Gem Theatre, 16 South Sixth street, St. Louis, Mo., at 6 p. m., July 26 the act was announced from the stage and an audience of about 500 men and women walked quietly from the place. No one was injured.

Within two minutes the theatre was entirely empty of spectators. The fire men succeeded in containing the flames to the projection room. The damage from fire, smoke and water was estimated at \$3000.

Rudolph Ringhoff, operator of the machine, was badly burned on the hand and arm before he escaped from the projection room. The fire started in one of the projection machines apparently when a piece of faulty film jammed.

Patrolman William McCormick of Central District proved himself a gallant cop when he fought through the smoke to retrieve a purse for a weeping woman. He found the purse in the fourth row and returned it to its fair owner. It contained 25 cents, two bars of soap, a lip stick, and a powder puff.

EXHIBITORS AIDING LOCAL  
POLITICAL ASPIRANTS

Albert Schliefslein one of the two patrolmen assigned to duty in the office of Howard Sidenor, Circuit Attorney for St. Louis, believes that his hairless head has caused more difficulty than any other facial head in history. His barren pate has almost ruined the campaign of Sidenor for re-election.

A few days ago Sidenor had motion pictures made of himself in action, showing views in the court room and also in his office. He is a firm believer in motion picture advertising.

However, when the trial showing of the pictures was made it was discovered that some of the more important scenes of hustle and bustle would have to be altered. In the forefront was Schliefslein registering all business, but sad to relate the unerring camera had caught the bald head and the reflected sunlight had blurred the brilliance of the entire performance.

Director of Public Safety James McKevey is also using motion pictures of himself to obtain the Republican nomination for sheriff at the primary election, August 5.

Fifteen sets of each of the films are being made for use in the theatres of St. Louis. The motion picture exhibitors are strong for McKevey and are donating the use of their screens to further his chances. Sidenor is also regarded as the friend of the movie man.

Jack Underwood of Enterprise motored to Columbia, Fulton and Jefferson City during the past week and enjoyed a very successful trip. He managed to keep on the road this time.

## :: BOX-OFFICE REPORTS ::

F. B. O.

**Dangerous Co. aid**, Fred Thomson—A real honest-to-goodness Western. Patrons begging for more Thomson pictures with Silver King—Joseph Krieger, Eagle Theatre, Arcadia, Kansas.

**Mailman**, Ralph Lewis—A real 100% entertainment. Do not hesitate in getting behind this picture—Joseph Krieger, Eagle Theatre, Arcadia, Kansas.

**Fighting Blood**, first series—Just finished first series. These pictures gave real satisfaction. 100% entertainment—Joseph Krieger, Eagle Theatre, Arcadia, Kansas.

**Westbound Limited**, Ralph Lewis—Played 100 per cent—H. L. Schwartz, Leonard Theatre, Leonardville, Ky.

**North of Nevada**, Fred Thomson—My patrons can't wait until we get them. Book all—H. L. Schwartz, Leonard Theatre, Leonardville, Ky.

**My Dad**, Johnnie Walker—A very good Northern heart-interest production, which will please the majority. Johnnie Walker is well liked.—O. W. Petersilie, Gem Theatre, Burton, Kansas.

**Nine Points of the Law**, All Star—A good action Western, title was attractive, and proved good entertainment.—O. W. Petersilie, Gem Theatre, Burton, Kansas.

**Human Wreckage**, Mrs. Wallace Reid—Cannot say too much for this picture. A real treat for any theatre, and every theatre should play it. Absolutely true to life.—O. W. Petersilie, Gem Theatre, Burton, Kansas.

**Stormswept**, Wallace and Noah Beery—A real action sea story with two good actors, Wallace and Noah Beery. Cannot go wrong on this one.—O. W. Petersilie, Gem Theatre, Burton, Kansas.

**Colleen of the Pines**, Eva Novak—A good northern action picture with Eva Novak who is an exceptional star.—O. W. Petersilie, Gem Theatre, Burton, Kansas.

**Snowshoe Trail**, Jane Novak—A real honest-to-goodness northern picture. Pictures like this add to the prestige of any theatre.—O. W. Petersilie, Gem Theatre, Burton, Kansas.

**Fourth Musketeer**, Johnnie Walker—A 100 per cent picture. Johnnie Walker is a very entertaining actor. No exhibitor can go wrong on this picture.—O. W. Petersilie, Gem Theatre, Burton, Kansas.

FOX

**Pawn Ticket No. 210**, Shirley Mason—Good picture. Pleased about 98 per cent. Film fair. L. P. Millsprugh, Preston Theatre, Preston, Kan.

FIRST NATIONAL

**Penrod and Sam**, Ben Alexander—Very good picture. 95% of the people liked it. Liked better by the children than "Penrod."—R. E. Berner, Isis Theatre, Waterville, Kansas.

**Nemads of North**—Picture pleased all who saw it. Print and advertising good.—G. W. Dickinson, Marshall Theatre, Manhattan, Kansas.

**Star Dust**, Hope Hampton—This picture took good. Print good. Accessories O. K.—E. M. Wilson, Jr., Weamblean, Mo.

**The Huntress**, Colleen Moore—This was a very good picture and can safely say it pleased 90%. The story is unusual

and the directing is good, and where Miss Moore is popular this little picture will go over big. We had a nice three days' business on same. You will make no mistake in booking this one. Print and accessories good.—Paul Turgeon, Golden Belt Theatre, Ellsworth, Kansas.

**Minnie**—Very good picture. Pleased 85% of patrons.—J. J. Newcomb, Newk's Theatre, Burlington, Kansas.

**Bright Shawl**, Richard Barthelmess—Very good picture. Pleased my audience. Advertising good.—S. C. Day, Royal Theatre, Burden, Kansas.

**Twenty-One**, Richard Barthelmess—Very clever picture. Pleased all who saw it. Print and accessories good.—J. E. Courter, Courter Theatre, Gallatin, Mo.

**White Moth**—A good picture and did a fair business. Print good. Advertising O. K.—Mr. Topping, Varsity Theatre, Lawrence, Kansas.

**Hottentot**, Douglas MacLean—A good night's business. Patrons liked this picture. Print good.—E. H. Haskin, Bank Theatre, Lenexa, Kans.

**Within the Law**, Norma Talmadge—Was a fine production. Well spoken of by fair crowd. Best Norma Talmadge picture we have had for some time. Print and advertising good.—A. E. Lankin, Star Theatre, Stockton, Kansas.

**Within the Law**, Norma Talmadge—This was a good picture and did a very good business. Pleased majority. Advertising good.—Rex Theatre, Gilman City, Mo.

UNIVERSAL

**Self Made Wife**, Ethel Grey Terry—Attendance good. A good picture. Print fair.—L. P. Millsprugh, Preston Theatre, Preston, Kansas.

VITAGRAPH

**Let Not Man Put Asunder**, Pauline Frederick and Lou Tellegen—One of the best pictures we ever showed, was the opinion of a packed house. We had the picture well advertised and drew a full house in spite of bad roads and threatening storm. Everybody was highly pleased. Print in good condition.—G. H. Osgood, Community Picture Show, White Cloud, Kans.

**Pioneer Trails**, Alice Calhoun, Cullen Landis—Pioneer Trails is a 100 per cent picture. Business was good in spite of rain and bad roads. No exhibitor should overlook this one. Print and accessories good.—Geo. G. Scheetz, Hanover, Kans., Electric Theatre.

**The Little Minister**—This is another one of those drawing cards that has pleased our people 100 per cent. You can't go wrong on this one. Film good.—Robert Schell, Star Theatre, Olsburg, Kans.

**Let Not Man Put Asunder**, Pauline Frederick, Lou Tellegen—This is a very good picture. We did a very good business under existing conditions. I am going to get this one back again. No exhibitor can make a mistake by playing this one. Film good.—Geo. G. Scheetz, Electric Theatre, Hanover, Kans.

**Man of Might**, William Duncan and Edith Johnson—Fair picture, pleased 75 per cent. Is not the picture for a small town. Print good.—W. H. Wilson, High School, Sublette, Kans.

**Smashing Barriers**, William Duncan, Edith Johnson—An extra good picture but did not have a very large crowd owing to bad weather. Taking it through and through, Vitagraph has sent us extra good pictures, and we are the life of the small towns. Film in good condition.—Robert Schell, Star Theatre, Olsburg, Kans.

**The Ninety and Nine**, Warner Baxter and Colleen Moore—Rather slow but half of picture ends with mighty punch. Train running through forest fire is surely great. It alone will send them home well pleased. Warner Baxter is good—Good looking and does good work. Good print.—Samuel Munch, Cater Theatre, Marcelline, Mo.

**The Fighting Guide**, William Duncan—This is another one of Vitagraph's good pictures. I am very glad that I am hooked up with Vitagraph. Very good film.—E. Rodgers, Township Hall, Palco, Kans.

**Masters of Men**, Cullen Landis and Earle Williams—Carries every element of a big special. Tense, forceful, patriotic. One of the few perfect pictures of this type that have been released in recent years. Here's one that will always stand as a monument of Vitagraph. Good print.—Jos. H. Peet, Gem Theatre, Appleton City, Mo.

### Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL,  
19th & Wyandotte Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....	.....
Star .....	..... Producer .....
Remarks .....	.....
Title .....	.....
Star .....	..... Producer .....
Remarks .....	.....
City .....	.....
Theatre .....	.....
Exhibitor .....	.....

If Every Exhibitor Does His  
Duty There Will be No Mediocre  
Pictures

# PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### BAUSCH-LOMB NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

### CHAS. M. STEBBINS

Picture Supply Co.  
1822 Wyandotte St. Kansas City, Mo.



## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish  
to pay more  
--and  
risky to  
pay less.*

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

## Let B. Finkelstein

### INTERIOR DECORATOR



Beautiful Your Theatre  
Interior decorating  
of theatres and lobbies  
a specialty.  
My Own Drawn  
Designing  
Phone Benton 0128

1910 Montgall K. C., Mo.

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel  
Standard Opera Chairs.  
THE CHAIR THAT'S ON THE  
SQUARE

Lowest Prices Quick Delivery

### ST. LOUIS TRADE NOTES. (Cont.)

Hosea Cagle, owner and proprietor of the Marion, Ill. Amusement Park was killed instantly on Thursday evening, July 24th, when he drove his automobile into a steel cable barricade that had been stretched across the public highway near his home. The cable tore up the fender of the car, cut the steering wheel in halves and broke Cagle's neck. Drivers of other automobiles that had been following Cagle's car stated that there was a red lantern on the cable to warn users of the road. The highway is under construction and had been barricaded for some time, but on Thursday was moved closer to Cagle's home.

On Saturday, August 2 at High School Field, Grand and Laclade avenue, St. Louis, the baseball teams of the local Fox and Universal exchanges will clash to determine the championship of Picture Row. Considerable interest is being taken in the big game and many wagers have been made on the outcome. The managers of the teams are holding their line-ups under cover until game time, hoping to spring a huge surprise for the opposition. Pretty girls from the exchanges will help make the day complete.

Joseph Mogler, president of the Mogler Amusement Company and head of the St. Louis Motion Picture Exhibitors League, has been elected vice-president of the Roosevelt Savings and Loan Association which will operate under the mutual building and loan act. The association has an authorized capital of \$1,000,000 and will loan money on improved real estate in St. Louis and vicinity.

Every day is April Fool to the chap who doesn't try—Reel Journal.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### THEATRE FOR SALE.

Picture show for sale. Located within a few miles of Kansas City. Only show in town of 2,000 population. Running every night except Sunday and making money. Long lease, good equipment. Price \$2,500, only \$250 cash required, balance monthly payments. Box O, Reel journal.

### AT LIBERTY.

Operator desires permanent position. Any equipment. Screen results guaranteed. Salary no object. Address W. B. Herrick, 4217 Booth Avenue, Rosedale, Kansas. 6-

### FOR SALE

Circuit of three picture theatres in towns 8 miles apart. No opposition on Frisco R. R., one in division town. Fully equipped. Terms or trade. Reply to E. care Reel Journal.

### WANTED

Management of theatre. Will buy interest in same or will rent. Just sold my interests in theatre here. 12 years experience as exhibitor. Refer to any exchange manager in St. Louis. I am open to propositions. What have you? E. S. Perkins, Casey, Ill. 6-14

### FOR SALE

334 opera chairs used 30 days. Also two Powers 6-A hand drive machines, one metal reel box, two rheostats. Will sell cheap. M. Kelley, 201 N. Walnut Street, DuQuoin, Ill.

Manager, operator or exploitation man wants permanent position with motion picture and vaudeville house. Salary your limit—Address Manager, Box 263, Erie, Kans.

### BARGAINS

In purchasing a competitive house we acquired two new Powers 6B Motor Driven machines, latest model, only used one month. Write or wire The Reel Journal, Box F. 7-26

Broaden your wants to 2,200  
shown through the Reel Journal.

## CURRENT RELEASES

Week of August 9, 1924

### PROGRESS

Looped for Life, Art Acord  
Scarred Hands, Elton Sedgwick.

### STANDARD

The Nervous Reporter, Billy West (2).  
No Danger, Billy Dunn (2).

### PATHE

The Last Hundred Years, Harry Langdon (2).  
House Cleaning, Aesop Fable (1).  
Pathe Review, No. 33.  
Topics of the Day, No. 33.  
Pathe News, Nos. 68-69.  
Into the Net, Serial (2).  
A Truthful Liar, Will Rogers (2).

### UNIVERSAL

The Sawdust Trail, Hoot Gibson (6).  
Hysterical History, William Tell Comedy (1).  
The Iron Man, No. 9, serial.  
International News, Nos. 67-68.  
Scared Stiff, Century Comedy (2).  
The Sage Brush Vagabond, 2 reel western.

### UNITED ARTISTS

America, D. W. Griffith picture, Sept. 14.

### PARAMOUNT

Manhandled, Gloria Swanson (7).  
Wanderer of the Wasteland, Jack Holt (7).  
Changing Husbands, Leatrice Joy (7).  
PRODUCERS DIST. CORP.  
Barbara Frietchie, Florence Vidor.  
The Siren of Seville, Priscilla Dean.  
The Wise Virgin, Patsy Ruth Miller, Matt Moore.  
The Legend of Hollywood, Percy Marmont.

# Read and Use CLASSIFIED ADS



# “3 WOMEN”

First of Two ERNST LUBITSCH Productions  
with May McAvoy, Marie Prevost, Pauline Frederick, Lew Cody

*Released August 15th*

## RIN-TIN-TIN

Plus an All Star Cast in

## “Find Your Man”

More spectacular and a Greater Box-Office Attraction  
than “Where the North Begins”

### 2 OTHER RIN-TIN-TIN FEATURES

Are Among the 20 Bigger and Better Warner Bros.  
Classics for the Season 1924-25.

## FILM CLASSICS, Inc.

115 West 17th St.

AL KAHN, Gen. Mgr.  
M. A. KAHN, Mgr.

Kansas City, Mo.



*Only 20 But Mighty*



*The***Reel  
Journal****The Film Trade Paper of the Southwest***What the Critics Say About*  
**“Into the Net”**

Playing the Newman Theatre every Week

Starting August 10—

— THE MORNING TELEGRAPH —

JULY 20, 1924

**“INTO THE NET”**

It is hard to get to know about crime in New York that person is known as the Enright, so he has got his eye in hand and has directed off a serial motion picture, which is supposed to be based upon actual events which have come to his attention.

The result is a highly exciting combination of fact which will hold the interest and succeed in entertaining.

The theme deals with a band of kidnapers who spirit away young society girls and hold them for ransom.

Constance Bennett, in the role of the nineteenth girl to be kidnapped during the year, is led into as weird a place as your fancy might conjure up. Black men with white turbans stand all over the place.

It is the work of the hero, Jack Mulhall, to untangle the mystery. He is abetted by a chief inspector of the law and together they indulge in a series of chases, fights, etc., ad lib.

The whole thing oozes intrigue at every pore. Everybody has that knowing look in the eye. A band of bad men go about on top toe, using deadly spring pistols at the slightest provocation. Traffic on Broadway and Park Avenue runs rampant while the pursued and pursuing motor cars dash by without regard to traffic policemen or pedestrians.

It is a fast moving and wild affair, and because of the real spirit of mystery—whether it is true to life or just moviegoing, it ought to be a popular series of its kind.

A word of praise should be said for Bradley Barker as the inspector. He does not overact, and still he gets over his point perfectly. Edna Murphy and Constance Bennett are very good to look at in the two leading feminine roles.

**Pathe Exchange, Inc.**111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.

# 3 UNIVERSAL PUNCHES

CARL LAEMMLE Presents

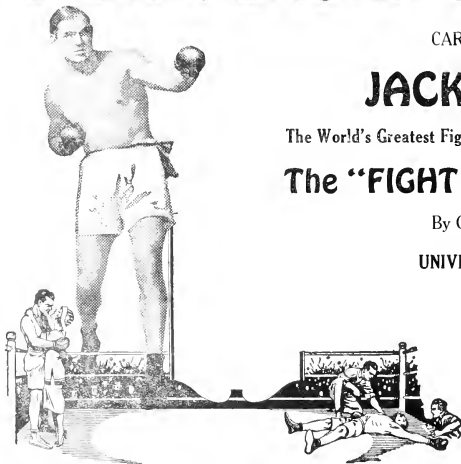
## JACK DEMPSEY

The World's Greatest Fighter in the World's Greatest Picture Event

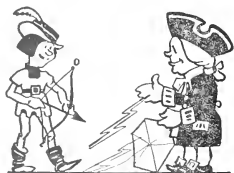
### The "FIGHT AND WIN" Pictures

By GERALD BEAUMONT

UNIVERSAL JEWEL SERIES



Now at the Liberty Theatre,  
Kansas City, Mo., and all first  
run theatres.



THE  
GREATEST  
ONE-REEL  
COMEDY  
NOVELTY  
IN YEARS!

**HYSTERICAL  
HISTORY  
COMEDIES**

The Sensational  
Chapter Play

## The IRON MAN

Featuring  
Albertini  
Margaret Morris  
Jack Dougherty



### The Strength of Ten Men!

The King of the Daredevils, most startling of strongmen, screened in a sensational and spectacular production. Trapped in flames, dropped from the sky, plunged under the sea, Albertini, the Iron Man of iron muscle, in a series of amazing escapes. He will sweep you through a whirlwind of climaxes.

## Universal Film Exchanges, Inc.

KANSAS CITY—1710 Wyandotte St.  
Harry Hollander, Branch Manager

ST. LOUIS—3320 Olive Street,  
E. L. Alpers, Branch Manager

# First National First

REASON  
NUMBER 1

June 5, 1924.

Gentlemen:

The following is a box office report on "WHEN A MAN'S A MAN". The above may not sound large to you but I can truthfully say that "WHEN A MAN'S A MAN" has gotten me more business than any picture I have run in the last 18 months, and I am highly elated over the outcome.

W. F. McDOWELL, Majestic, Wellington, Kans.

April 16, 1924.

Gentlemen:

The past twelve weeks have been the worst we have ever experienced since the Strand Theatre has been opened. Only two pictures have really pulled any business in this period. One was "The Birth of a Nation" and the other was "WHEN A MAN'S A MAN." We made a bad mistake in not playing the latter picture for a longer run and giving it an even greater advertising campaign than we did. Not since "The Sheik" have I been so surprised at the drawing power of a picture. I didn't realize that the name of Harold Bell Wright is almost a household word and that he is probably the most talked about author in the literary world today. However, "WHEN A MAN'S A MAN" helped pay some over-due bills and I'm mighty thankful that it came along when it did.

H. A. McClURE, Strand, Emporia, Kans.

May 7, 1924.

Dear Mr. Rhoden:

We concluded last week a four day run of Harold Bell Wright's "WHEN A MAN'S A MAN" in our Grand Theatre at Salina, Kans., and I am anxious to inform you that this picture grossed more at the box office than any other picture which we have played thus far this season, excepting of course, "The Covered Wagon," which was a road show. I am prompted in giving you this information by the desire to do anything I can to help other exhibitors during these hard times, for I am quite sure you will take every opportunity to use this letter in order to sell the picture—thus indirectly helping the exhibitor who is influenced to buy "WHEN A MAN'S A MAN," which I consider one of the outstanding box office attractions of the season.

M. B. SHANBERG, Grand, Salina, Kans.

Gentlemen:

"WHEN A MAN'S A MAN" is certainly a wonderful picture. Unfortunately I had bad weather on same Monday night. It rained my crowd out. Tuesday night at Centerville roads were bad but they came just the same. Wednesday night at Blue Mound it looked like rain but they came just the same. Truly a wonderful picture. Would like to have some more like it. I never dreamed I would have to send a split check.

J. V. VINTON, Centerville, Kans.

April 25, 1924.

Gentlemen:

Complying with your request in regard to "WHEN A MAN'S A MAN", I wish to state that Mary Pickford in "Daddy Long Legs" held my attendance record until I ran "WHEN A MAN'S A MAN," also that this picture is one of the very few pictures that I made any real money on. If any exhibitor does not realize what Harold Bell Wright's name means to him, then he should run "WHEN A MAN'S A MAN" and get the surprise of his life. This picture is a real box office magnet, it appeals to all classes of people and the real satisfaction is, that it pleases them.

FLOYD SCHULTZ, Rex, Clay Center, Kans.

April 16, 1924.

Gentlemen:

Wish to advise that I played "WHEN A MAN'S A MAN" to the most phenomenal business I have had this season. This picture did a terrifically big business for me right at the bad season of the year, during Lent and with the weather against us. In fact the second night of the picture had a snow storm for opposition, and the people came in such crowds that I believe the snow storm effected the gross but very few dollars. I personally believe that Harold Bell Wright's name is the biggest name in pictures today. I had more phone calls from the country district on this picture than any other this season, and what I want to know is when will First National have another Harold Bell Wright picture. Also, I want to say that this picture not only drew the crowds but that it pleased them 100 per cent. How any exhibitor could pass this picture up is beyond my imagination.

GLEN W. DICKINSON, Marshall, Manhattan, Kans.

## Associated First National Pictures, Inc.

KANSAS CITY  
E. C. RHODEN, Branch Manager  
1712 Wyandotte St.

ST. LOUIS  
HARRY WEISS, Branch Manager  
3319 Locust Street



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

St. Louis Correspondent  
**DAVID F. BARRETT**  
 3748 Meramec Avenue

Changes of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## A New Tax Menace

Substantial reports from some twenty states indicate an attempt will be made after the fall elections to levy another assessment against the tax-riden exhibitor. Which presents another formidable barrier between the showman and normalcy, even prosperity itself.

It seems, as was forewarned earlier in the season, that the exhibitor was slow in announcing his appreciation of the national theatre tax repeal to the public. Houses which had not absorbed the tax, tumbled to lower admission prices or to explain their reasons for not doing so.

It is quite evident that such enmi gave the tax scouts of a score of delinquent states another excuse for slapping it to the exhibitor. But anyhow, the source of the treasury, is little respecter of persons.

It appears to the writer that now is the time to show our axes and trumps. How about a national publicity campaign waged by combined M. P. T. O. organizations? A publicity campaign refuting the increases in cost which have hit the exhibitor, such as, for instance, the increase in the increase in orchestra wages, the constant jump in overhead, the mounting expenditures for theatre comforts, decorative artistry, and film rentals.

As always, there are many ways to kill a cat besides choking it to death on butter. And we believe, a broadside of publicity, authoritatively directed, and broadcast through the press and to every responsible officer of government, may be the exhibitors' strongest bet against repetition of the tax menace.

## Not Whipped Yet

It required constructive thought and concerted action for many years to obtain recognition of the theatre admission tax repeal. The use of the music tax have been equally arduous in their efforts and without any more than actions, but, thus far, the goal is distant.

However, the recent move of Kansas City exhibitors in regard to the music tax and the experience of the fight against the menace, is significant.

It is worthy of the local exhibitor forces to be noted.

Pathe Picture Palace built in a day, and which is being used as a procedure to be applied to this territory in the war has been the work of the publishers have not

been made public since it is only in a whisper that there is a real bunch of thrills just around the corner.

## MERGER WITH ALLIED SEEN AS FUTURE MOVE

M. P. T. O. Regional Meeting to be Held Here August 17-18.

Possibilities which may develop of far-reaching magnitude were looked forward to this week by exhibitors regarding the approaching regional meeting of the Allied and state M. P. T. O. to be held in Kansas City August 17 and 18, at the Muehlebach Hotel.

It was rumored in authoritative circles that a merger of the M. P. T. O. of Kansas, Kansas City and Western Missouri with the Allied organization is likely at that time, and that further steps of paramount importance may be forthcoming.

Definite accomplishments of the convention are expected to effect greater harmony and cooperation between the Allied and the state organizations and it has been announced that these matters will come before the session.

Consideration of proposed changes of uniform contracts.

The non-theatrical situation. Invitations have been issued to officers of every M. P. T. O. in this region by President R. K. Bizebel of the M. P. T. O. of Kansas. The officers and directors of the Kansas organization have also been called to meeting at the same time.

Prominent showmen in all parts of the country are expected to attend, including F. C. Heller, president M. P. T. O. of Indiana; G. Kokono; Joseph Wells, president of M. P. T. O. of Virginia; Colonial Theatre, Richmond; Charles Nathan, president M. P. T. O. of Texas; Dallas; Col. H. B. Varner, president of M. P. T. O. of North Carolina; Lexington; W. A. Steffies, president of the Allied M. P. T. O. of North and South Dakota and Minnesota; H. M. Richey, manager of the M. P. T. O. of Michigan; Detroit; and G. R. Denniston, president of M. P. T. O. of Michigan; Monroe. Many exhibitors are expected to attend the meeting. Invitations have been extended to officers of the Iowa and Nebraska organizations, and it is expected that those bodies will be represented.

The office of the Kansas M. P. T. O. here has volunteered to make reservations upon request.

## FRESHNESS, SPEED, COMEDY FEATURE "THE GO-GETTERS"

Freshness, speed, and comedy, with enough romance and pathos to make them different, will be the characteristics of the new "Go-Getters" series of comedies now being started at the F. B. O. lot by studio manager R. P. Fineman, according to R. F. Churchill, local manager. George O'Hara and Albert VanDyke, each a star by right of a leading role in "Fighting Blood" and "The Telephone Girl" series respectively, will be brought together to co-star for the first time.

Del Andrews, director of "Inherent of the Storm" "The Hottentot" and "The Gallant Fish" will wield the megaphone for the series. The stories and comedies are the work of George Marion, Jr.

## NED MARIN VISITS THE KANSAS CITY EXCHANGE

Ned Marin, assistant general manager of exchanges of Universal Pictures Corporation, who is making a tour of the various Universal exchanges, visited the Kansas City office of Universal this week and made a lasting impression with the folks that he came in contact with. Old in experience, Mr. Marin is young in years and he bubbles over with knowledge of the picture industry and with optimism for the fall season.

"All eyes are turned toward Kansas and Missouri," said Mr. Marin, "and with the new era in the wheat fields, the theatres are going to be benefitted to a greater extent than the exhibitors themselves realize." "Universal is making greater friends of the exhibitor since the new fall product has been disclosed," continued Mr. Marin, "and Mr. Laemmle's policy of giving the exhibitor all the best of it will be reflected in the increased business that we are sure of doing in this territory."

"Steaking of Kansas and Missouri's prosperity, Mr. Marin said, "Theatre games is only a habit and with bad times the farmer got out of the habit of attending picture shows, but now that his mind is at rest, he will look for recreation and the picture houses will attract him and his family in greater numbers than ever before and with the better pictures that are now being marketed, especially by Universal, the habit will grow on the tiller of the soil and the theatre manager will smile once again."

Mr. Marin leaves here for Denver

## THOUSANDS JAM STATION TO GREET JACKIE COOGAN

A crowd that would have done credit to a president, that was one fan's description of the throng of some 3,000 persons that gathered at the Union Station in the rain Tuesday night to welcome the juvenile potentate of the screen, Jackie Coogan, who is touring twenty-three cities in behalf of the Near East Relief Milk Fund.

The charming young gallant, attired in a natty sailor suit, was introduced by Mayor Albert P. Beach. R. R. Brewster also made a talk commending Jackie's Samaritan work in behalf of the waifs of the Near East.

Jackie charmed thousands with his erantry at the Mainstreet Theatre this week, appearing in support of his own picture, little Robinson Crusoe. The theatre enjoyed capacity business during the entire week.

## PATHE GAVE PICTURES FOR BOYS' FREE PERFORMANCE

Pathe donated the pictures and the Newman Theatre the house and music for the free performance given to kids of the various city orphanages and boys' hotel, Saturday. The pictures screened at the benefit performance were an Aesop Fable, a reel western an "Our Gang" comedy and the first of the new "Into the Net" series.

The free performance gave fine publicity to the new Pathe serial, which is to be advertised extensively in this territory, according to C. C. Vaughn, manager.



*The last word in de luxe motion  
picture entertainment for the finest  
first run theatres ~ ~ ~*

**PATSY RUTH MILLER** and **MATT MOORE**  
*in F.B.O.'s finest super-special of the season*

# **FOOLS IN THE DARK**

An Al Santell  
Production

From the Story By Bertram Millhauser

Distributed throughout the world by

**Film Booking Offices of America, Inc.**

Sawyer Bldg., Kansas City, Mo.  
312 Olive St., St. Louis, Mo.

Exchanges Everywhere

127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

## F. B. O. PRESENTS STRONG SCHEDULE FOR 1924-25

F. B. O. has listed a group of unusually fine offerings for Fall and Winter release.

"A Woman Who Sinned," written, directed and produced by Finis Fox, and starring Mae Busch, will be released some time during July. "A Woman Who Sinned" makes no pretense of being anything but a frankly sex story.

Next comes "Freak in the Dark," a mystery comedy drama starring Patsy Ruth Miller and Matt Moore, and directed by Al Santell.

"Vanities' Price," starring Anna Q. Nilsson, with an admirable supporting cast including Wynnham Standing, Lullie Ricksen, Arthur Rankin and Cissie Fitzgerald was started this week on the F. B. O. lot.

"Broken Laws," which Mrs. Wallace Reid will make, is probably F. B. O.'s biggest offering for the coming year. This is a story about our mad jazz age. This is the first picture Mrs. Reid will make following "Human Wreckage." F. B. O. will release "Broken Laws."

"Messalina," also scheduled for early Fall release, is a colossal Italian film made by Ferruccio Gonzatti, director of "Our Vials" and "Julius Caesar." The leading role is played by Countess de Lencore, the most beautiful actress in Italy.

## UNIVERSAL HAS BIG SHORT SUBJECTS WEEK

Three important releases head the Universal schedule this week and go far to make the strongest short subjects weeks ever listed by the Universal Pictures Corporation.

The most important short subject is the fourth Jack Dempsey picture, called "So This Is Paris." The big first run showing of the "Fight and Win" series is at the Rialto Theatre, New York City.

Another important release is "Westland," a new Gumps comedy. Joe Murphy plays the role of Andy Gumps, while Fay Tincher is "Min" and Jaekie Morgan is "Little Chester."

This week also marks the first release of the series of Century comedies starring Wanda Wiley, the new "find" in the comedy field, in "Her Fortunate Face." Miss Wiley has been heralded as one of the most promising comedienne on the screen.

## FOM GOODNIGHT DIES IN MAYO HOSPITAL

The men in this territory are regretting more the death of Tom Goodnight, former manager of the Star Theatre, Warrenburg, Mo., at Mayo Brothers Hospital, Rochester, Minn., this week. Mr. Goodnight has been in ill health for some time.

He was widely known throughout the territory and was honored for his sterling service as a prominent exhibitor.

Previous to the Royal Theatre, Carrollton, Mo., is making a three-week run and is doing very well in Colorado. Mr. Lane is getting in "condition" for the fall season.

## AT KANSAS CITY THEATRES

### Week Starting August 3

#### NEWMAN

"The Enemy Sex"—Paramount—Betty Compson and Humtly Gordon.

#### ROYAL

"The Shooting of Dan McGrew"—Metro-Goldwyn—All Star.

#### LIBERTY

"The Signal Tower"—Universal—Virginia Valli.

#### MAINSTREET

"Little Robinson Crusoe"—Metro-Goldwyn—Jackie Coogan.

#### PANTAGES

"Racing Luck"—Associated Exhibitors—Monty Banks.

## WESTERN MISSOURI M. P. T. O. TO MEET HERE AUG. 11-12

Further progress toward effecting a merger of all three M. P. T. O. organizations in this territory may be forthcoming at the meeting of the M. P. T. O. of Western Missouri, which has been called by A. F. Baker, president, for August 11 and 12 at the Baltimore Hotel. Baker has invited every exhibitor in the Western Missouri territory to attend the session.

It is to be decided at that time whether the Western Missouri association is to join in the affiliation of the M. P. T. O. of Kansas City and of the state of Kansas, which is now under way. It is likely, exhibitors predicted this week, that a joint meeting will be called in the fall, at which all three organizations may assemble to elect officers for the whole.

Exhibitors in authority stated this week the opinion that the complete affiliation of the three organizations lacks little but the official sanction of each association.

## K. C. THEATRES AVERT MUSICIANS' STRIKE

Agreement averting a musicians' strike in the downtown motion picture theatres was reached this week in a conference of members of the Theatrical Managers' Association of Kansas City and the local musicians' union.

The conference, which had been under way several days, also averted a stage hands' strike and negotiations that promise to iron out difficulties between the managers and bill posters were started.

The settlement of the musicians' and stage hands' difficulties came through a compromise. The musicians demanded a minimum wage of \$40 a week, a 20 per cent increase over the existing schedule. They also asked a wage and a half for players on more than one instrument and extra wages for stage appearances of the players ordinarily confined to the orchestra pit. A 10 per cent increase in salary and the wage and a half scale for more versatile players was at last agreed to. Stage hands' wages were increased about 15 per cent.

The musicians at the Newman, Royal, Liberty and Gaiety theatres were the only ones affected by the threatened strike as players at the other theatres had been given wage increases last year. They had signed contracts renewing the

contracts on August 1 of next year. Managers at the remaining theatres participated in a campaign for the promotion of closer and even more friendly relations with their exhibitors.

## "WELCOME STRANGER" NEW SLOGAN FOR P. D. C.

All of the Producers Distributing Corporation branches are now using the title of the Belasco production "Welcome Stranger" in a campaign for the promotion of closer and even more friendly relations with their exhibitors.

Each office of the company has a big banner stretched across the walls reading "Welcome Stranger" and "Welcome Stranger" is the cheery greeting extended by every employee to every visitor in every exchange of the corporation.

John C. Flinn, who started the by-word, says that there is something in the phrase "welcome stranger" that immediately engenders the psychologic emotion of friendliness. "There is a whole-hearted note of hospitality in those two words," says Mr. Flinn, "and from now on it will be used and meant by the men of our organization."

## FIRST NATIONAL SEES BETTER OUTLOOK FOR FALL

The lineup of First National releases for the immediate and near future is arousing a most encouraging response from the exhibitors throughout the country, according to F. C. Rhoden, manager of First National's Kansas City office. The exhibitors are not only expressing enthusiasm for the Specials which are now being marketed, but for the entire program for the next six months, Mr. Rhoden declares.

The sales department is naturally elated by this response on the part of exhibitors, because their response is measured by the number of sales being made in every state. It adds credit to the verbal assurances of exhibitors that the new lineup of pictures of the past six months which, in turn, showed a steady advance in quality and box office attractiveness over previous releases, Rhoden states.

"The Night Owl," the play by Max Marcin and Guy Bolton, which Herbert Blanche has been turning into a moving picture at Universal City, has been completed. James Kirkwood and Madge Bellamy have the star roles.

S. J. Haldeman, formerly manager and sales representative for Metro, has joined S. P. Buck as new town representative.

YOUR PATRONS WILL LIKE  
The New Chapter Play

"Days of 49"  
of

STANDARD FILMS

111 West 18th St.

K. C., Mo.

# This is the 3rd Big PALMER Photoplay

backed by tremendous National advertising

PLAY IT NOW!!!

# HIS FORGOTTEN WIFE



With Madge Bellamy  
Warner Baxter  
and big time cast

**T**HE first PALMER PHOTOPLAY—"JUDGMENT OF THE STORM" delighted millions of fans. Every trade paper, every critic, every newspaper paid it high tribute as high class entertainment. The second PALMER Photoplay, "THE WHITE SIN", also went over big.

Now comes the third PALMER play—"HIS FORGOTTEN WIFE," backed by the same high pressure National display advertising in 25 leading magazines telling millions to go see it.

Benefit by that National prestige and advertising power. You can book "HIS FORGOTTEN WIFE" at no higher cost than any other big picture, yet behind this production you have high powered advertising that sends people to your theatre. Palmer Photoplays have spent a fortune to create a ready made audience for you. A big story—two big stars—Madge Bellamy and Warner Baxter—a ready made audience. What more do you want? Book and boost it to the limit. Story by Will Lambert. Scenario by Will Lambert and Del Andrews. Directed by WM. A. SEITER. "HIS FORGOTTEN WIFE" is a winner, that's why it's distributed by

## Palmer Photoplays

are known to millions

In 25 of the leading magazines of the country Palmer photoplays have been advertised for months—so when you book a PALMER photoplay you book more than a picture. You book a complete campaign with it that costs you nothing.

FILM BOOKING OFFICES OF AMERICA, Inc.

Snower Building, Kansas City, Mo.

3312 Olive Street, St. Louis, Mo.

127 South Hudson Avenue, Oklahoma City, Okla.

106 South Cross Street, Little Rock, Ark.

## WARNER FINISHING LAST FOUR PICTURES OF 1924

The last four productions made by Warner Bros. for the season of 1923-24 are rapidly being completed at the West Coast studios and soon the decks will be cleared for action for even more intense work on the twenty big photoplays which are being announced for 1924-25; some of the 23-24 title will help the later production program tremendously, says Al Kahn, Film Classics manager.

"Babbitt" and "Being Respectable" are the two latest '23-24 pictures to be released and reports indicate that they are doing well all over the country. "Her Marriage Vow," "Cornered" and "Lover's Lane," and "The Tenth Woman" are the four which have not been released. "Her Marriage Vow" was finished a couple of weeks ago; "Cornered" was completed last week; "Lover's Lane," in production on location in Northern California, will be ready soon, and "The Tenth Woman" is being shot, Mr. Kahn announces.

## JUNE PHOTOPLAY GUIDE LAUDS PATHE PICTURES

In its monthly issue of the Photoplay Guide for June, published by the National Committee for Better Films, forty-six productions were selected from all the releases for the month and recommended to the showgoer. Of these forty-six there were twenty-two selected from the Pathe program.

The Pathe productions recommended were "Fast of the Water Plug," "Hanson's Man," "Luck O' The Foolish," "Don't Park There," "Lizzies of the Field," "On Guard," "Our Congressman," "The Finer Points," "Hobbies," "The Lost Dog," "Maud Muller," "Pathe Reviews numbers 22-23-24-25-26-27-28-29," "The Patriot" (Chronicles of America), "Seemy Nellie Home," "South of the North Pole" and "The Truthful Liar."

## "ENEMY SEX" DRAWS CAPACITY AT NEWMAN

"The Enemy Sex," the new Betty Compson picture for Paramount, enjoyed the best business in months at the Newman Theatre this week, according to reports from the box office. The first two days of the engagement recorded a capacity house.

Edith Gordon plays opposite Miss Compson in the lead. The feature is a complex sex story, well portrayed and strengthened with varying bits of suspense in circumstance.

## VILLANY OF BEERY FALLS BEFORE CUPID

Wallace Beery, Universal's most villainous villain has fallen prey to the most soothing role of Dan Cupid. He was married this week in Hollywood to Miss Arleta Gillhorn, screen actress. Mr. Beery appeared this week at the Liberty Theatre in "The Signal Tower."

Mr. Beery is a Kansas City boy, his parents still living here.

Fred Savage, recently with Standard Film, is now a Universal representative.



An exhibitor wrote into Eddie Westcott of Universal asking his price on outdoor material. Eddie sent back a catalogue of a lumber company.

Freddie Hershorn, western Kansas representative of a Universal Exchanges passed through a cloudburst at Herndon, Kans., last week but when it was all over Matt Alicher, manager of the Herndon Opera House had contracted for a number of new Jewel releases.

Gerald Akers, the aero-radio king tells a good one about a salesman who was highly recommended and sent on a two weeks trip into the territory. The first expense account showed \$2400 sleeping car expense. "And we thought he was a wide-awake salesman" said Gerry.

G. B. Howe, travelling auditor for Universal Film Exchanges, whose home is in Kansas City spent four days at the local exchange this week. Mr. Howe is on the way to Denver after which he will return to St. Louis for several weeks. Mr. Howe was formerly office manager at the Kansas City branch.

Goolem, Mo., Aug. 6—A heavy frost last night killed the cantaloupe crop here and the council is seriously considering changing the name of the town from Goolem to Cool-em. Joe Rosenberg, Universal salesman closed the first run account. The entire town is agitated.

Fred Savage has joined Universal sales force. Mr. Savage was formerly an exhibitor at Hutchinson, Kans.

C. E. Mayberry, district manager for Producers Distributing Corporation, visited the Kansas City office this week.

Ed Solig, Fox booker, has been kept away from his desk on account of sickness the past week.

Sam Minnick and John Sumner of the playhouses at Marceline and Unionville, were among the visitors on Movie Row the past week.

Frank Castle, Pathe's comedy salesman in the key cities of this territory, is wearing a broad smile that won't come off. Rumor has it that Castle is making a fist-grab of closing up contracts in the key towns. He is to be out at work on the first feature, "Dynamite Smith," the new Charles Ray picture, following completion of his work with the comics.

C. W. Newcomb and F. I. Valentine of the theatres at Burlington and Rimgo, Kas., were in Kansas City this week.

C. E. Corby, of A. H. Blank Film Enterprises is going "Overland" into the Missouri territory this week.

Harry Faust, of Cabool, Mo., and T. W. Goodson of Lathrop, Mo., were among

the exhibitors seen along Movie Row this week.

Agnes Kemp of the Educational office is on her vacation.

C. F. Senning, Educational manager, has been away from his desk the last few days. Senning, as a newspaper man (ex), is accused of scooping the territory.

C. W. Bennett of the Pastime Theatre, Keosauqua, Kans., has contracted for F. B. O.'s fall westerns.

Ben Harding, of the Strand, Liberty and Majestic theatres, Council Bluffs, Ia., visited C. A. Schultz, manager of the Kansas City Vitagraph Exchange recently.

George Hartman, Vitagraph's salesman in Missouri, has knocked off the high pressure talk for his vacation.

C. W. Allen, assistant Vitagraph manager of the Kansas City office, is out in Kansas talking about wheat money and movie lure.

Mr. and Mrs. Christian of Excelsior Springs visited Movie Row this week.

S. R. Kent, general manager of Famous Players-Lasky, paid the Kansas City office a brief visit Tuesday night.

From eighty-five to ninety per cent of the newspapers in the Kansas City territory are carrying advertising on Paramount Week, according to Bob Gary, exploteer.

"Gib" Jones, for many years associated with W. E. Tring as booker, is again back with Mr. Tring. "Gib" is the new booker for Sebnick Distributing Corp.

Miss Florence C. Baratt is the new cashier at the Sebnick offices. Miss Baratt was formerly with Goldwyn and recently with Metro-Goldwyn.

Julie Hill, a former Goldwyn manager here, is now special representative for Metro-Goldwyn out of the St. Louis office.

A CHAPTERPLAY THAT'S  
DIFFERENT

"Days 49"  
of

STANDARD FILMS  
111 West 18th St. K. C., Mo.

*You'll say it too*  
**"WELCOME  
 STRANGER"**

When you see the screen  
 version of this famous

**Aaron Hoffman  
 Broadway Play**

Presented by  
 Ee'asco Productions, Inc.  
 WITH

FLORENCE VIDOR  
 DCRE DAVIDSON  
 VIRGINIA FAIRE  
 LLOYD HUGHES  
 NOAH BEERY  
 WILLIAM V. MONG  
 ROBERT EDESON  
 OTIS FARLAN

**Directed by James Young**

Brought to the screen with all  
 the tender pathos, the joyous  
 comedy and wholesome hu-  
 manness that made the stage  
 presentation of "Welcome  
 Stranger" memo:able in Broad-  
 way history.

**for September release**

COMING SOON—

PRODUCERS DISTRIBUTING CORPORATION

Announcing  
**"The WISE VIRGIN"**  
 STARRING  
**Patsy Ruth Miller  
 & Matt Moore**  
 AN ELMER HARRIS-  
 SPECIAL PRODUCTION  
 Directed by LLOYD INGRAHAM




PRODUCERS DISTRIBUTING CORPORATION

**"The LEGEND  
 of HOLLYWOOD"**  
 WITH  
**PERCY MARMONT and ZASU PITTS**  
 Directed by RENALD HOFFMAN ~ Adapted by AL COHN  
 From the "Photoplay Magazine" story by  
 FRANK CONDON  
 A RENALD HOFFMAN PRODUCTION




PRODUCERS DISTRIBUTING CORPORATION

**"CHALK  
 MARKS"**  
 With MARGUERITE SNOW-JUNE ELVIDGE ~  
 REX LEASE and RAMSAY WALLACE  
 A FRANK E. WOODS Production  
 THE MOST STRIKING IDEA AND ORIGINAL  
 STORY IN MOTION PICTURE HISTORY ~  
 Directed by JOHN G ADOLFI



PRODUCERS DISTRIBUTING CORPORATION

**BETTY COMPSON**  
 IN  
**"RAMSHACKLE  
 HOUSE"**  
 FROM THE NOVEL BY  
 HULBERT FOOTNER  
 DIRECTED BY HARMON WEIGHT  
 Produced by  
 TILFORD CINEMA CORP.



**Producers Distributing Corporation**

Formerly W. W. HODKINSON CORP.

KANSAS CITY—111 West 18th St.  
 L. W. ALEXANDER, Branch Mgr.

ST. LOUIS—3312 Lindell Blvd.  
 C. D. HILL, Branch Manager

**TRY THIS ONE**

By R. C. "BOB" GARY

Every since advertising has been known we have striven for something effective and lasting. How would you like to have a permanent scheme to advertise your theatre year in and year out? How would you like to build up a bond of friendship among your clientele along with its patronage of your theatre? Ninety-nine out of every hundred people attending your theatre today have the feeling that all the manager cares for them, is to have them come to his show. Why don't we eliminate that feeling of commercialism? Why don't we make the people know that we think of them at times other than when they are at our box offices?

Perhaps you own an automobile, or at least you own a projection machine. Take the latter for instance, as it is easy to cite an example of that. Did the people of whom you purchased this machine ever think of you or remember you for anything other than perhaps request you to buy more parts for your machine? Did they ever remember you on your birthday with some little expressions of sentiment? The answer is, of course, "No, they never did."

Now, you are dealing with the class of people who come to your theatre in most cases because they like the pictures you are showing. That means your business is bound to fluctuate according to the desires of the patrons. Why not try to bring them there because of yourself, because of some personal feeling they might have for you or your theatre? It is a very easy thing to touch the pocket-book of many people, but to touch the heart is the greatest achievement we know of. Here, at last is a way to touch the hearts of everyone of your patrons. Think deeply now about the sentiment and great human thought behind this plan.

Each of your patrons has a birthday. In nine cases out of ten that day passes for them with perhaps no remembrance from anyone but their own intimate family. When Mr. or Mrs. Jones get their mail on their birthday, along with it comes from you a personally addressed card like the one shown here. That evening the person receiving the card comes to your theatre as your guest. This also means from the business standpoint that the person holding the card is bound to bring to the theatre members of his or her family to share in the celebration of that great day in their lives.

What happens after that? They walk away from your theatre with a deeper feeling of gratitude for the little favor you have done them. They will feel an indebtedness to you for your thoughtful ness and they will begin to see you and your theatre in a new and different light. Most naturally they will spread the news to their friends about what you have done and right here starts the endless chain of favorable advertising for you. The ones to whom they speak will look forward to their birthday and they will be disappointed if they don't receive a card also. What an easy matter it is for you or your cashier to attend to the sending out of these birthday cards. All

that is necessary is to obtain the dates on which the people in your town whom you desire as patrons, were born.

Your attorney can get all these dates for you easily; at your town hall there is a file which will give these dates, or the voting list will surely have them. A local reporter will get them for you. You don't have to know how old a person is but merely that they were born on the 24th of August or the 25th of September or what ever date it may be. Then, get 365 cards about 12x12 inches which will give you a card for every day of the year. The names and addresses of all the people whose birthdays occur on the 10th of July will be represented on the card bearing that date and so on through the days of the year. The day before each person's birthday you or your cashier merely take the number of cards required and personally address them. Place a one cent stamp on them and drop them into the mail box.

The next day, the recipients of the cards are made happy. They are made doubly happy because you have not only thought of them on this eventful day but you have made yourself their host, to

further commemorate the day. It is going to be impossible for you to have more than 25 or 30 of these cards per day to send out, which means of course that you are going to have 25 or 30 of them returned to your theatre that night by these people. For one free ticket on one night in the year, you have the advantage of knowing that the rest of the year those people are thinking of you and your theatre and the human side of you that perhaps they didn't know of before.

If one of these cards happens to go to some single man, it's a cinch he is going to take his sweetheart to your show that night when perhaps he was thinking of going some other place, but of course he is going to be the only one admitted free. Consequently he pays for his sweetheart. He may belong to some sort of club and that means his member friends may make up a party for him.

If one of these cards happens to go to some single girl, you can bet that her beau will accompany her to the show that night along with her friends. If one of the cards happens to go to either

(Continued on Page 11)

PRESENT  
THIS CARD

at the

**PARAMOUNT  
THEATRE**

BOX-OFFICE

For One  
Complimentary

Admission

in Honor  
of Your**BIRTHDAY**Place  
One Cent  
Stamp  
Here.

(One Side)

*The Management of the*  
**PARAMOUNT THEATRE***Extends Heartly Greetings to You on**Your Birthday**May good health and good luck be with you  
all through life.*

(Other Side)



# EXPLOITATION IDEAS AND HINTS

### EDD HAAS COMBATS HOT WEATHER

Edd J. Haas, manager of the Midland Theatre, Hutchinson, Kans., set out to combat the hot weather and through a very complete campaign gave it a good "racking."

The theatre really is Hutchinson's cool spot, but Mr. Haas didn't want anyone

in permanent locations over the city, out at the parks, swimming pools, etc.

And Mr. Haas says, "It is an old idea but we are finding out that it pays big dividends if carried out correctly and fully. Believe me I have my patrons believing that this is the cool spot and I back it up with a cool theatre."

### TRY THIS ONE

(continued from Page 10)

of a married couple that means a family party that night.

By the widest stretch of imagination, it is impossible for the complete execution of this idea to cost you more than fifty dollars per year and you have to have five thousand population to spend that amount. Permanent business is always based on good will. Your people won't be waiting to see what is playing at your theatre before making up their minds to go there, they will simply be figuring that there isn't any other place to go but your theatre. You have been good enough to think of them, naturally they are going to return the thought and always have your theatre in their minds.

These birthday cards don't look like advertising. They are not intended to be advertising. They are messengers of sentiment and feeling for the welfare of your patrons. The big point is this, however, is not to fall down on your duty. Make the sending out of these cards the very first thing you do when you get down to your theatre. After that is attended to then go "on with the dance."

I will wager you every time you make out one of these cards you yourself will get a thrill. So just think of the great thrill the people will experience when they know you are thinking of them in this human way. Don't ever try to make obvious capital out of this stunt, but just let it appear that you have conceived the idea yourself and are doing it for the great amount of pleasure you are getting out of it. When people in your town begin to talk to each other about having received an expression of thought from you on their birthday, they will acclaim you a "regular good fellow." Now that stunt takes care of the grown-up patronage.

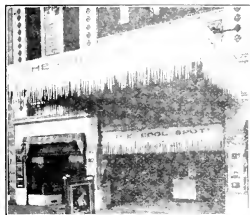
If you think it is going to be difficult to obtain the birth dates of your patrons, here's a very simple and definite way. You, yourself or your chasier can make a week's canvass of your patrons as they attend the theatre, asking them for the name and address and the date of their birth. Remember this—You don't want the year in which they were born, merely the month and the date of the month. By doing this you not only get the information you wish but you excite a great deal of curiosity among the patrons who will begin to wonder why you want the information. Should they ask you pointedly, merely tell them that you

want to remember them on their birthday—then, along comes the card to prove to them you are remembering them on their birthday. I don't thoroughly approve of this plan, however, because it might destroy the real thought of surprising the patron with the birthday card. Also, many patrons might be silly enough to give a wrong date, thinking that the fun of that was alright with them.

Let me have your own ideas of this stunt as soon as you can.

### J. P. PHILLIPS USES BALLYHOOP STUNT

Here's how J. P. Phillips of the Lyric Theatre, Colby, Kans., put over Jack Floxie in Universal's "Galloping Ace" in the fourth of July celebration at that town he rigged up his auto, making an attractive float out of it and causing the



to overlook the fact. So he gave the cooling breezes a little "atmosphere" by decorating the theatre front and canopy as the photograph shows. He also carried out this idea in his newspaper advertising and he had printed two hundred window cards directing patronage to "The Coolest Spot," which were placed

"When it gets too hot for you outside—come to THE MIDLAND and cool off—The Cool Spot"

**NOW!**  
COOL AS A MOUNTAIN CAVERN

## MIDLAND

The Happiness Picture for Everybody!

# The PERFECT FLAPPER

**Peep! Noree! Noree!**

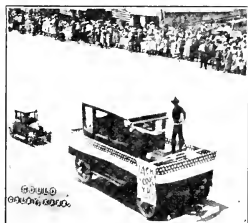
A funny little humor all right with this—

She uses the umbrella through a wall of clouds—she will give you the idea of being a flapper—see these illustrations!



**Colleen Moore**

BUDDY MESSENGER COMEDY, "THE PALM KID"



most attention in the parade. The novel stunt brought him extra business.

### SLOGAN STICKERS USED FOR "SIGNAL TOWER"

"The Signal Tower" came in for a number of clever exploitation stunts that attracted considerable attention, especially a sticker that was placed on the windshields of automobiles, reading: "REMEMBER TO SIGNAL." "See The Signal Tower" at the Liberty Theatre. The various taxi companies and Campbell Bakeries unsolicited sent for a number of these slogans to place on their cars. A pre-showing of "The Signal Tower" to railroad officials won their endorsement. The placing of five new signal towers on Metcalf Trailway won the instant approval of motorists.

### A TIE-UP WITH DEAF AND DUMB SCHOOL

A clever stunt was pulled by Jean Belasco of the exploitation department of Universal in inviting the students of the deaf and dumb school of Kansas City to see Jack Dempsey in "So This Is Paris" at the Liberty Theatre. There are many scenes in this picture in which the deaf and dumb take part and the entire picture was enjoyed by these folks who laughed and applauded liberally.



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## BEING RESPECTABLE

Warner Bros.—All Star

NEWS—Noteworthy for its acting and mounting rather than its story. The women folks should find entertainment in it, and it should appeal to the men, for it may strike home to many of them. However, go easy if you think your patrons are fed up on the triangle idea, although they may not object to this one, because of the popular stars and the good treatment given the production.

EXHIBITORS HERALD—A photodrama of American family life revealing the passions which often flame beneath the surface of casual conventional people. Spectacular action.

## WORDS AND THE WOMAN

F. B. O.—Holmes Herbert

HERALD—Story of the French revolution, fast and thrilling action.

TRADE REVIEW—If your patrons like costume pictures, vibrant with the spirit of romance, aglow with colorful atmosphere, "Swords and the Woman," should please them immensely. It's all a matter of taste. This one contains a whole lot of dramatic punch, suspense and sympathetic "ura"—a first-class costume drama.

## BEHOLD THIS WOMAN

Vitagraph—Irene Rich

It looks as though Vitagraph has struck a real box office puller in by adapting this Oppenheim tale of love, intrigue and double-dealing for the screen. Quite a few alterations have been made in the original plot, in such fashion as to strengthen its appeal to the film public. The introduction of Hollywood atmosphere was a happy thought, and we venture to say that "Behold This Woman," will do big business at any theatre, big or small.

NEWS—Exhibitors will go a long way before they find a more entertaining picture than this one, which is "there" with story, cast, mounting and audience appeal. It is a box office attraction, and if properly exploited should get them in and satisfy them.

FILM DAILY—You will likely please your folks with "Behold This Woman." The story is interesting, the production is good and the cast is excellent.

## TESS OF THE D'UBERVILLES

Metro-Goldwyn—All Star

FILM DAILY—Good production and splendid pictorial appeal. Picture can be greatly benefited by cutting. It needs

tightening in spots. You may have to consider the tragic ending.

NEWS—This is a morbid picture—which offers the realism of the author. Has tragic developments, consistent to the end. Could have been approached with more sympathy. Too exaggerated. Action often stops—scenes being held too long. Some of the characters not well humanized. Well produced.

## ALONG CAME RUTH

Metro-Goldwyn—Viola Dana and Walter Heirs.

NEWS—Mostly hokum-comedy of life in rustic village. Depends upon gags and

incident. Is padded to carry through five reels. Becomes repetitious—and the humor is overstressed. Well acted by Viola Dana, Tully Marshall and Adele Farrington. Atmosphere O. K. Just an average picture.

WORLD—As in Peter Pan, you must believe in fairy to accept the story of "Along Came Ruth." The scenarist has taken Holman Day's implausible version of a French original and rendered it still more impossible through a generous injection of comedy bits. The picture, has however, been exceedingly well cast, even to the point of wasting good players on too lightly developed characterizations.

## NEWS NUGGETS

Pauline Fredericks is to be featured in one of Universal's big Jewel productions for the second half of the 1924-25 season. The film will be "Smoldering Fires." It supplies Miss Fredericks with an unusual role of wide scope and one which will call upon her for the full vent of her screen ability.

May McAvoy, popular star in many Paramount and First National pictures, has been engaged by Universal to be featured in "Jazz Parents," the super Jewel to be adapted from Richard Washburn Child's popular story of modern jazz society, "Here's How." It will be directed by William Seiter, who has made many box office successes for Universal, Fox and other film companies.

Allene Ray heads the cast of Pathé's new ten-chapter serial, which is turned over to the film cutters and editors this week to be made ready for Fall release. The title of the picture is "Ten Scars Make A Man" and is based on Phillip Barry's original story, adapted by Paul Bryant.

"Chalk Marks," reported as Frank Woods' greatest story was put into production this week at the Peninsula Studios for Producers Distributing Corp., in San Mateo, California, under the direction of John G. Adliff, with Mr. Woods in personal supervision of the work.

As an anchor to windward for the summer, Universal is releasing an extra picture of the small town hero-worshipping variety entitled "The Slanderees." It features Johnny Walker, Gladys Hulette and Billy Sullivan.

Norma Talmadge, next First National starring vehicle, originally named "Fight," and then called "Conflicting Passions,"

has undergone another titular change to "The Sacrifice." This is an original story by C. Gardner Sullivan and it is being directed in Hollywood by Sidney Olcott.

In addition to T. Roy Barnes, whose engagement for the leading role has already been announced, Al Christie has signed Harry Myers, as a team mate for T. Roy, and Wanda Hawley and Sylvia Bremer for the two leading feminine roles in the coming production, "Reckless Romance."

By a switch in assignments made by First National Pictures after having signed Charles Brabin to direct "If I Marry Again," with Doris Kenyon, he has now been assigned to direct Colleen Moore in her first starring vehicle for First National, "So Big," from Edna Ferber's novel.

This will knock bobbed hair into a cocked hat, Rupert Julian, who is making a thoroughly modern version of Gaston Leroux's novel, "The Phantom of the Opera," at Universal City will accept no principals or extras in the cast with bobbed hair.

## THRILLS, ACTION, NOVELTY

"Days of 49"

STANDARD FILMS

111 West 18th St.

K. C., Mo.



## ST. LOUIS TRADE EVENTS

By David F. Barrett

## FIRST RUN HOUSES TO INCREASE ADMISSIONS

Increased prices have been announced by some of the leading first run theatres of St. Louis for the week of August 17.

The Missouri Theatre, Grand boulevard at Lucas avenue, controlled by the Famous Players interests, has announced a new permanent schedule as follows: Night prices: adults, rear mezzanine, 50 cents; lower mezzanine and lower floor, 65 cents; loge boxes, 85 cents; children, 25 cents; matinee prices: Monday to Friday inclusive: adults, 35 cents; children, 15 cents; Saturday, adults 50 cents. Sundays, same as night prices. The prices include the war tax charged on admissions in excess of 20 cents.

The Grand Central, Capitol, West End Lyric and Lyric Skydome have set in a special schedule of higher prices for the showing of "The Covered Wagon," as follows: adults, 85 cents, except week day matinees when 50 cents is charged; children, 25 cents at all times. These houses will maintain the same schedule when "The Sea Hawk" shows in September.

William Goldman, owner of the Kings Theatre and Garden on Kingshighway boulevard near Delmar boulevard, playing Mary Pickford's latest masterpiece "Dorothy Vernon of Haddon Hall" announced that no advance in admission prices will be made during the run of this picture despite the high film rental paid for it. In announcing this policy Goldman in newspaper advertisements said: "Enormous film rental occasionally for a really 'big' picture is not a sufficient reason for pro-rating the additional charge on the thousands of the Kings' patrons, therefore—a 'sane' admission price will prevail—50 cents evenings; 30 cents matinees, 15 cents for children, any seat.

The DeMonte Theatre, Delmar boulevard near Clara avenue, owned by Fred L. Cornwell, has announced that it will not advance its admission schedule of 50 cents nights, 30 cents matinees and 15 cents for children at all times.

Recently the musicians union of St. Louis put into effect a new schedule of wages greatly increasing the over-head expenses of the theatres, and more than offsetting the saving produced by the elimination of the war tax on admissions up to 50 cents.

The Missouri's new schedule went into effect on August 2, and is to be permanent. Recently this house reduced the general admission top to 50 cents from 55 cents, and the matinee charge to 30 cents.

The Missouri Theatre baseball team won the third and deciding game of their five game series with the Lyric Skydome nine at Forest Park, July 31, score 7 to 6. The Battle was closer than either of the two previous contests, but the superiority of the Grand and Lucas tossers was not to be denied. A two run rally in the ninth won for the Missouri team.

## BRIGHT BITS and NEWSY NOTES

E. S. Perkins, former owner-manager of the Lyric Theatre at Casey, Ill., has taken over the management of the new Temple Theatre, Mount Pleasant, Iowa. The Temple has a seating capacity of 600.

Jess Brown, producer and writer of boy's stories, was a visitor to the First National exchange the past week. He is making a lecture tour of the country.

The Opera House, Martinville, Ill., has been purchased by J. Snyder.

Houses in this territory closed temporarily include: Nox Theatre, Carrier Mills, Ill.; C. A. Gilliland's house in Coater, Mo.; Engle Theatre, Pana, Ill.; The Eagle Theatre, Edgewood, Ill., is operating on Saturday nights only due to slow business.

S. E. Pertle of Jerseyville, Ill., has sold the Lyric Theatre, Mounds, Ill., to S. H. Elias, Cairo, Ill.

The Missouri Theatre, Grand boulevard and Lucas avenue, Paramount's big St. Louis first run palace, has set a precedent for the local first class houses by signing a contract for Pathe's new super-serial "Into the Net." This first episode will be shown at the Missouri the week of August 16. Another innovation will be set when the first episode will be repeated the following week so that all of the regular patrons of the house will be able to follow the serial from the start. The serial has also been booked for the St. Louis Amusement Company circuit of outlying theatres.

Out-of-town exhibitors seen along film row during the week were: O. W. McCutcheon, Sikeston, Mo.; Mrs. Frances Pert, Gillespie, Ill.; Lew Maroni, Gillespie, Ill.; Clark and Dominic Fresano, Taylorville, Ill.; Bob Cluster of Johnson City and Belleville, Ill.; J. Snauld, Litchfield, Ill.; James Boyd, Gen. Theatre, Blytheville, Ark.; Mr. and Mrs. Musser of Casey, Ill., and H. C. Tuttle, De-loge, Mo.

On every Monday night radio broadcasting station WEB, Chase Hotel, St. Louis, Mo., operated by the Benson Radio Co., will flash into the ether a ten-minute talk on special interest to motion picture fans. The service has been prepared by Sam Conly, motion picture editor of the New York Morning Telegraph, who realizing the general interests in film subjects throughout the land, gets together snappy news items in connection with new pictures and terse and timely comment regarding leading screen artists.

## EUGENE ZUKOR "PEPS UP" PARAMOUNT EMPLOYEES

Typifying the spirit of optimism and confidence that carried his father to the heights in the film world, Eugene F. Zukor, son of Adolph Zukor, president and principal owner of the Famous Players-Lasky Corporation, was in St. Louis July 30 spreading cheer and encouragement among the employees of the local Paramount exchange. He was accompanied by Phil H. Reisman of Toronto, general manager of the Canadian territory for Paramount. They are touring the country.

Young Zukor is very optimistic about the coming film year, especially concerning the possibilities of the Famous Players. He summed up his idea of the business outlook as follows:

"Good business conditions, after all resolve themselves to a good frame of mind. If we can put a little more cheer into the world, let's do so. You know that when a fellow gets out of the wrong side of the bed in the morning and feels somewhat blue, you'll do a good thing by slapping him on the back and telling him how good he looks and wish him well. He'll probably feel like a prince for the rest of the day and go after his daily problems like a batterer."

## BIG NEW COOLING SYSTEM HELPS DELMONTE BUSINESS

Temperature of 90 to 95 degrees in the shade has not bothered patrons of the Delmonte Theatre, Delmar boulevard near Clara avenue, St. Louis, Mo., the largest one-floor motion picture theatre in the world, for the management has just installed a new cooling system which is claimed to be the largest ever installed in any theatre.

The builders of the plant have assured Fred L. Cornwell, owner of the Delmonte that the temperature of the house will never exceed 72 degrees, and that the humidity will not exceed 65 percent, despite atmospheric conditions outside, and regardless of the size of the crowd inside.

The plant made good during its first week when record hot weather for the year was recorded.

The system combines ice-making and air-circulating to obtain the desired results. The plant has a capacity of 250 tons of commercial ice per day. In addition machinery washes, cools, and recirculates 80,000 cubic feet of pure air per minute.

An innovation of the plant is that all of the air is taken into the theatre through vents in the ceiling instead of in the floor and side walls as under other systems. This distributes the cool air over the audience uniformly and protects patrons from drafts.

D. J. McGowan, New York home official of First National, is visiting the local First National office for several days.



## BOX OFFICE REPORTS

### F. B. O.

**The Unknown Pursu**, Henry B. Wallford—Good mystery story. Action fine, but photography dim in places.—Oscar Reinert, Elgin Theatre, Humboldt, Kans.

### FIRST NATIONAL.

**Potash and Perlmutter**, Vera Gordon—Picture a little drawn out but funny and entertaining. Was unusually clever and acting very good. Made a highly satisfactory picture for us. Print and accessories O. K.—G. J. Ranson, College Theatre, Highland, Kansas.

**Smilin' Through**, Norma Talmadge—One of the best pictures I have ever played. Pleased 100%. Give us more like this one. Print and accessories good.—E. L. Vance, Liberty Theatre, LaCygne, Kans.

**My Boy**, Jackie Coogan—A very good Coogan. Film in excellent condition, also advertising. Poor business, however, due to local conditions caused by farmers being busy with new wheat crop.—Earl Borkwalter, Ideal Theatre, Halstead, Kansas.

**Skin Deep**, Milton Sills—Thanks, this is real entertainment. Our business would build on this class of entertainment. Print and accessories good.—O. S. Shonyo, Gym Theatre, Brshton, Kansas.

**Isle of Lost Ships**, All-Star—A very good picture. Pleased all. Exhibitors will make no mistake in buying this picture. Print fair. Advertising good.—L. D. Metcalf, Grand Theatre, Ash Grove, Mo.

**Oliver Twist**, Jackie Coogan—Good picture. Print good. Advertising good.—S. C. Day, Royal Theatre, Burden, Kansas.

**East is West**, Constance Talmadge—Good picture, well liked by the women and children.—J. H. Tharp, Crescent Theatre, Cherokee, Kansas.

**Mother o' Mine**, All-Star—A fine production. Good cast. A family picture, mother love theme. Strong and some beautiful scenes. Should please 90%. Exciting climax. Print very good. Advertising good. C. C. Sterrett, Palace Theatre, Kinsley, Kansas.

**Hottentot**, Douglas MacLean—A dandy all around picture. Good business. Will please everybody. All it needs is more advertising. Print good.—Frank Cloud, Opera House, Cuba, Kansas.

**Slander the Woman**—This was a good Northern picture, and it drew pretty well. It was well liked. Print fair.—J. N. Welby, Midway Theatre, Hill City, Kansas.

**Fury**, Richard Barthelmess—Good picture. Print good.—C. E. Moore, Auditorium Theatre, Home, Mo.

### FOX

**Big Dan**, Charles (Buck) Jones—A dandy. Hard to find them any better.—Rena May Potts, Dreamland Theatre, Jetmore, Mo.

**The Man Who Won**, Dustin Farnum—This one is hard to beat. A little sad in places, but has good comedy running all the way through. Rena May Potts, Dreamland Theatre, Jetmore, Mo.

**Big Dan**, Charles Jones—Everyone was pleased. Fair business.—Oscar Reinert, Elgin Theatre, Humboldt, Kans.

### STANDARD

**Tucker's Top Hand**, Neal Hart—Fine western. Neal Hart a favorite here.—Oscar Reinert, Elgin Theatre, Humboldt, Kans.

**King's Creek Law**—One of the best westerns in many a day.—Tom Clark, Electric Theatre, Maryville, Mo.

**King's Creek Law**—This is a good western. Well pleased.—C. E. Storey, Peoples Theatre, Pleasant Hill, Mo.

**Ridin' Fool**, Lester Cuneo—A good western, plenty of comedy and pleased everybody.—Empire Theatre, Kansas City, Kans.

### VITAGRAPH

**The Midnight Alarm**, Alice Calhoun—This kind of picture should be a good drawing card in every small town. It is full of thrills. Our audience seemed to enjoy it very much. Condition of film good.—American Legion, Lyric Theatre, Concordia, Mo.

**Rainbow**, Alice Calhoun—Right good picture and pleased all who saw it, but a steady downpour of rain kept people away, so that we lost money on this one. Can't complain about such pictures as this. Film fair.—Harry Roberts, Electric Theatre, Centralia, Kans.

**Man From Brodneys**, All Star—It is needless to say that this is one of the finest pictures which I have seen, and my patrons were more than pleased. Plenty of action. Must say that Vitagraph is getting out better pictures all along and as the old saying goes, "Every day in every way they are getting better and better." Film in good condition.—E. H. Intelmann, Star Theatre, Cole Camp, Mo.

**Loyal Lives**, Mary Carr—Fine picture. Drew a good business and pleased the patrons. Sold as a program picture at a

reasonable price. Film in good condition.—J. W. Bailey, Bailey Theatre, Waverly, Kans.

**Man Next Door**, Alice Calhoun and Junnie Morrison—One of the very best. Have played nearly all Vitagraph releases in the past 18 months and have not had a poor one. Condition of film good.—J. W. Bailey, Bailey Theatre, Waverly, Kans.

**Ladder Jinx**, Special Cast—Very good little program picture. Got lots of laughs here and pleased all for two-days run. Condition of film good (as usual).—G. P. Johnson, Vitagraph Theatre, Ridgeway, Mo.

**Plans and Pajamas**, Larry Semon—Very good comedy. Not as good as other of Semons I have played, but it pleased alright. Film in very good condition.—G. P. Johnson, Vitagraph Theatre, Ridgeway, Mo.

**Midnight Alarm**—"Midnight Alarm" was shown at this place on July 4th to large audience, and wish to state that it was a great drama with lots of thrills which made it really interesting to everyone present.—H. B. Sandy, Vitagraph Theatre, Watson, Mo.

**The Bell Hop**, Larry Semon—Good comedy. Will please any audience. Fine for kiddies. Film in good condition.—Army Y. M. C. A., Ft. Leavenworth, Kans.

**The Midnight Alarm**, All Star—Good story. Well played. A good drawing card. Patrons well pleased. Print excellent.—Army Y. M. C. A., Ft. Leavenworth, Kans.

**Masters of Men**, Special Cast—This picture was a good one. We are surely doing a good business with Vitagraph's pictures. Film good except at last.—E. Rodgers, Township Hall, Palco, Kans.

**Heart of Maryland**, All Star—Much better than a number of other companies' specials. No exhibitor will make a mistake by booking this one. Get behind it and boost. It will stand.—G. P. Johnson, Rex Theatre, Ridgeway, Mo.

### WARNER BROS.

**Beautiful and Damned**, Kenneth Harlan and Marie Prevost—Many favorable comments. Poor business, but no fault of the picture. We would class this as one of the best.—Oscar Reinert, Elgin Theatre, Humboldt, Kans.

## Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL,  
19th & Wyandotte, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....

Star .....

Remarks .....

Title .....

Star .....

Remarks .....

If Every Exhibitor Does His

Duty There Will Be No Mediocre

Pictures

City .....

Theatre .....

Exhibitor .....

# PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### BAUSCH-LOMB

## NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

**CHAS. M. STEBBINS**

Picture Supply Co.

1822 Wyandotte St. Kansas City, Mo.

Smiling Service!



Archie Josephson, President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish to pay more --and risky to pay less.*

Absolutely Fireproof

150 Outside Rooms with Bath  
\$1.50, \$2.00, \$2.50

## Let B. Finkelstein

INTERIOR DECORATOR



Beautiful Your Theatre  
Interior decorating  
of theatres and lobbies  
a specialty.  
My Own Drawn  
Designing  
Phone Benton 0128

1910 Montgall K. C., Mo.

## Opera Supply Company

601 Shukert Building  
KANSAS CITY, MO.  
DISTRIBUTORS

Guaranteed, Non-breakable Steel  
Standard Opera Chairs.  
THE CHAIR THAT'S ON THE  
SQUARE

Lowest Prices Quick Delivery

## ANOTHER REASON FOR PRODUCTION IN BAHAMAS!

Richard Dix writes from Nassau, The Bahamas, where he and Bebe Daniels with a company of players are making exterior scenes for "Sinners in Heaven" under the direction of Alan Crosland, that he has seen the "Queen of the Bootleggers."

"She is a woman about thirty-five years of age," writes Dix, "and she holds the bootlegging business of this little island in the hollow of her hand. What she says goes and every time a boat-load of Scotch shoves off for the States she banks fifty thousand dollars to her account. There are many others here engaged in the same business; they work in six-hour shifts putting fluid into bottles, but the Queen leads them all."

The company which has been at Nassau for three weeks, is filming scenes on a deserted part of the island.

Lavish settings will form a strong feature of "Vanity's Price" now in production at the F. B. O. studios and slated as one of that organization's most important autumn releases. R. William Neill is directing.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 5¢

### THEATRE FOR SALE.

Picture show for sale located within a few miles of Kansas City. Only show in town of 2,000 population. Running every night except Sunday and making money. Long lease, good equipment. Price \$2,500, only \$750 cash required, balance monthly payments. Box 0, Reel Journal.

### AT LIBERTY.

Operator desires permanent position. Any equipment. Screen results guaranteed. Salary no object. Address W. B. Herrick, 4217 1/2 North Avenue, Rosedale, Kansas. 8-

### FOR SALE

Circuit of three picture theatres in towns 8 miles apart. No opposition. On Frisco R. R., one in division town. Fully equipped. Terms or trade. Reply to E. care Reel Journal.

### WANTED

Management of theatre. Will buy interest in same or will rent. Just sold my interests in theatre here. 12 years experience as exhibitor. Refer to any exchange manager in St. Louis. I am open to propositions. What have you? E. S. Perkins, Casey, Ill. 6-14

### FOR SALE

3M opera chairs used 30 days. Also two Powers 6-A hand drive machines, one metal reel box, two theaters. Will sell cheap. M. Kelley, 201 N. Walnut Street, DuQuoin, Ill.

Manager, operator or exploitation man wants permanent position with motion picture and vaudeville house. Salary your limit.—Address Manager, Box 263, Erie, Kans.

### BARGAINS

In purchasing a competitive house we acquired two new Powers 6B Motor Driven machines, latest model, only used one month. Write or wire The Reel Journal, Box F. 7-26

## CURRENT RELEASES

For Week of August 16, 1924

### PARAMOUNT

Wanderer of the Wasteland, Bessie Love and Joel Holloman lead in  
Changing Husbands, Leatrice Joy,  
Monsieur Beaucaire, Rudolph Valentino,  
Unguarded Women, All Star.

Branded A Thief, Neal Hart (5).  
Headin' Through, Lee Maloney (5).

### PALMHE

East of the Water Plug, Mack Sennett comedy (2).

The Prodigal Pup, Aesop Fable (1).  
Pahr Review, No. 34.  
Hoo! Beats, Grantland Rice Sportlight (1).  
Copies of the Day, No. 34.  
Into the Net, Serial, Chapter 4 (2).  
Pathe News, Nos. 70-71.  
High Society, Our Gang Comedy (2).

### UNIVERSAL

The Reckless Age, Reginald Denny (6).  
Way Up North, Bert Roach (1).  
The Iron Man, Serial, 10 (2).  
All's Swell on the Ocean, Dempsy "Fight and Win" series No. 5 (2).

International News, Nos. 69-70.  
The Blowout, Budde Messenger (2).  
The Counterfeit Trail, Magda Lane (2).

### VITAGRAPH

Whistles and Windows, Semon Comedy (1).  
Babes and Boobs, Semon Comedy (1).  
Behold This Woman, All Star (7).

## A POSITIVE SERIAL WINNER

"Days of 49"  
of

STANDARD FILMS

111 West 18th St.

K. C., Mo.

Read and Use  
CLASSIFIED  
ADS

Broadcast your wants to 2,200  
shown through the Reel Journal.



# RIN-TIN-TIN

*The  
Greatest  
Dog*



*In  
Motion  
Pictures*

Appearing in  
**THREE WARNER BROS. 1924-25 CLASSICS**  
**"FIND YOUR MAN"**  
**"LIGHTHOUSE by the SEA"**  
Third to be announced later

RIN-TIN-TIN broke box-office records last year--he will break his own record this year--in three pictures that are bigger and better than "WHERE THE NORTH BEGINS"

**FILM CLASSICS, Inc.**

115 West 17th St.

AL KAHN, Gen. Mgr.  
M. A. KRISH, Mgr.

Kansas City, Mo.



*Only 20 But Mighty*



*The***Reel  
Journal****The Film Trade Paper of the Southwest****Oh Boy!***Never saw so many serial!  
contracts in my life***INTO  
THE NET***with Edna Murphy and Jack Mulhall*

Since booking the Newman Theatre with "INTO THE NET" and proving to the exhibitor (through screening) that it is 100 per cent for any theatre, they have been coming in so fast all of our prints are almost booked solid for the next 60 days.

**Better Swing  
In Line!****Pathe Exchange, Inc.**

111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.

# No Headaches In Universal Contracts

No. 395 STRAIGHT FROM THE SHOULDER TALKS,  
By CARL LAEMMLE,  
President of the Universal Pictures Corp.

Eleven of our first twelve big pictures for the coming season are completed!

Copies of most of these are already in Universal exchanges, ready to show.

No company in the history of the business, so far as I can recall, has ever had its product READY TO SHOW so early in the year. This means that you can LOOK BEFORE YOU BOOK or, if you have confidence enough in Universal to sign up the whole group, you can do so of course.

In spite of the flood of new contracts now pouring into Universal offices, many of you have said you would like to wait a while before signing up. That's all right if you want to look before you book, but the past performance of the Universal should be assurance enough that you can sign up the whole twelve of the Universal's first group of Jewels with your eyes shut.

No disaster can come from it. Nothing but protection for you can result from it. The pictures are clean. The titles are clean. The advertising clean. And Universal's methods are clean!

I'll guarantee you your money's worth WHETHER YOU LOOK BEFORE YOU BOOK OR WHETHER YOU BOOK ON FAITH IN UNIVERSAL!

There is no harm in block booking if you have confidence in the company you are dealing with. Confidence in the quality of pictures you will get and confidence in the quality of treatment you will get are even better safeguards than looking before you book!

Universal has never laid down a hard and fast policy on any subject. It has always been willing to sell its goods on a live-and-let-live policy. This means that when all is said and done, you are guaranteed satisfaction.

Nevertheless, in order to enable you to look before you book if you care to, Universal has invested a tremendous sum of money to get its pictures completed far ahead of release time.

In other words, I've done everything I can think of to deliver goods instead of promises.

I now ask you to sign up the TWELVE JEWELS OFFERED FOR RELEASE DURING THE FIRST SIX MONTHS OF THE COMING SEASON COMMENCING WITH AUGUST. Either look before you book or, if for any reason this is inconvenient, BOOK BLINDLY BECAUSE OF YOUR ABSOLUTE CONFIDENCE THAT UNIVERSAL WILL GIVE YOU A SQUARE DEAL.

I pledge you the square deal, now as always—and in return I ask immediate bookings and playdates!

There are no headaches in a Universal contract! I guarantee every one of 'em.

## Universal Film Exchanges, Inc.

KANSAS CITY—  
1710 Wyandotte St.,  
Harry Hollander, Branch Mgr.

ST. LOUIS—  
3323 Olive Street,  
E. L. Alperson, Branch Mgr.

## UNIVERSAL'S FIRST 12 JEWELS FOR 1924-25

The Finest Group of Big Features Ever Released by Any Company

### THE SIGNAL TOWER

Released August 3rd

Starring  
**VIRGINIA VALLI**  
From the story by Wadsworth Camp.  
A Clarence Brown Production

### THE RECKLESS AGE

Released August 17th

Starring  
**REGINALD DENNY**  
From the novel "Love Insurance" by Earl Derr Biggers.  
A Harry Pollard Production

### WINE

Released August 31st

From the story by William MacFarg in Hearst's International Magazine. With **CLARA BOW**, Forrest Stanley, Huntly Gordon, Myrtle Steidman, Robert Agnew and Walter Long. Directed by Louis Gasnier

### THE TURMOIL

Released September 14th

Adapted from BOOTH TARKINGTON'S great novel of American life, with an impressive cast including **GEORGE HACKETT**, Eileen Percy, Emmett Corrigan, Pauline Garon, Eleanor Boardman, Edward Fearn, Kenneth Gibson, Bert Roach, Theodore Von Eltz, Winter Hall and others. A Hobart Henley Production.

### THE FAMILY SECRET

Released September 28th

Adapted from the great stage success, "The Burglar," by **AUGUSTUS THOMAS** and the popular novel "Editha the Burglar" by Frances Hodgson Burnett. Featuring **BABY PEGGY** and a popular cast including Gladys Hulette, Frank Currier, Edward Earle, and Cesare Gravina. Directed by William Seiter.

### BUTTERFLY

Released October 12th

From the novel by Kathleen Norris, with a great cast headed by **Laura La Plante**, Norma Kerry, Kermet Harlan, Ruth Clifford. A Clarence Brown Production.

### CAPTAIN FEARLESS

Released October 26th

Starring  
**REGINALD DENNY**  
Directed by James W. Horne.

### THE ROSE OF PARIS

Released November 9th

Starring  
**MARY PHILBIN**  
An Irving Cummings Production

### K—THE UNKNOWN

Released November 23rd

Based on Mary Roberts Rinehart's best known novel, "K"  
Starring

### VIRGINIA VALLI

With Percy Marmont. A Harry Pollard Production.

### LOVE AND GLORY

Released December 7th

From the novel "We Are French" by Robert H. Davis and Percy Fore Sheehan, with a cast featuring **Charles De Roche**, Wallace MacDonald, Madge Bellamy. A Rupert Julian Production.

### THE GAIETY GIRL

Released December 21st

Starring  
**MARY PHILBIN**  
Adapted from the Good Housekeeping Magazine story "The Inheritors" by J. A. R. Wylie. A King Baggot Production.

### HOUSE PETERS

Starring in Lincoln J. Carter's sensational thrilling melodrama

### THE TORNADO

Released January 4th

A King Baggot Production

# First National First

REASON  
NUMBER 2

STANLEY N. CHAMBERS  
MANAGING DIRECTOR

L. M. Miller  
THEATRICAL ENTERPRISES  
EXECUTIVE OFFICES  
MILLER THEATRE BLDG  
Wichita, Kans.

AUG. 11, 1924.

Mr. E. C. Rhoden,  
Associated First National,  
1712 Wyandotte St.,  
Kansas City, Mo.

Dear friend Rhoden:

I am just taking a few minutes time to congratulate First National for the exceptional press and advertising material that I have seen on the new releases. For the last year, First National has been giving exhibitors extraordinary publicity and advertising co-operation and it seems that this policy is to be carried in the next seasons product with added vigor.

The new press sheets give an exhibitor abundance of publicity matter and advertising cuts and mats. All of this material seems to have been prepared by experts with the view of returning dollars at the box office; and upon looking over the material available, we do not see how any exhibitor, big or small, can fail to make money with your product, providing he avails himself of the services of your advertising department.

The other accessories -- paper, window cards, etc. -- seem to be equal in quality and as thoughtfully and colorfully prepared as the publicity matter.

I think that when the First National organization is congratulated for this years product, that their advertising and publicity department should receive their full share of the congratulations for what they are doing to put this good product over.

Very sincerely,



SNC:OP

CONSOLIDATED AMUSEMENT CO. INC.  
MILLER AMUSEMENT CO. INC.  
SOUTHWEST AMUSEMENT CO. INC.  
PRINCETON THEATRE CO. INC.  
NEWTON THEATRE CO. INC.

## Associated First National Pictures, Inc.

KANSAS CITY  
E. C. RHODEN, Branch Manager  
1712 Wyandotte St.

ST. LOUIS  
HARRY WEISS, Branch Manager  
3319 Locust Street



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

St. Louis Correspondent  
**DAVID F. BARRETT**  
 376 Keramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## "Hitting Sawdust Trail"

The press of the country carries exultant news relative to the film producers "hitting the sawdust trail," so to speak. It would appear that the gentlemen of the press accuse us of the revival habit. Viewed from the angle of reminiscence of the sinner who goes the darkened paths eleven months in the year, and is the first penitent during the revival on the twelfth month, this comparison contains little consolation.

No doubt, too much attention is paid to the making of sex pictures, for the good of youth and the satisfaction of the women's clubs. No doubt there is a tremendous temptation to film pictures of a sanguinary character.

But—

If one were operating an apparel shop, and—milady demanded fashions after the manner of pulchritude—

If one were operating the U. S. Shipping Board, and his patrons demanded the cheerful spirits—

Well, there's a strong temptation to please one's customers—which sex and romance themes seem to do.

And, the censorship problem resolved itself into a reckoning of the will of the people. Let the patrons say what entertainment shall be most acceptable to them. Let them fail to patronize those pictures which club leaders seem to scandalize with arched eyebrows. That is the surest way we know of quelling such pictures.

There's a lot in the constitution about the will of the people. And that's what picture producers are trying to adhere to.

## WALDO-WESTMORELAND OPENS WITH "CYTHEREA"

The Waldo-Westmoreland Theatre, Seventy-fifth street and Washington avenue, Kansas City, Mo., opened for the Fall season last Sunday with a program headed by the late feature, "Cytherea."

A \$10,000 Hope-Jones organ has been installed, and it is the plan of W. C. Ginn, manager, to augment his programs from time to time with musical specialties.

## MISSOURI-KANSAS M. P. T. O. AFFILIATION APPROVED

**Merger Lacks Only Ratification of Kansas M. P. T. O. as Body.**

Virtual completion of the merger of Kansas City, Western Missouri, and the Kansas M. P. T. O. has been reached, it was announced this week. It is now regarded as a certain move, as representatives of all three organizations have approved the plan of union. All that remains to be done is the working out of minor details and the final sanction of the M. P. T. O. of Kansas as a whole.

It has been tentatively agreed to maintain the Kansas schedule of dues for the present, until such time as the constitution may be revised jointly, and dues assessed to meet future needs, according to C. E. "Doc" Cook, business manager of the Kansas organization.

The merger is regarded by prominent exhibitors to be an important step toward the ultimate union of the theatre bodies of the Middle West into one powerful organization. It is already known that "feelers" have been extended to the Allied, regarding a possible future affiliation with that body.

All eyes are turned toward the joint convention of the four bodies which meets at Topeka, September 22. At that time, it is conservatively predicted, that momentous strides toward unity may be launched.

The Kansas City M. P. T. O. will be represented at the Kansas convention by Managers Jay Means, J. M. Watson, R. Fingelstein, Mr. Grogger, and A. M. Eisner, president.

Western Missouri will be represented by F. C. Weary, Richmond; Ben Levy, Joplin; S. E. Wilhoit, Springfield; Charles Sears, Nevada, and Jack Truit, Sedalia. Every exhibitor in this territory is cordially invited to attend what gives promise to be a history making convention, according to Mr. Cook.

"I am happy over the outcome of the move toward unity," stated President "Dick" Biechele, of Kansas. "I believe the recent action of the three M. P. T. O. organizations is but the first step toward the establishment of one of the most powerful exhibitor bodies in the country, a body that will speak for the middle west."

## GRIFFITH NOW WORKING FOR PARAMOUNT, ZUKOR

Eugene Zukor, assistant to his father Adolph Zukor, president of Famous Players-Lasky, while a visitor in Kansas City, last week, confirmed the report that D. W. Griffith had joined their company.

Mr. Zukor said his company regarded the acquisition of the director as its greatest asset. He said Mr. Griffith was considering a Biblical film as his first venture under the Paramount banner.

It is reported that the director will receive a salary of \$10,000 weekly under his new contract.

The young film magnate predicts a prosperous season for the theatre owners and film producers because of the improved agricultural conditions in the middle West.

"Prosperity here will re-establish the theatre-going habit in communities whose only amusement is the movies," he said. "The decrease in movie attendance has been in the country districts. Though the average playgoers fail to realize it, the small town theatres bear an important part of the film industry."

Mr. Zukor also foresaw a continuance of the trend of film production units to New York from the West Coast.

## LARRY SEMON STARTS NEW SERIES FOR EDUCATIONAL

Production work is already under way on the first of the Larry Semon special comedies to be made for release through Educational Film Exchanges, Inc., in 1924-25, according to C. F. Senning, Kansas City manager. Semon will produce four two-reel comedies during the coming season for distribution through Educational.

Semon has only recently finished his first feature length comedy, "The Girl in the Limousine," from Avery Hopwood's play, which is to be released this month by First National. After completion of this feature subject the comedian went to New York, where the agreement with Mr. Hammons was concluded.

"I consider the acquisition of these four Larry Semon pictures one of the finest things Educational has accomplished in a long time," said Mr. Senning in announcing the plan. "It is in keeping with our announced policy of quality rather than quantity in 1924-1925, as heretofore. There will be only four of these comedies, but each of them will be truly a feature in every way except length."





## LAUGHS EASIER TO EXPLOIT MODERN EXHIBITOR FINDS

Short subjects and the proper publicizing of them has become a matter of supreme importance to the average successful exhibitor in the field today. In the past it had been the custom to just let them ride, a filler for a strong program or, a possible laugh for a weak one. In recent years the average exhibitor has learned that short subjects whether they be comedies or otherwise play a very important part in his program and today a comedy or short length subject is bought on its merit and popularity and advertised from its box-office angle.

The wiser theatre managers have gone considerable out of their way to discover just what was popular with the patrons of theatres and have been very liberal in splashing the news. In many instances where the feature of the program has been weak they have advertised the short subjects over the feature and if the comedy subject was an unusually successful one it offset the weakness of the feature in the gross receipts.

This does not apply only to the smaller exhibitor but to the bigger run houses and even to Broadway. It is the common occurrence to find a short subject "in lights" over the canopy, life-sized cut-outs of comedy stars in the lobby and eight to twenty-four sheet stands heralding the event of a popular series.

Noticeable among the exhibitors who go after the advertising of short subjects strongly are the theatres of San Francisco, "The Wigwag," "California," "Granada," and "Mission" theatres use twenty-four sheet stands, eight and six sheets in plugging business on series of subjects that have proven their popularity.

## "THE HOUSE OF YOUTH" JUST FINISHED FOR P. D. C.

"The House of Youth" the first starring vehicle for Jacqueline Logan, was received this week by the Producers Distributing Corporation, which indicates that Regal Productions are away ahead of schedule on their Producers Distributing Corporation releases. The release date of this subject is set for September 28th.

"The House of Youth" is a story of ultra-fashionable life and the present reckless moral era. It deals in novel situations in which the upper strata of society finds itself rubbing unwilling elbows with the fringes of the underworld and proves without attempting to moralize that deprivations, like water, find their levels, regardless of social standing.

YOUR PATRONS WILL LIKE  
The New Chapter Play

"Days  
of 49"

STANDARD FILMS

111 West 18th St.

K. C., Mo.

## THE SCREEN TO BROADCAST DEFENSE PLAN PUBLICITY

Another very important line of procedure of nationwide concern and involving the direct cooperation of the Motion Picture Theatre Owners of America with the War Department in the development of its programs, has been set in motion by National President, M. J. O'Toole.

This contemplates the utility of the theatre screen publicity power in bringing to the favorable attention of the people of the Nation the Defense Test moves to be commented on September 12th and also the wider development of the Citizens' Military Training Camp proposition, so that Congress can provide for its extension.

Mr. O'Toole is handling this situation in a broad liberal way, making the cooperation of the Theatre Owners entirely voluntary and agreeable to the plans of the Department.

In line with this procedure, Secretary of War Weeks communicated with Major General Robert L. Bullard of the Second Army Corps at Governors Island, and Major General Bullard assigned Captain E. H. Wells and Major A. E. Rudd as the personal representatives of the War Department to work with Mr. O'Toole in the development of this situation at the National headquarters of the Motion Picture Theatre Owners of America.

This association has been definitely shaped and different lines of procedure have been put into practice calculated to bring about the results aimed at in this joint effort of the War Department and the Theatre Owners.

Mr. O'Toole has written to Secretary of War Weeks, apprising him of the advances made and the program of cooperation has already gone into effect.

## TWO TOPEKA FIRST RUN HOUSES CUT ADMISSIONS

Topeka, Aug. 15.—(Special to the Reel Journal)—Admission prices are on the decline here, with two of the first run houses cutting. The most recent reduction is announced by G. L. Hooper of the National Theatres Co. and affects the Orpheum, the largest theatre running a straight picture program in the city.

Starting Monday, August 18, Hooper will take a dime off each adult admission, charging twenty cents for matinees and thirty cents for night shows. The admission price of ten cents for children is retained for both matinees and nights.

This is the second reduction within the last three months. Lawrence Bruening, of the Cozy, in taking over the management of the Cozy and Crystal two months ago reduced prices to a quarter for night shows and fifteen cents for matinees.

Eli Clamper removed the amount of the admission tax July 1, at the Gen theatre, where prices now are ten cents for matinees and fifteen cents for the night performance.

The only picture theatre in the city where no reductions have been announced is the Isis, where the National Theatres Company is maintaining a policy of week runs on feature pictures. There the forty cent night show and the twenty-five cent matinee are being retained.

## ALLIED MEETING SET FORWARD TO SEPT. 22

Joint Meeting With Kansas M. P. T. O.  
To Open at Topeka.

Postponement of the Allied M. P. T. O. meeting, which was to have been called here August 18 and 19, was announced this week by C. E. "Doc" Cook, secretary of the M. P. T. O. of Kansas. The Allied meeting is to be held in conjunction with the Seventh Annual convention of the M. P. T. O. of Kansas, which opens at the New Hotel Kansan, Topeka, September 22.

Many theatre body conventions are scheduled for the remainder of the current month, and it was feared that the former date might not be well attended. A cordial invitation is extended to every theatre owner to attend the Kansas meeting, according to Cook. With four exhibitor bodies to be represented, it would appear that the coming convention may give rise to important history, both of district and national interest.

## PATHE OFFERS EXHIBITOR CO-OPERATION FOR 1924-25

New York, Aug. 15.—"Cooperation with the exhibitor in aiding him to sell his program has been one of the tenets of the Pathe organization. Every form of advertising, exploitation and publicity assistance is included in Pathe's range of service to the theatre owner." These statements are high lights from the annual announcement of Pathe's policy made here recently by J. E. Storey, general sales manager.

The same manner of intensive exhibitor service furnished in connection with its feature output is also extended in reference to the short-subject comedy product, Storey continued.

In reference to Pathe's advertising service which is to be extended the coming season, Storey commended the high degree of artistry and efficient sales copy of all advertising matter. For all features, one 24-sheet, one six-sheet, and an assortment of three and one-sheet advertising, posters are to be furnished. The single reel subjects are also to be covered by effective poster service the same as the feature schedule. For the Patheserials, are made available a 24-sheet and a stock of six-sheets.

Every feature and serial is to be aided by a campaign book, a ready-to-clip press sheet, and special exploitation and advertising campaigns.





Goolen, Mo., Aug 17—Because his grandmother, who acts as cashier at the Happy Hour had a permanent wave put into her bobbed hair, James Buddy Doaks, manager of the theatre has replaced her with his aunt in the box office. The grandmother will open a beauty parlor, reports Joe Rosenberg. The entire town is agitated.

Fred Savage of Universal sales force is spending a week in the Pittsburg territory.

Harry Hollander's cousin is visiting him for a few days.

Lew Harned, Universal booker is on a vacation in the Ozarks.

Gerald Akers, Universal's division manager denies the report that his seaplane plunged into Swope Park lake last week.

Mrs. Maurice Nichols, biller and cover of Universal announces that her son, Frederick, will enter the movies shortly.

Manager Terry of the Capital Theatre, Oak Grove, Mo., reports excellent business with "The Hunchback of Notre Dame."

"Voices of the North," Universal's new serial will be shown at the Liberty Theatre soon.

Harry Hollander, manager of the local Universal exchange, has his chest wad out because of the fact that he entertained nobility last week. Bert Gordon, who headlined the Mainstreet bill recently came from the same neighborhood on the east side that Hollander did and when the two got together they had a famous fight that lasted far into the night. It is said that Gordon is distantly related to Sir Joseph Gainsburg, but this is denied by Bert. He was accompanied by his wife who was formerly Edna Wheaton, winner of the New York News beauty contest and a former Follies beauty.

S. E. Wilhoit, manager of the Princess and Jefferson theatres, Springfield, Mo., was in the Kansas City film market this week.

Boller Bros., architects, who specialize in theatre construction are moving from their offices in the Palace Building to 114 West 10th street. Boller Bros. are in charge of the construction of Capitol Enterprises' new Lincoln Theatre at Lincoln, Neb., which is patterned after the Criterion Theatre, Oklahoma City, also designed by Boller Bros.

Ben Levy of the Hippodrome, Joplin, was in Kansas City this week to arrange for fall bookings.

One of this week's visitors at the Reel Journal office was John H. Thomas, of the Novelty Theatre, Winfield, Kan. Mr.

Thomas reports conditions more promising in Cowley county than for a good many months.

Rumor has it that Metro-Goldwyn is grooming a new cluster of home stars. A handsome picture was made of the office organization, "reading from right to left," this week.

The first three pictures of the famous "Twenty" Warner Bros. series of 1924-25, are "Three Women," by Ernst Lubitsch; "Find Your Man," with Rin-Tin-Tin, and "Debrau, Lover of Camille." They will be ready for release in this territory shortly.

C. L. McVey of the Dreamland Theatre, Herrington, Kans., was on the Kansas City film market this week.

N. W. Houston, Liberty Theatre, Columbus, Kans.; Mr. and Mrs. F. A. Robinson of the Jewel, LaHarpe, Kans., were among the exhibitors who visited the Kansas City film colony the past week.

E. E. Langan, Standard manager, is out in the territory this week.

"A Wise Virgin," the new P. D. C. special, starring Patsy Ruth Miller and Matt Moore, was screened here last week. Those who saw it are loud in its praise and predict it to be one of the most successful pictures in months.

W. L. Sheridan, Fox city salesman, has been confined to his home with sickness for the past ten days.

E. Eggleston of St. Francis, Kans., was among this week's exhibitor visitors.

M. A. Levy, Kansas City Fox manager, returned Saturday from a tour of the key cities.

Sid Haldeman, formerly Metro's Kansas City manager, has begun work with Selznick as special salesman.

Miss Anna Summerson has accepted a position with Selznick as Manager Truog's secretary.

C. E. Senning, Educational's Kansas City manager is talking short subjects to the key cities this week.

C. E. Reynolds, formerly with Pathe, has accepted a position with Educational as salesman. Reynolds will cover Southern Missouri and Kansas.

Among prominent exhibitors seen along Movie Row this week were C. W. Goodnight, Star Theatre, Warrenburg, Mo.; G. L. Hooper, Orpheum, Topeka, Kans.; A. R. Zimmer, Liberty Theatre, Marysville, Kans.; R. R. Winslow, Majestic, Phillipsburg, Kans. W. H. Harlan, Royal, Frankfort, Kans.; and Manager

Christian of the Excelsior Springs, Mo., showhouses.

M. E. Williams, A. H. Blank manager, and H. E. Corbyn, key city salesman, are covering Western Kansas this week.

Manager Danbury of the King City, Mo., playhouse, and M. W. Hubbell of the Hubbell Theatre, Trenton, Mo., visited Kansas City film men this week.

C. M. Parkhurst, formerly office manager for Hodkinson, has accepted a position with the Kansas City Metro-Goldwyn office as city salesman and assistant manager.

E. H. McClure and Eddie Green, two ambitious Metro-Goldwyn salesmen, were seen around Hollywood this week, wearing a grin that whispered words of a successful territory drive.

Metro-Goldwyn has employed W. B. Herrick in the capacity of advertising clerk. Herrick was formerly connected with the Newman Theatre.

## MANY PROMOTIONS IN K. C. PATHE OFFICE

A considerable change in the Kansas City Pathe office was effected last week, preparatory to perfecting the Pathe machine for the fall drive for business. These changes were made, according to C. C. Vaughn, manager:

The sales force was cut down from six to five salesmen, as follows: Eddie O'Neil will cover Northern Kansas and Northern Missouri; A. A. Renfro will travel in the Southern Missouri and Kansas territory; C. A. Jones is to do his stuff in the remainder of Kansas, leaving Frank Cass, city salesman, and Franz Cassel, comedy and feature salesman in the key cities.

Jimmie Schorgl has been promoted to head booker from assistant booker. Hugh Asmus was transferred from the shipping department to the post of assistant booker, while George Tossin is the new shipping clerk.

**Broadcast your wants to 2,200 showmen through the Reel Journal.**



## Film Classics Offer 20 Supers For 1924-25 Box-Office Hits

The announcement of release of 20 feature pictures in this territory during 1924-25 by Film Classics is being met by exhibitors throughout the territory with genuine interest. It has taken this organization but a short time to convince the trade that its product will always hold an important part in box office activities.

Those showmen who have played such successes as "Why Girls Leave Home," "School Days," "Main Street," and "Beau Brummel," are among the most optimistic concerning the qualities of the new product.

Disregarding the order of release here's the new program, brand new and shinging: "Three Women," "Recompense," "Find Your Man," "The Dear Pretender," "The Dark Swan," "Debra, Lover of Camille," "The Age of Innocence," "How Baxter Butted In," "This Woman," "The Narrow Street," "The Man Without A Conscience," "Eve's Lover," "A Lost Lady," "The Broadway Butterfly," "The Lighthouse by the Sea," "My Wife and I," "The Eleventh Virgin," and "The Bridge of Sighs." Two productions, as yet unnamed, complete the roster.

Practically every picture on this list is from a current novel of established success or from a proven stage play. This means that there is a great deal back of each title.

"Eve's Lover" on a twenty-four sheet should create ticket buying interest. "The Eleventh Virgin," will prove attractive to a lot more people than those who recall the Biblical story of the ten young women who awaited the coming of the bridegroom. "The Broadway Butterfly" gives abundant promise of something happening. There's drama in the assemblage of any "Three Women." What is "The Age of Innocence?" "Recompense" at the once suggests punishment.

Of the twenty pictures on the Warner



AL KAHN, President

list for 1924-25 two of them will be Ernst Lubitsch individual productions, "Three Women," the first of the pair, is a story which the well-known director himself unearthed and had prepared for screening under his own supervision. The second Lubitsch production has not yet been titled.

Three of the twenty will be novelty features starring Rin-Tin-Tin, the wonderful dog that scored so triumphantly in "Where the North Begins," released some months ago by Warner Bros. "Find Your Man" will be the first of the trio.

The same efficient system of supervision of all branches of their business will be followed by the Warner Bros., H. M. and J. L. Warner working in the West Coast studios in Hollywood and A. and S. L. Warner looking after things in the New York City offices.

### WARNERS ISSUE ATTRACTIVE LITHOS ON "MARRIAGE VOW"

Since the inception of the show business producers have seen the benefits to be derived in expressing their stories through pictures on lithographs. To this day, few pictures are released without the customary accompaniment of illustrated paper.

The methods used by Warner Bros. in carrying up their paper is described here. All paper is specially prepared to meet the particular kind of picture designed. In getting this paper out the practice has been to use as little color as possible. While too much color annoys the eye, too little color makes the poster look bare. The exact ratio of color to be applied follows years of experience. It must be remembered that the color should be light in order to be seen at night. Another attractive way of bringing posters to the fore is by allowing a liberal amount of white space margin;

the space left to the poster and helps it to stand out more prominently.

In the past few months, Warner Bros. have been complimented by many exhibitors for the splendid way in which their posters were made. The reason is traceable to the foregoing facts.

### FILM CLASSICS MAINTAINS COOPERATION WITH SHOWMEN

Al and Mike Kahn Pass Eighth Year in Film Market.

A policy of honest and cooperative service to the exhibitor coupled with a knowledge of the exhibitor's needs and problems has been the mainstay of success of Film Classics, Inc., the popular distributing organization of the Kahn Brothers. So large has this organization become and so many the demands for Film Classics' programs, that the



MIKE KAHN, General Manager

Kansas City exchange is conceded to be one of the largest states rights distributing companies in the country.

Al Kahn is president of the organization, and Mike Kahn is general manager. Their unusual success, viewed from a rather modest starting point eight years ago, lends only further credit to their integrity and fore-sight of the problems of the film market.

The territory which knows them as "Al" and "Mike" extends its best wishes on the eve of the announcement of a large and splendid program for 1924-25.

A CHAPTERPLAY THAT'S  
DIFFERENT

"Days of 49"

STANDARD FILMS

111 West 18th St.

K. C., Mo.

The picture of the hour!

WINE

The real thing!

## Directors Who Mould the Warner Bros. Film Classics

**WARNER BROTHERS** take pride in the acquisition of an aggregate of directors who combine box office knowledge of what constitutes success with true artistic perception.

How well they have succeeded in the making of film classics is a well known story to the exhibitor. On their roster of directors are such personalities as Ernst Lubitsch, Harry Beaumont, William Beaudine, Mal St. Clair, James Flood, Sven Gade, Millard Webb, Phil Rosen, and Monta Bell.



Phil Rosen

These are names blazoned into the consciousness of the theatregoing public by reason of distinct and lasting success.

Of Lubitsch's work in "The Marriage Circle," produced for the Warner Brothers, the praise still goes ringing from critic to critic, from audience to audience.

Warner Brothers had expected the picture to receive a cordial reception; but cordial is a cold word barely describing the welcome with which its release hailed in New York, Los Angeles, Chicago, Boston and other places.

Now Lubitsch has just completed another production for Warners. It is called "Three Women" and is scheduled as the first release on the 1924-25 schedule. In this production, Lubitsch follows his penchant for a cast that is all-around in strength. He disbelieves in the one star system. As a result the cast consists of Mae McAvoy, Pauline Frederick, Marie Prevost, Lew Cody, Mary Carr, Willard Louis, and Pierre Gordon. Hopes are equally high that this will be one of the exhibitors' "best bets" of 1924-25, as "The Marriage Circle" was of 1923-24.

Harry Beaumont's career has for highlights some of his Warner Brothers productions. He was first selected to screen "Main Street" for the reason that he interprets with such ease and realism the many little things which go to make a true picture of the life such as "Main Street" is.



Above—  
William Foster

Left—  
Mal St. Clair

His work on the adaptation of the Sinclair Lewis story was so successful, that he was immediately assigned, "Bean Brummel," a different genre, being a costume play and requiring a thorough knowledge of the period in which the famed Beau lived and triumphed.

"Babbitt" was the next directorial achievement at the Warner Brothers studio. It was a throwback to the type of faithful study of American small town types which he worked in "Main Street."

Up to a year ago if William Beaudine's name was mentioned someone was heard to remark, "Oh! yes, the man who directs those funny comedies for the Christie organization." But now it is different when his name is heard. It summons up memories of the Warner Brothers picture, which he directed, "Heroes of the Street," with Wesley Barry as its star, wherein comedy and pathos were both given their turn, handled most adroitly and with very satisfying results by Beaudine.

After completing "Abraham Lincoln," Phil Rosen was signed by Warner Brothers for a series of pictures. The first was "Being Respectable," from the best seller by Grace Flandrau, and the second is "The Tenth Woman," from the story of Harriet Comstock. In "Being Respectable," Mr. Rosen has seized hold of



Above—  
Sidney A. Franklin

Left—  
Harry Beaumont



Above—  
Jas. Flood

Left—  
William Beaudine



Above—  
Millard Webb

Left—  
Monta Bell

the salient points of the story which accordingly lives vividly on the screen, and well deserves a place with the rest of the Warner Brothers Classics of the Screen.

Mal St. Clair, who directed "George Washington, Jr.," starring Wesley Barry, is now somewhere on location in Oregon, directing "Find Your Man," the story featuring Rin-Tin-Tin, the wonder dog of the screen.

James J. Flood has been assigned the direction of "Lovers' Lane," adapted from the Clyde Fitch play of the same name. Millard Webb's abilities find a good vehicle in "Her Marriage Vow," recently completed, and adapted from the Owen Davis play.

Monta Bell, the newspaper man who



won his spurs with Charles Chaplin, and was given his first picture, "How To Educate a Wife," by Elinor Glyn more than fulfilled the hope the Warner Brothers had in him.



### ADVERTISING A BIG AID OF FILM CLASSICS PROGRAM

Film Classics, Inc., calls attention to the exceptionally strong program of advertising and exploitation which they are extending in conjunction with Warner Brothers in announcing their stupendous program for 1924-25.

In addition to a strenuous national publicity campaign, here are just a few of the stunts that are to herald the famous twenty:

Through an arrangement with the manufacturers of Delta Pearls, Marie Prevost, Irene Rich and Louise Fazenda were photographed in many attractive poses wearing the company's attractive merchandise.

Through an arrangement with the Nu Grape Co. of Baltimore, Wesley Barry was hooked up with the product.

Wesley Barry, Marie Prevost, and Irene Rich were photographed in many special poses with Holmer Harmonicas.

Bruce Guerin and Priscilla Dean Morat loaned their popularity to Dr. Posner's Shoes for the purpose of a national advertising campaign.

Wesley Barry had a lot of nice things to say, in pictures and text, about the United States Rubber Co.'s "Keds."

The Araxes Merchandise Co. were permitted to make a very attractive toilet compact called the "Marie Prevost Compact," and bearing a picture of the popular Marie Prevost, the Warner Bros. star. A second compact by the same company has pictures of Miss Prevost, Irene Rich, Louise Fazenda and June Marlowe.

# These Faces Make History on the Film Classics



## Screen of Stars



### FILM CLASSICS GALLERY

#### of WHO'S WHO

#### AMONG THE WARNER BROS. STARS

Left to right: May McAvoy, Raymond Hatton, Gertrude Olmstead, John Barrymore, Cissy Fitzgerald, Adolphe Menjou, Norma Shearer, Bob St. Clair, Carmel Myers, Rockliffe Fellowes, Claude Gillingwater, Pauline Frederick, Lenore Ulric, Beverly Bayne, Lew Cody, Monte Blue, Irene Rich, Willard Lewis, Louise Fazenda, John Roche and June Marlowe.



## TEN FULL LENGTH FEATURES SCHEDULED FOR PATHE

1924-25 Program, 104 Two-Reelers, and  
312 Single Comedies.

New York, August 15—Ten full-length feature productions are to be added to the stupendous program of short subjects offered by Pathe in 1924-25 according to word received here recently. Pathe's "greatest" short subject season has already been announced to include 104 two-reel comedies and 312 single reels, together with a number of specials and the "Chronicles of America" series.

It has been announced that the Harold Lloyd studios will produce two of the ten master features, starting of course, Pathe's premiere comedian. Further plans, tentatively announced, incorporate the building of a new studio to house the production staff of the expanded Lloyd organization.

Four of the ten features will be produced with Charles Ray in the "Eug Crate Wallon" style of country-boy role which has been so vital in popularizing this actor in the eyes of the screen world. The first of the four specials, "Dynamite Smith," has already been announced.

The Hal Roach studios at Culver City will furnish four more of the big ten, of whom two will feature Glenn Trvyn, a new "find," and for whom, Mr. Roach forecasts a rapid rise. The first of these has been titled "The Upstate Slicker," and the second, is under way, it has been revealed.

## MORNING SHOWS FOR TOPEKA "TURN-AWAY" CROWDS

Topeka, Aug. 15—(Special to the Reel Journal)—Two Topeka theatres broke a precedent in giving Saturday morning shows last week and extra performances Saturday afternoon, in order to take care of the crowds.

The double bill, including "The King of Wild Horses," and Douglas MacLean's "Yankee Consul," packed the Orpheum all week with so many turn-aways, that the extra shows were thought advisable.

Jackie Coogan's "A Boy of Flanders" boosted by the appearance in person of Jackie on his Second Children's Crusade for the Near East Relief, so packed the Cozy that six showings were given on the last day of the week's run.

## VITAGRAPH WILL PAY FOR EXPLOITATION PHOTOS

The Vitagraph publicity department has announced to exhibitors everywhere that it wants photos of lobby displays, ballyhoos, window displays or pictures of any other special stunts, according to C. A. Schultz, manager of the Kansas City office. Checks will be mailed promptly, it was announced.

The photos should be accompanied by a brief description of the stunt, and should be mailed to: Publicity Department, Vitagraph, Inc., 1400 Loast Ave., Brooklyn, N. Y. Five prints on each subject should be sent, accompanied by the photographer's bill.

"These have a three-fold value," Schultz said. "They are likely to pub-

lications in the trade papers, they show other exhibitors how it is being done, and they give our publicity department a file to which they can refer when requests are received from exhibitors direct regarding exploitation matters."

## YOUTH KEYNOTE OF NEW "GO-GETTER" SERIES

Youth, with its spirit and romance, forms the keynote of F. B. O.'s new "Go-Getters" series, in which George O'Hara, star of the "Fighting Blood" stories, and Alberta Vaughn, the "Telephone Girl," are united as co-stars.

Each of the twelve episodes written by George Marion, Jr., and directed by Del Andrews contains incidents and events of direct interest to young theatregoers such as garden fetes, athletic competitions, dances and similar activities so dear to the heart of the flapper and her beau. A big garden fete is an outstanding feature of episode number two, which is called "In the Knicker Times."

## "BARBARA FRIETCHIE" FOR RELEASE AUGUST 24

The month of August marks the advent of another big production based on American historical events. This picture is "Barbara Frietchie," starring Florence Vidor, released by Producers Distributing Corporation, August 24th.

"With unlimited technical and scenic equipment at his disposal, Lambert Hiller, who is responsible for the production, has made a spectacular drama that promises to rival in popular favor such historical photoplays as "The Covered Wagon," "America," and "The Birth of a Nation," says L. W. Alexander, local manager.

"The story of 'Barbara Frietchie' is known to every man, woman and child in the United States, and the fact that Clyde Fitch, on whose stage play the picture is founded, made Barbara a young woman and worked in a strong romance element into his graphic historical drama, will enhance the popularity of the screen version.

Florence Vidor was selected to play the title role.

A notable cast is seen in support of Miss Vidor. Edmund Lowe, who plays the male lead, "Captain Trumbull," is starring this season in the great Channing Pollock Special "The Fool." Others in the cast are: Emmett King, Joe Bennett, Charles Delaney, Louis Fitzroy, Gertrude Short, Mattie Peters and Slim Hamilton.

## "RECKLESS AGE COMES TO LIBERTY THEATRE SOON

"The Reckless Age" starring Reginald Demmy will be an early attraction at the Liberty Theatre. Founded on the story "Love Insurance," it is said to have more action than "Storring Youth," the best Universal-Reginald Demmy release. Reports from the Rialto Theatre, New York where "The Reckless Age" was shown two weeks ago state that Reginald Demmy was the magnet that drew more than \$10,000 over the average business into that theatre which is operated by

Paramount. The Jack Dempsey series are also successfully presented at the Rialto, New York.

## CENSORSHIP DOESN'T CURB SEX THEME SAYS SMITH

"Censorship has failed to achieve the things which it claimed to strive—the suppression of the super-sex-theme. Of course the censors can and do cut out anything which may be obscene; but the police had the same power and they still have it," said Albert E. Smith, President of Vitagraph, when seen on location while supervising the making of "Captain Blood" at Hollywood.

"The irresponsible independent has learned how to get his sexy titled picture past the censors. The story may dally on the border line and hurt patronage at the theatres where shown but the evil of the title has hurt the entire business.

"I thoroughly approve the stand of Will Hays. Vitagraph has always kept away from undue stress on sex sensationalism either in picture or suggestive title. In our more than twenty-six years of producing we have tried to provide clean entertainment. When we can no longer do that we will shut up shop.

## MOST BEAUTIFUL ITALIENNE PLAYS LEAD IN "MESSALINA"

To be or not to be the "wickedest woman in the world's history," was the problem that confronted Countess Rina De Lugo, said to be the most beautiful woman in Italy, when Enrico Guanzoni, producer-director of "Quo Vadis" asked her to accept the title role in his latest Italian melodramatic spectacle, "Messalina," which F. B. O. will release in early fall. The Countess played the part not her first by any means, and her versatile dramatic ability which reached its greatest heights in this production suggests that Europe has found another Pola Negri.

It is not extraordinary that the countess was discovered by Guanzoni, for the "Griffith of Europe" as he is called by his countrymen, has long been recognized as one of the real leaders of the cinema art in Europe.

## CURRENT RELEASES

For Week of August 23, 1924  
ASSOCIATED EXHIBITORS  
Never Say Die, Douglas MacLean (6).

FILM CLASSICS  
Three Women, Ernst Lubitch, Aug. 10.  
Find Your Man, Rin Tin Tin, Sept. 1.  
Lover of Camille, Sept. 15.

PATHE  
Into the Net, Serial, Chapter 5 (2).  
A M. Sage from the Sea, Aesop Cable (1).  
Pathe Review, No. 35.  
One-Third Off, Comedy (2).  
Topics of the Day, No. 35.  
Pathe News, Nos. 72-73.

STANDARD  
Huntin' Trouble, Leo Maloney (5).

UNIVERSAL  
Fighting Fury, Jack Hoxie (5).  
Columbus and Isabella, Historical History Comedy (1).  
The Iron Man, Chapter 11 (2).  
International News, No. 71-72.  
Fit and Fun, Century Comedy (2).  
The Traitors, 2 Reel Western.



## EXPLOITATION IDEAS AND HINTS

### MERCHANDISING TO COMPETE WITH TENT SHOW

Competing with tent shows has presented itself as a common problem for exhibitors in various communities in this territory. Many have failed in their efforts, but Harry McClure of the Strand Theatre, Emporia, Kans., emerged a victor from a recent experiment.

Mr. McClure modeled after the department mid-summer sale idea and distributed several thousand circus handbills 9x24 inches in size and he reports that it worked fine and brought good crowds. The copy Mr. McClure used follows:

### STRAND'S MID-SUMMER SALE

THURSDAY AND FRIDAY,  
JULY 31—AUGUST 1

The greatest value in amusement and entertainment ever offered the theatre-going public of Emporia. A rattlin' good comedy drama as a feature, a knock-out-of-their-seats singing and talking vaudeville act, a news reel, and a two-reel comedy that's a wow! In addition the Strand orchestra, and typhoon breezes to keep you cool. And all at our mid-summer sale prices of—

**Matinee 5c-15c Evening 10c-25c**

#### Here's the Show! Look It Over!

- 1.—The Strand Orchestra—Best in Kansas.
- 2.—Pathe News—Latest Edition.
- 3.—Poodles Hanneford, Famous New York Hippodrome Clown, in "No Loafing" a comedy wallop.
- 4.—Vaudeville's Newest Act—

**Rube Harvey  
HOOPER AND GATCHETT**

Late of the "Oh You Wildcat" Company  
offer

**Twenty Minutes of Song and Patter**  
All new songs and jokes! Come and  
laugh!

- 5.—A Comedy Feature

4-column ad cut on  
the feature picture  
"DADDIES"

### BOBBED-HAIR STUNT BEATS THE HEAT

Bob Gary, Paramount Exploiter and John Plumb, exploiter for the Isis Theatre, Topeka, arranged a bobbed hair stunt for "A Society Scandal," which did the second best business of the year, right in mid-summer.

A barber chair was placed on the sidewalk in front of the theatre and a barber employed who bobbed or trimmed girls' hair free. A large banner was displayed reading:

**GIRLS—IT'S FREE!**

A Gloria Swanson "Curl Hair Bob"

Here **MONDAY, JUNE 30TH**

Gloria Swanson's greatest  
Paramount Picture

"A SOCIETY SCANDAL"

And many dozens of girls flocked to get their hair bobbed like Gloria's. The stunt created lots of publicity and had the whole town talking. And of course all the girls turned out to see just what was Gloria's "curl hair bob."

### ORIGINAL POSTER ART PULLS IN PATRONS

John W. Creamer, advertising manager of the Strand Theatre, Chillicothe, Mo., believes that the theatre lobby is about as good a place as any to exploit pictures. Mr. Creamer is handy with the paint brush and utilizes this frequently to attract patrons' attention through novelty shadow boxes and original posters.

In describing his work Mr. Creamer

says: "The shadow box on 'Men' was and proved to be a knockout. This idea was from the press book and I will say that I never hesitate to use a good idea of the other man, because I can't think of all the good ones. This box was four feet wide, five feet high and eighteen inches deep. This was lettered so as to make a flash of the words 'For Men Only.' Back of the peep hole I placed a light and one of the inserts on 'Men.' On the front were a couple of heads of 'Dola Negri' cut from old inserts (which by the way I save as I find they come in handy)."

### NEW ANGLE TO THE COUNTRY STORE

An old fashioned country store was staged at the Mainstreet Theatre, Lexington, Mo., last Saturday night and turnaway business resulted from the stunt because of the excellent manner in which it was handled. About fifty valuable presents were given to the lucky patrons and a good time was had by all. Manager Helen Brinkley would be glad to give brother exhibitors, all information about the original manner in which the Country Store was handled and she is high in her praise of the Reel Journal's exploitation page which gives exhibitors an opportunity to exchange ideas.

This Page is an  
**IDEA EXCHANGE**

*Exhibitors send in your ideas  
and profit by the other  
fellows.*



Lobby Displays arranged by John W. Creamer, Strand Theatre, Chillicothe, Mo.

**STRAND  
THEATRE**



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## THE SIDE SHOW OF LIFE

Paramount—All Star

NEWS—Not up to expectations, since it lacks variety of shadings—and fails to project balancing note of humor. Characters not sufficiently humanized to suggest a rich heart appeal. Competently acted. Best for high class houses.

WORLD—Ernest Torrence's truly wonderful portrayal and Herlert Brenon's fine direction have succeeded in the difficult task of transferring to the screen the spirit of the novel which has endeared it to a multitude of readers, and with its whimsical theme and deep human interest note, it is a picture that should please all types of audiences, and especially delight patrons of the better class.

## SINGLE WIVES

First National—Corinne Griffith and Milton Sills

NEWS—A first rate drama based upon the triangle—worked out with complete sympathy and feeling by the author, director and cast. While the theme is obvious, interest is always sustained through clever handling of situations. Tone and quality in sets, lighting and acting.

FILM DAILY—No doubt but what this will go solely on the strength of Corinne Griffith's name. As a domestic drama, "Single Wives," is very close to "Flaming Youth."

WORLD—"Single Wives," is a picture that should please the majority of spectators with its excellent portrayal of a modern and vital social problem and should prove of absorbing interest to many. The title offers fine opportunities for effective exploitation and coupled with the prominent cast and forceful story, it should prove a good box office attraction for the average theatre.

## FIGHTING FURY

Universal—Jack Hoxie

WORLD—The suspense in this one is handled and you are constantly kept on the alert with the knowledge that the life of the hero is in danger at all times. Somewhat implausible in the super confidence of the hero in his ability to carry out his plan, the story, nevertheless is one to maintain the interest of those who like forceful melodramatic Westerns, and it should prove a good average box office attraction of its type.

FILM DAILY—If you can use an occasional western on your program, "Fighting Fury," should fill the bill. It has enough action to satisfy the average crowd.

NEWS—Regulation western devoid of any novelty—and carrying no suspense

Dependent upon action comprising hard riding and gun play. Too many close-ups of star. Offers usual thrills. One or two effective scenes. Contains picturesque atmosphere.

## NEGLECTED WOMEN

F. B. O.—Seena Owen, Thurston Hall.

WORLD—The picture is interesting and should provide satisfactory entertainment for the average patrons. The earlier portions could be speeded up to advantage, but the latter part offers several good situations which are developed in good tempo and hold the interest.

FILM DAILY—Fair—On the whole, rather too slow-moving. However, it may hold them with the few fast episodes mentioned.

NEWS—While presenting one of the oldest triangle themes, it is worked out in good dramatic manner. It is never theatrical, but it treated in convincing fashion. Carries two excellent episodes. Keeps interest fairly well sustained because plot is compact. Capably acted—and adequately staged.

Rod LaRocque has been chosen to play the leading role opposite Pola Negri in the Ernst Lubitsch production, "Forbidden Paradise," which Lubitsch, loaned by Warner Bros. for this picture, is just starting at the Paramount West Coast studio.

The title of Jacqueline Logan's second picture for Producers Distributing Corporation, previously announced as "Limehouse Polly," has been changed to "Off the Highway."

The title of Hoot Gibson's newest completed Universal special feature, "The Cactus Kid," has been changed to "The Hurricane Kid." It's a western yarn, directed in filming by Edward Sedgwick.

Only two weeks out of the E. F. A. Studios in Berlin, Germany, Amelia Elter of Czechoslovakia, is making her American film debut in Cecil B. DeMille's new Paramount picture, "Feet of Clay."

Miss Elter, star of "The Hell of the Virgins," a picture of immense popularity in Germany, has forsaken Europe because of its lack of real opportunities for photoplay fame and fortune. A striking brunette, speaking English, French, German, Italian and Bohemian, Miss Elter is also an athlete and in the early scenes of the DeMille picture took part in a thrilling aquaplane race.

## "THE CLEAN HEART" INTO PRODUCTION FOR VITAGRAPH

"The Clean Heart," the latest best seller by A. S. M. Hutchinson, author of "Ii Winter Comes," "The Happy Warrior" and numerous other popular novels, goes into production immediately under the direction of J. Stuart Blackton for Vitagraph release.

Percy Marmont will play the lead, the whimsical Philip Wriford.

Otis Harlan will play his bibulous mentor and monitor, Puddlebox; Marguerite de la Motte has been assigned the role of Essie Bickers; George Ingleton will do Sy Bickers; Martha Petelle has been cast as Mrs. Bickers; Anna Lockhardt has been assigned the role of Mrs. Filmer and Violet La Plante will play Brida Morris.

Twenty-two hundred exhibitors—  
Your Reel Journal audience.

## NEWS NUGGETS

Pauline Fredericks is to be featured in one of Universals big Jewel productions for the second half of the 1924 season. The film will be "Smouldering Fires."

The world's first newspaper goes to press in "The Lost World" which Earl Hudson is producing for First National and Watterson R. Rothacker. In this film prehistoric monsters of millions of years ago come to life on the picture screen. Bull Montana, playing the part of king of the ape-man tribe, kills a dinosaur yearling weighing about 50,000 pounds. Bull is proud of his exploit, and proceeds to tell the world about it—by means of crude sculpturing on the wall of his cave.

THRILLS, ACTION, NOVELTY

"Days of 49"

STANDARD FILMS

111 West 18th St.

K. C., Mo.



# ST. LOUIS TRADE EVENTS

By David F. Barrett

## FIGHT OVER PROPERTY OF ST. LOUIS THEATRE

Trouble which started over a piece of property at 3516 Morgan street, adjoining the site of the new \$1,000,000 St. Louis theatre, Grand boulevard at Morgan street, which apparently jumped in value from \$5100 to \$100,000 in four years, climaxed in a first fight August 8 between Orphred H. Brooks, Jr., owner of the property and Nathan Koplar, architect, who is one of the financiers promoting the theatre. Versions of the battle differ, both sides claiming that the other was the aggressor.

Brooks purchased the Morgan street property four years ago for \$5100. Eight months ago Koplar and his brother, Sam, and others interested in the new theatre, tired to buy the Brooks property, offering \$25,000 for it. The offer was declined. Later the offer was raised to \$50,000. The Koplars claim that Brooks demanded \$75,000 for the property and an additional \$25,000 to pay his income tax. Brooks denies making such a demand, saying that his property is not for sale.

Friday Brooks accompanied by a 10-year old nephew met Nathan Koplar on the street. An argument arose and distasteful results. Brooks was struck in the face several times.

The feeling that arose when the Koplars failed to purchase the Brooks property was accentuated later when excavation for the theatre started. A dispute arose as to whether Brooks or the theatre owners should underpin the Brooks house. Brooks refused to pay and Director of Public Safety James N. McKeelvy condemned the house and the tenants were so notified on June 16. The tenants then moved out, causing Brooks to lose \$100 a month in rent he claims.

## DEMONSTRATE TALKING FILMS AT MISSOURI

A private showing of the DeForest Phonograms was given at the Missouri Theatre, Grand boulevard at Lucas avenue, on August 6, it being the initial showing of the talking pictures in St. Louis. The demonstration showed a perfect synchronization of sound and movement as to make the effect almost uncanny and ghostlike, the voices of the actors seeming to come out from the screen. The film is being shown as a regular feature on the program of the Missouri this week.

Deputy Sheriff Eddie Carr was shot and severely wounded on the morning of August 4 in defending the cashier of the Lyric Theatre, East St. Louis, Ill., who was tipped off that she was to be held up on her way to the bank with Saturday's and Sunday's receipts.

Dobey Adkins is remodeling his theatre in Elkville, Ill. and plans to reopen on September 15. He was in town during the week booking film for the new season.

## BRIGHT BITS and NEWSY NOTES

The City Council of Pana, Ill., on August 5 repealed a city ordinance legalizing Sunday movies. There has been a fight for Sunday movies in Pana during the past fifteen years. A week before the councilmen passed an ordinance legalizing the Sunday shows, and the proponents of Sunday movies thought that they had finally won the fight against the blue-nosed reformers. But during the week two aldermen who voted for the ordinance turned against it and voted for its repeal.

The Gem Theatre, Sixth street near Market street, re-opened August 9. It was closed several days because of a fire which resulted from a film breaking and igniting.

Edward L. Butler, 6315 Washington boulevard, St. Louis, manager of the Empire Theatre reported to the police August 5 that thieves broke into his home August 3 and carried off a safe containing jewelry valued at \$2300. Among the jewels taken was a ring watch, which Butler claims is the only one of the kind in the world, valued at \$1000. The watch which was made in Switzerland was given to Butler by his mother on her deathbed. The watch is about as big as a dime and a quarter of an inch thick. Butler has offered a reward for the return of the watch.

Mrs. C. L. Howard, owner-manager of the Alamo Theatre, Lebanon, Ill., was injured seriously when her Ford coupe turned over. One finger was mashed so badly it had to be amputated. She also suffered numerous cut and bruises and internal injuries.

St. Louis friends of Herbert R. Peterson, son of Charles C. Peterson, world's champion trick billiard shot maker, have been pleased to learn that he will have an important part in the forthcoming screen feature "The Silent Accuser" a production built around Peter the Great, celebrated police dog. Peterson left St. Louis for Hollywood two years ago, determined to make his mark on the screen. He has worked as super in several large productions. The forthcoming picture is the first in which he has had a leading part.

The New Arcade Airdome, Sarah street and West Pine boulevard, which formally opened August 2, has five acres of free parking space for the use of its patrons. Street sheds protect the automobiles. The airdome has a seating capacity of 1700 and is owned and operated by the New Market Theatre Company of which A. C. McKibbin is president. The opening feature was "Hol: Your Breath"

## LOEW-STATE WILL HAVE GRAND OPENING AUG. 31

Elaborate plans have been perfected for the grand opening of Marcus Loew's new State Theatre, Eighth street and Washington avenue, St. Louis, on August 31. Hollywood and theatrical Broadway will be depleted of leading luminaries to add to the brilliancy of the first night of the new Loew.

Marcus Loew is personally returning from Europe to be on hand, while present plans are to have from thirty to thirty-five leading screen favorites make personal appearances at the new theatre on the first night and succeeding weeks. The names of these stars are being withheld until it is certain that their studio schedules will permit their coming to St. Louis.

## \$289,610 FOR ST. LOUIS OPERA IN TEN WEEKS

The sixth season of the al fresco light opera under the auspices of the Municipal Theatre Association of St. Louis at the open-air theatre in Forest Park during its ten weeks had receipts of \$289,610.50 a decrease of \$6,127.75 compared with the 1923 season. The sixty-six performances were witnessed by 369,015 persons including an average of 1000 per performance in the free seats. In 1923 the total attendance was estimated at 425,931. During this season rain interfered greatly with the opera season, but ten performances being given under what could be termed ideal weather conditions. The season's programme called for seventy performances but four had to be abandoned because of rain. Thunder storms interfered with sixteen performances after the shows had started. On other nights heavy rains between 5 p. m. and 8 p. m. tended to reduce seat sales to a minimum.

William Goldman's Kings Theatre baseball team beat the Missouri Theatre nine by the score of 9 to 7 after a hotly contested battle at Forest Park. The winners got off in front by scoring five runs in the second inning and were never headed.

On Saturday, August 2, at High School Field the Fox-F. B. O. Baseball outfit won from the Universal exchange aggregation by the overwhelming score of 14 to 2. C. L. Hickman who twirled for the winners was master of the situation throughout. Gerald Akers, district manager, started on the mound for the Universal boys but lasted only four innings, being succeeded by Andrews. A large crowd of film folks enjoyed the contest.

Mr. and Mrs. C. E. Lilly of Hannibal, Mo., motored to St. Louis to purchase film for the forthcoming season. They then hit the concrete for Chicago to look after the vaudeville end of their 1924-25 programs

(Continued on Page 15)



## BOX OFFICE REPORTS

### ENTERPRISE

**Single Shot Parker**, Tom Mix. Taking my word for it, this is a real Mix picture—C. L. McVey, Dreamland Theatre, Herrington, Kans.

**Tango Cavalier**, George Larkin—Broke all house records. Turned hundreds away. Am bringing it back by heavy request. Give me some more like it, Mr. Wildman. You sure have the goods.—W. O. Burkey, Admiral Theatre, Kansas City, Mo.

### F. B. O.

**The Fighting Sap**, Fred Thompson—This is a mighty good Western that pleased my audience fine. Thomson and Silver King made a big hit.—A. E. Shaver, Globe Theatre, Savannah, Mo.

**Silent Stranger**, Fred Thomson—This picture is simply a knockout. The audience certainly did applaud Thomson and Silver King on their stunts.—A. E. Shaver, Globe Theatre, Savannah, Mo.

### FIRST NATIONAL

**The Goldfish**, Constance Talmadge—The poorest picture that I have ever shown. Should have been destroyed instead of distributed. Another one like this and Constance is done.—A. F. Baker, Electric Theatre, Kansas City, Kans.

**When a Man's a Man**, John Bowers—It may be of interest to know that the Box Office Statement shows just about two money in our Royal during the slump. In addition to this I saw the picture play to a capacity house on the first show in Harry McClure's theatre at Emporia. If this picture would bring them in nothing else will—Frank Davidson, Royal Theatre, Cherryvale, Kans.

**When a Man's a Man**, John Bowers—"When a Man's a Man" is the best picture we have played at the Midland for over a year. From the comments that I heard tonight it will take for four days, if word of mouth advertising is any good. Personally I consider "When a Man's a Man" the best picture by far of the year. It has everything. You laugh and then want to cry. After seeing the picture I do not wonder that it has been breaking records. It rained practically all evening here and still had a good opening Midland Theatre, Hutchinson, Kans.

**When a Man's a Man**, Marguerite de la Motte and John Bowers—"When a Man's a Man," a Harold Bell Wright story, pleased 100 per cent and every theatre should book this picture.—G. G. Binckley, Unique Theatre, Haldam, Kans.

**When a Man's a Man**, John Bowers—Opened big in front of worst blizzard in six years. Continued to improve all week with Saturday the largest of six days. It seems like every person who has read a Harold Bell Wright story wanted to see this picture. We have had a sensational business all week. It played to more people than "Ales of Venetian," with ideal weather during Christmas week. More business than "Circus Days" with ideal Thanksgiving work weather. You have here a box of

use bet with unlimited exploitation possibilities.—Stanley Chambers, Miller Theatre, Wichita, Kans.

### METRO-GOLDWYN

**A Boy of Flanders**, Jackie Coogan—Drew good, but only pleased the kids. Too draggy.—Sam Minich, Cater Theatre, Marceline, Mo.

### PARAMOUNT

**Manhandled**, Gloria Swanson—More of this kind are what we need. Business big.—A. F. Baker, Electric Theatre, Kansas City, Kans.

### PATHE

**Two Wagons, Both Covered**, Will Rogers—A good one to bolster up a weak feature.—Browning & Dowden, Royal Theatre, Galt, Mo.

### SELZNICK

**Woman To Woman**, Betty Compson—A business getting title, a real star and a real entertaining picture.—Sam Minich, Cater Theatre, Marceline, Mo.

### STANDARD

**King's Creek Law**, Leo Maloney—Defy any company to make a better one. Suspense and action to the last foot.—C. H. Bates, Pastime Theatre, Kansas City, Mo.

### UNIVERSAL

**The Law Forbids**, Baby Peggy—This is Baby Peggy's best. I don't see how it could be improved upon. Sure did pull and please.—Sam Minich, Cater Theatre, Marceline, Mo.

**Near Lady**, Gladys Walton—Good prater and a good bet, as clean comedy.—Browning & Dowden, Royal Theatre, Galt, Mo.

### VITAGRAPH

**The Show**, Larry Semon—One of Semon's best and my audience told me so. Film in good condition.—G. J. Johnson, Rex Theatre, Ridgeway, Mo.

**Man From Brodney's**, Kerrigan, Hawley, Dupont, Calhoun—Here is a picture that has everything in it to make a real box office attraction. Drew a good business for two days in the middle of the

week and pleased everyone. Will stand all the advertising you can give it. Film in excellent condition.—A. F. Gibbons, Prospect Theatre, Kansas City, Mo.

**Let No Man Put Asunder**, Pauline Frederick and Lou Tellegen—One of the best picture I have played in a long while. Pleasured the largest Wednesday and Thursday crowd we have had for some time. Don't be afraid to advertise it. Print good.—A. F. Gibbons, Prospect Theatre, Kansas City, Mo.

**Playing It Wild**, William Duncan and Edith Johnson—Good picture. Pleased the lovers of Wild West shows. Film good.—E. H. Haskin, Bank Theatre, Lenexa, Kans.

**Horseshoes**, Larry Semon—Took the best of any Semon comedy here. One of Semon's best. Let's have more like it.—Geo. G. Scheetz, Electric Theatre, Hanover, Kans.

**The Leavenworth Case**—Made a great hit, and considered as a No. 1 picture. The film in good condition.—H. B. Shandy, Vitagraph Theatre, Watson, Mo.

**A Girl's Desire**, Alice Calhoun—A good little feature that is a better drawing card than title would indicate, and pleased a fair house on a hot night. We now bank on Vitagraph to have the pictures. Film in good condition.—Harry Roberts, Electric Theatre, Centralia, Kans.

**The Barnyard**, Larry Semon—The best Semon comedy we have had up to date, and got the shouts from old and young alike. Condition of film good.—Harry Roberts, Electric Theatre, Centralia, Kans.

**On the Banks of the Wabash**—A dandy picture and a money getter. Even on a hot night we had a good house and everybody well pleased. Film perfect.—G. H. Osgood, Community Theatre, White Cloud, Kans.

### WARNER BROS.

**Beau Brummel**, John Barrymore—Absolutely one of the finest and most pleasing. Lots better business on second night. Good acting. Good direction. Beautifully mounted. A picture you will be proud to have run.—Sam Minich, Cater Theatre, Marceline, Mo.

**Broadway After Dark**, Norma Shearer—One of the most pleasing pictures ever run here.—Sam Minich, Cater Theatre, Marceline, Mo.

## Mail in Your Film Report Today For the Next Issue

### THE REEL JOURNAL,

9th & Wyandotte Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title	.....	.....	.....
Star	.....	.....	.....
Remarks	.....	.....	.....
Title	.....	.....	.....
Star	.....	.....	.....
Remarks	.....	.....	.....
City	.....	.....	.....
Theatre	.....	.....	.....
Exhibitor	.....	.....	.....

If Every Exhibitor Does His Duty There Will be No Mediocre Pictures

# PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

## Exhibitors

Send us your  
Exploitation  
Stunts and  
Ideas.

## ST. LOUIS TRADE NOTES. (Cont.)

Visitors of the week included: John Rees, Wellsville, Mo.; Elvin Weeks, Staunton, Ill.; Sam Taylor, O'Fallon, Ill.; J. W. Schukert, Chester, Ill.; Bob Stempfle, St. Charles, Mo.; William Talley, Apple Blossom Theatre, Hardin, Ill.; and C. E. Brady, Cape Girardeau, Mo.

George Chester, Enterprise salesman, bought himself a Ford coupe and went big guns in Northern Missouri last week. Jack Underwood, manager, says that he likes to see George buy a new car every week.

St. Louis motion picture exhibitors were greatly disappointed by the defeat of Director of Public Safety James H. McKelvey for the Republican nomination for sheriff of St. Louis. McKelvey was beaten by Anton Schuler, City Marshall, by about 4,000 votes. McKelvey had the backing of twenty-six of twenty-eight city committee, Mayor Henry W. Kiel and other important cogs in the Republican machine, but failed to go over. The exhibitors did everything in their power to help put him over.

## A POSITIVE SERIAL WINNER

"Days  
of 49"

STANDARD FILMS

111 West 18th St.

K. C., Mo.



Archib  
Johnson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

## Let B. Finkelstein

### INTERIOR DECORATOR



Beautify Your Theatre  
Interior decorating  
of theatres and lob-  
bies a specialty.  
My Own Drawn  
Designing

Phone Benton 0125

1910 Montgall

K. C., Mo.

On Any Occasion—

"Say it With Flowers"

## THE OWL FLORISTS

BILL LEVY

14 East 12th St. Kansas City, Mo.

Phone Harrison 4791

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### AT LIBERTY

All projectionist, thoroughly experienced, desires permanent position. Own equipment. Screen results guaranteed. Salary secondary condition. Married man, neat appearance, steady and reliable. Address W. B. Herrick, 4215 Booth Ave., Rosedale, Kans.

### THEATRE WANTED

Will pay cash for good theatre, non-competitive town 400 or over. Give complete details regarding equipment, average daily receipts, rent, reason for selling, etc. Give price first letter. Will not bargain.—Box W, Reel Journal, K-30

### WANTED

Booth for one machine. Must be in good condition and priced right. Roy A. Ayers, Baylis, Illinois.

### WANTED TO TRADE FOR PICTURE SHOW

A good modern residence in county seat town, 2,000 population. Running every night except Sunday and making money. Long lease, good equipment. Price \$2,500, only \$750 cash required, balance monthly payments. Box O, Reel Journal.

### THEATRE FOR SALE.

Picture show for sale. Located within a few miles of Kansas City. Only show in town of 2,000 population. Running every night except Sunday and making money. Long lease, good equipment. Price \$2,500, only \$750 cash required, balance monthly payments. Box O, Reel Journal.

### FOR SALE

Circuit of three picture theatres in towns 8 miles apart. No opposition. On Frisco R. R., one in division town. Fully equipped. Terms or trade. Reply to E., care Reel Journal.

### FOR SALE

324 opera chairs used 30 days. Also two Powers 6-A hand drive machines, one metal reel box, two rheostats. Will sell cheap. M. Kelley, 201 N. Walnut Street, DuQuoin, Ill.

Manager, operator or exploitation man wants permanent position with motion picture and vaudeville house. Salary your limit.—Address Manager, Box 263 Eric, Kans.

## AT KANSAS CITY THEATRES

### NEWMAN

"Lily of the Dust," Pola Negri, Paramount.

### ROYAL

"Never Say Die," Douglas MacLean, Associated Exhibitors.

### MAINSTREET

"The Galloping Fish," All Star, First National.

### PANTAGES

"Women Who Give," Metro-Goldwyn All Star.

### LIBERTY

"Behold This Woman," Vitagraph, All Star.

### GLOBE

"The Spitfire," Betty Blythe, Associated Exhibitors.

James Cruze's recently completed Paramount production filmed under the tentative title, "A Drama of the Night," with Louise Dresser, Kathlyn Williams, Ricardo Cortez, Pierre Gendron and Virginia Lee Corbin featured, has been permanently titled, "The City That Never Sleeps."

Read and Use  
CLASSIFIED  
ADS



PATSY RUTH  
MILLER and  
MATT MOORE

in  
**"The Wise  
Virgin"**

An absorbing drama in which  
romance, comedy and thrills  
are blended to make a picture  
of real entertainment.

An Elmer Harris Production

---And take our word for it,  
it's a real audience picture.  
A clever story of youth that'll  
please everybody.

BOOKING NOW

COMING SOON—

PRODUCERS DISTRIBUTING CORPORATION



REGAL PICTURES, INC. PRESENTS  
**JACQUELINE  
LOGAN**

**"The House of Youth"**

~FROM THE NOVEL BY MAUDE RADFORD WARREN  
ADAPTED BY C GARDNER SULLIVAN  
DIRECTED BY RALPH INCE

PRODUCERS DISTRIBUTING CORPORATION



**"The LEGEND  
of HOLLYWOOD"**

WITH  
PERCY MARMONT and ZASU PITTS  
Directed by RENAUD HOFFMAN ~ Adapted by AL COHN  
From the "Photoplay Magazine" story by  
FRANK CONDON  
A RENAUD HOFFMAN PRODUCTION

PRODUCERS DISTRIBUTING CORPORATION



**"CHALK  
MARKS"**

With MARGUERITE SNOW-JUNE ELVIDGE ~  
REX LEASE and RAMSAY WALLACE  
A FRANK E. WOODS Production  
THE MOST STRIKING IDEA AND ORIGINAL  
STORY IN MOTION PICTURE HISTORY ~  
DIRECTED BY JOHN G ADOLFI

PRODUCERS DISTRIBUTING CORPORATION



**BETTY COMPSON**  
IN  
**"RAMSHACKLE  
HOUSE"**

FROM THE NOVEL BY  
HILBERT FOOTNER  
DIRECTED BY HARMON WEIGHT  
Produced by  
TILFORD CINEMA CORP.

**Producers Distributing Corporation**

KANSAS CITY—111 West 18th St.  
L. W. ALEXANDER, Branch Mgr.

Formerly W. W. HODKINSON CORP.

ST. LOUIS—3312 Lindell Blvd.  
C. D. HILL, Branch Manager

*The***Reel  
Journal****The Film Trade Paper of the Southwest*****A Good Example  
To Follow--***

**The Way of a Man**, Allene Ray and Harold Miller—I want to make this report on Pathe's serial "The Way of a Man": Here is absolutely the best serial I have ever run. It isn't one of those "get in and get out" affairs, where they run the last reel of the last episode over each time and drag it out to fifteen episodes. This one just goes along with the story, natural like, yet it holds the interest up and keeps one all keyed up to see the rest of it. Space does not allow me to say all I would like in favor of this ten episode serial, but will say it has kept my Saturday night gang coming on an average, regardless of weather.—Sam Minich, Cater Theatre, Marceline, Mo.

***We have plenty more serials just  
like it. For instance--***

***"INTO THE NET"***

***our latest serial that is playing the  
Newman Theatre.***

**Pathe Exchange, Inc.**

111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr

**"Will prove a riot  
in any theatre"  
says WID'S WEEKLY of —**



**"Al Santell's greatest picture and F.B.O's biggest special**

# **FOOLS IN THE DARK**

**with MATT MOORE and PATSY RUTH MILLER**

Story by  
**BERTRAM MILLHAUSER**

Produced at the F. B. O.  
Studios, Hollywood, Cal.

Thematic Music Sheets  
available on this picture

**T**HIS is a "WOW" says Wid's Weekly—Will prove a RIOT in any theatre—it is truly great—rings the bell—etc., etc. We told you we had a winner for first runs everywhere and WE'VE GOT IT. Nothing on the market even matches it. They're going to rave about it. Wait till YOU see it. Don't wait . . . Grab it NOW!!!

**FILM BOOKING OFFICES OF AMERICA, Inc.**  
Snower Bldg., Kansas City, Mo. Exchanges Everywhere  
127 So. Hudson St., Okla. City, Okla. 106 So. Cross St., Little Rock, Ark.  
3312 Olive St., St. Louis, Mo.

# CONSISTENCY!

P  
D  
C

## *The Sterling 17*

"The Legend of Hollywood"

With Percy Marmont.

"The Wise Virgin"

Starring Patsy Ruth Miller

"The Siren of Seville"

Starring Priscilla Dean

"Barbara Frietchie"

Starring Florence Vidor

"Welcome Stranger"

With Florence Vidor, Dore Davidson

"Ramshackle House"

Starring Betty Compton

"Chalk Marks"

With Marguerite Snow

"The House of Youth"

Starring Jacqueline Logan

"Another Man's Wife"

Starring James Kirkwood and Lila Lee

"Trouping With Ellen"

Starring Helene Chadwick

"Reckless Romance"

Starring T. Roy Barnes

"The Girl on the Stairs"

Starring Patsy Ruth Miller and Matt Moore

"The Folly Girl"

Starring Margaret Livingston

"A Cafe in Cairo"

Starring Priscilla Dean

"The Mirage"

Starring Florence Vidor

"On the Shelf"

Starring Jacqueline Logan

"Off the Highway"

An All-Star Cast

THAT is not our motto but our Business Policy And in offering our Fall and Winter product of 17 sterling productions we feel certain that in them the exhibitors will find

## CONSISTENT

and saleable amusement for their houses for the next six months.

*It will pay you to investigate our product*

## Producers Distributing Corporation

Formerly W. W. HODKINSON CORP.

KANSAS CITY—111 West 18th St.  
L. W. ALEXANDER, Branch Mgr.

ST. LOUIS—3312 Lindell Blvd.  
C. D. HILL, Branch Manager



Published Every Saturday by  
REEL JOURNAL PUBLISHING CO  
19th and Wyandotte Sts.  
KANSAS CITY, MO.

DEN SHLYEN  
Publisher and Editor

St. Louis Correspondent  
DAVID E. BURGESS  
1725 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise some copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Profitable Tie-Ups

Universities, colleges and high schools in this territory will shortly be calling thousands of young men and women back to school. "Flaming youth," as it were, will be having its fling again.

The purpose of this article is merely to call the attention of the exhibitor to the importance of starting the school year with a clean cut invitation to this very potential audience. This territory contains a very great number of schools, both of preparatory and collegiate character. It appears to the writer that a bid for this business is one of the really big "exploitation stunts" of the season.

Youth likes flaming youth, which is the same as saying it likes pictures of itself. Drama and comedy are strong contenders for popularity. Features of an educational nature will also please the majority.

It seems now is the time for the clever exhibitor to throw some really big tie-ups. Fraternities and sororities will listen well to benefit performances, as well as societies and clubs. High school superintendents will encourage pictures of an educational and moral nature. Or, making the thing more general, the exhibitor playing to preparatory school audiences may do well to get after the parent-teachers organizations, mothers' clubs or even the boards of education themselves.

In all such cases, it's generally

fairly easy to convince the public that "the play's the thing," when the play is given half a chance to invite a metallic sound in the box office.

## O'TOOLE COMMENDS PLAN OF PENNSYLVANIA CENSORS

Atlantic City, Aug. 26.—(Special to The Reel Journal)—M. J. O'Toole, president of the M. P. T. O. A., declared cooperation to be the link of primary importance between exhibitor and censor in an address before the M. P. T. O. of Pennsylvania, New Jersey and Delaware here last week.

The national president stressed importance of meeting these problems in a practical way, and stated that the exhibitor must have a knowledge of what his theatre represents in the community. Also, the exhibitor should realize that he is the custodian of the screen press in his territory, the president declared.

Mr. O'Toole commended the working of the Pennsylvania censorship plan in saying that there is a disposition on the part of all concerned to reduce all questions to a matter of public service, and thenceforth, endeavor to satisfy the people's wants.

Kansas City film men and exhibitors, queried on the subject in comparison with the Kansas plan of censorship, cast the general opinion that the Kansas censorship board is perhaps too powerful, too conclusive in its decisions, and disposed to be in the hand of politics. The Kansas board is appointed by the Governor and according to film men, inclined to render its own verdict on the showing of pictures, without careful question of the wants of the people.

It would seem that mere co-operation between the exhibitor and the Kansas board might better conditions, film men say.

## "RECKLESS AGE" SCORES HIT AT K. C. LIBERTY

The second big Universal Jewel production was released to the trade during the past week. It is "The Reckless Age," starring Reginald Denny, in a fast moving comedy drama adapted from "Love Insurance," an amusing Saturday Evening Post story by Earl Derr Biggers. The picture is a Harry Pollard production.

"The Reckless Age" recently had its world's premiere in the Rialto Theatre, New York City, where it drew great crowds and won great praise from the press and public as an entertaining picture filled with punch and action, and spiced with clean comedy. The feature also made a hit at the Kansas City Liberty, and brought a good house, last week.

"Wine," the third Jewel, is playing the Liberty this week. The story is from the pen of William MacBurn. The picture features Clara Bow and all star cast of associates. Good business has also greeted this special, according to Jack Roth, manager.

"This one appears to take a crack at the 'hotlegger,' as a national picture

## EYES OF NATION TURN TO KANSAS CONVENTION

Joint Meeting of M. P. T. O. Meets at Topeka, Sept. 22.

Interest in the combined allied state organizations, Kansas state convention of motion picture exhibitors, to be held at the Hotel Kansan, Topeka, September 22 and 23, has increased from sectional to a national scope.

Two important questions to all motion picture theatre owners of America—the uniform contract and the rules of arbitration, as handed down by Will Hays, head of the producers—may be definitely settled at the Topeka convention.

In a letter Thursday to Al Steffes, head of the Allied organization, which embraces theatres in all sections of the country, R. K. Biebele of Kansas City, Kans., president of the Motion Picture Theatre Owners of Kansas, suggested that Mr. Hays or a personal representative be invited to attend the convention and an effort be made to reach a definite settlement on the above controversies.

Under the present uniform contract system, which means that films of all distributing companies presumably are sold to theatre owners upon the same basic principle, the exhibitors contend that the arrangement is not uniform, in that there still is no well defined principle existing among the companies.

The arbitration question, as far as the theatre owners are concerned, involves the question of responsibility as to contracts after a theatre has been sold. Rulings handed by Mr. Hays are to the effect that an exhibitor is responsible for contracts entered into by him regardless of whether he sells his theatre or not. This, as a whole the theatre owners agree to, but they also contend that there are exceptions to the case which should be remedied. It is those exceptions for which a definite ruling is hoped to be obtained.

With representatives of the M. P. T. O., Kansas City, Mo., and the M. P. T. O., Western Missouri, as well as Kansas and the Allied body, attending the convention, the meeting will be one of the largest ever held in Kansas City trade territory. Men of national repute, as well as high officials in the motion picture industry, will be among those in attendance. A merger of the Western Missouri, Kansas City, Mo., and Kansas organizations also will be completed and the consolidated body probably be named the M. P. T. O., Midwest.

The convention will end with a large banquet on the final evening.

## KANSAS CITY OPERATORS RENEW THEIR CONTRACTS

At a meeting of the M. P. T. O., Kansas City, Mo., last week, it was decided to renew the 1924 contract with operators, the scale having been satisfactory with the latter. The contract calls for \$34.10 a week for operators in suburban houses with a seating capacity of less than 800 and \$4.00 matinees; in suburban theatres of more than 800 seats \$41.10 a week and \$4.00 for matinees. For houses operating on a 7 hour basis, running matinees every day, the scale is \$125 an hour, four hours to constitute a night's work.



# First National First

REASON  
NUMBER 3

SPECIALS

## Secrets

Starring **NORMA TALMADGE**

The most beautiful and greatest picture Norma Talmadge ever made. Directed by Frank Borzage. Cast includes Eugene O'Brien, Gertrude Astor, Claire McDowell and Charles Ogle.

## Sundown

By **EARL J. HUDSON**

It's the passing of the old west and the cattle kings. A colorful, thrilling, stupendous picture of adventure and romance such as has never before graced the screen. A feature cast headed by Bessie Love and Hobart Bosworth.

## The Sea Hawk

By **RAFAEL SABATINI**

First National promises you in this one the greatest spectacle of its kind the world has ever seen. A stupendous production. The biggest box office attraction of this or any year. Directed by Frank Lloyd. With Milton Sills, Enid Bennett, Lyod Hughes, Wallace Beery and thousands of people.

## Abraham Lincoln

Presented by **AL AND RAY ROCKETT**

"A picture the ages will never let die." A masterpiece of screen art, a glorious achievement for the eyes of the world. "Abraham Lincoln" is the biggest picture of its kind that has ever been made.

## The Lost World

By **SIR ARTHUR CONAN DOYLE**

The unusual! The greatest novelty ever produced! A never-to-be-forgotten adventure! The finding of the lost world! A gigantic production! A tremendous box office! Will be the biggest sensation the screen has ever had. With Bessie Love, Lewis Stone, Wallace Beery, Lloyd Hughes and others.

### Associated First National Pictures, Inc.

KANSAS CITY  
E. C. RHODEN, Branch Manager  
1712 Wyandotte St.

ST. LOUIS  
HARRY WEISS, Branch Manager  
3319 Locust Street

## DRIVE LAUNCHED TO URGE COMEDY ADVERTISING

"Show the exhibitor where he is losing a great deal of money by failing to exploit and properly publicize his short subjects," is the gist of the instructions issued by Pathe Exchange, Inc. through its general manager, Elmer Pearson, to the thousands in the Pathe sales organization throughout the country.



Mr. Pearson has made a study of conditions from the box office

and summarizes his observations with these suggestions: "Exploit comedies, use cut-outs, extra advertising, window displays and everything that will drive home to your patrons the fact that you are running their favorite short subjects. He believes the exhibitor is gradually coming to the realization that in many instances comedies are really the feature of the program and many are advertising them as such." In the past, it has been the practice to devote practically ninety per cent of advertising space to the feature, regardless of its merit," he says.

"Theatre owners are just beginning to realize the tremendous popularity of the leading comedy stars, such as Harold Lloyd," Mr. Pearson points out.

## BUSINESS LOOKING UP, SAYS PAUL C. MOONEY

Paul C. Mooney, vice-president of Producers Distributing Corporation, who has just returned from a business survey of the entire northern half of the United States, says that general conditions point to a most prosperous amusement season.

Mr. Mooney says that "industrial conditions everywhere are brightening, and in most of the northwest, business is now booming with bumper crops and top prices. I found banks that had been closed in many sections now open and doing big business. Shops and factories are right in line with the prosperous agricultural situation and money is beginning to be spent freely for amusements.

"The big wave of northwestern prosperity is naturally spreading eastward and outward and the big manufacturing section of the east are beginning to bring in response to the increasing demand for manufactured goods.

## JOE SILVERMAN FORMS INDEPENDENT FILM CO.

Joseph Silverman, popular film salesman in this territory and recently city salesman for Film Booking Offices, has started "on his own" and will in the future be associated with the Independent Film Company of which he is manager.

Mr. Silverman announces that he has secured for immediate distribution in Kansas and Western Missouri the "Chadwick 9," feature picture product of the Chadwick Pictures Corporation, and states that each release is of the very finest type with excellent story, title, stars and cast.



JOSEPH SILVERMAN

"I have been very carefully looking over the film market," says Mr. Silverman, "for some time, and have found the Chadwick pictures to be among the cream of the market. These pictures are what I believe of a type and character that should have a place in every theatre of the country.

The pictures that will be distributed by the Independent Film Company, whose headquarters will be at 115 West 17th street, Kansas City, Mo., are as follows:

"The Fire Patrol," a Hunt Stroumberg production, starring Madge Bellamy, Johnny Barron, Anna O. Nilsson and Bill Montana; "Meddling Woman," starring Lionel Barrymore; "The Painted Flapper," with James Kirkwood and Pauline Garon; "I Am the Man" starring Lionel Barrymore, written and directed by Ivan Abramson; "The Tom Boy" with an all-star cast; "Sunshine of Paradise Alley," from the famous stage play by Denham Thompson; the third Lionel Barrymore special (title to be announced later); "Flattery," produced by Mission Film Corp., and "The Romance of an Actress" by Langdon M. Conrick, author of "The Storm."

## HAROLD LLOYD DENIES SIGNING NEW CONTRACT

To set at rest the various conflicting reports regarding the signing of a new distributing contract by the Harold Lloyd Corporation, the following statement was issued recently by Harold Lloyd:

"Although we have received propositions from practically every representative concern in the industry, we positively have not signed a distribution contract with any individual or corporation. "Nor will any contract be signed while I am in New York. My business affairs are in the hand of William K. Fraser, general manager of the Harold Lloyd Corporation in Los Angeles, and when we do sign another contract the information will come from him.

"All reports to the contrary are without foundation."  
(Signed) HAROLD LLOYD.

## PEERLESS FILMS HAVE 27 PICTURES, 1924-25

Considerable interest is being shown in the 27 pictures to be released by the Peerless Film Service the coming season. B. C. Cook, is president of the exchange.

The new specials, all Westerns, are; Jack Hoxie in "The Desert Bridegroom," "The Marshal of Moneybunt," William Fairbanks in "The Law Rustlers," and "Sam Dog Trails"; Franklin Earnum and J. P. McGoowan in "Baffled," "Western Vengeance," "Calibre 45," "A Desperate Adventure," "Crossed Trails," "Two Fisted Tenderloin," "Border Intrigue," "Conceal," Art Acord in "Looped for Life," "Fighting for Justice," Tom Mix in "The Wagon Trail," "The Man From Texas," and "The Strange Stage Coach Driver"; Eva Novak in "The Lure of the Yukon"; Bill Patton in "Desert Secrets," "Fighting Through," "Smoking Trails," "Border Rider," "The Last Man"; All Star, "The Stranger of the North," "A Pair of Hellions," "The Man Alone," and "Scarred Hands."

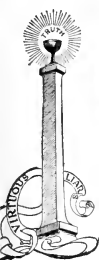
The new exchange is to handle Westerns exclusively, all of which are brand new except the four Mix re-issues.

Cook has launched a new selling plan which apparently is meeting with success. The exhibitor signs an agreement to start the series at his own option, and may quit whenever he sees fit. All pictures are sold at a standard price.

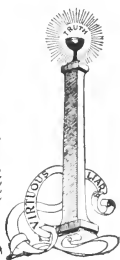
## GRAND, LEXINGTON, MO., BURNS; LOSS \$30,000

(Special to The Reel Journal)  
Lexington, Mo., Aug. 26.—Fire of undetermined origin destroyed the Grand Theatre here late today. The loss is estimated at \$30,000. The theatre was owned by Cleveland Terhune of Kansas City and Mrs. Oswald Winkler of Lexington.





# VIRTUOUS LIARS



BY  
E. C. HOLLAND

**S**tartling Society Drama of Life in the  
Artistic Set in New York City.

A woman snared by a tangle of lies is  
forced to fight against terrific odds to care  
for her beloved child.

## *SMART MELODRAMA WITH A PUNCH!*

*IN THE CAST—*

DAVID POWELL

EDITH ALLEN

MAURICE COSTELLO

DAGMAR GODOWSKY

**A Whitman Bennett Production**

A. SCHULTZ, Mgr.  
7th and Main Sts.  
Kansas City, Mo.

Released by Vitagraph

A. DANKE, Mgr.  
3310 Lindell Blvd.  
St. Louis, Mo.

ANNOUNCING

The  
CHADWICK

9

*"Each Production an Achievement"*

—1—

**"THE FIRE PATROL"**

A Hunt Stromberg Production  
With Madge Bellamy, Johnny Harron,  
Anna Q. Nilson, Bull Montana

—2—

**"MEDDLING WOMEN"**

Starring Lionel Barrymore

—3—

**"THE PAINTED FLAPPER"**

with James Kirkwood and  
Pauline Garon

—4—

**"I AM THE MAN"**

Starring Lionel Barrymore  
Written and directed by Ivan Abramson

—5—

**"THE TOM BOY"**

With an All Star Cast

—6—

**"SUNSHINE OF PARADISE ALLEY"**

From the Famous Stage Play by Denman  
Thompson

—7—

**The Third Lionel Barrymore Special**

(Title to be Announced)

—8—

**"FLATTERY"**

A Tom Forman Production

—9—

**"THE ROMANCE OF AN ACTRESS"**

By Langdon McCormick,  
Author of "The Storm"

*Now Ready for Booking*

INDEPENDENT FILM COMPANY

*"Distributors of Chadwick Pictures"*

JOSEPH SILVERMAN, Manager

115 WEST 17TH STREET

KANSAS CITY, MO.

# Another Booster for Simplex Mazda!

(FOR EITHER SIMPLEX)  
(OR POWERS PROJECTORS)

Latest Improved  
Type with  
**CINEPHOR  
ASPHERIC  
CONDENSER  
SYSTEM**

Mr. Wallis likes his New Simplex  
Incandescent Equipment, and he also  
expresses his appreciation of Service  
Rendered:

## IMPROVES PROJECTION

No Flicker  
No Eyestrain  
No Discoloration  
No Carbon Dust  
No Noise

IT PAYS FOR ITSELF BE-  
CAUSE IT CUTS YOUR  
ELECTRIC CURRENT  
BILL RIGHT SQUARE IN  
TWO!

**INVESTIGATE** Write today for full particulars stating type of equip-  
ment now in use. Find out how easy it is for you to get  
the same kind of satisfaction Mr. Wallis is enjoying. You'll like it because it **saves you**  
**money.** It will please your patrons because they like **GOOD PROJECTION.**

## YALE THEATRE SUPPLY CO.

"The House of Better Supply Service"

108 WEST 18TH STREET

KANSAS CITY, MO.

### THE ISIS THEATRE

"The Home of Good Pictures"  
WALLIS BROS., Owners  
RUSSELL, KANS.

August 10, 1924

Mr. C. D. Struble,  
Yale Theatre Supply Co.,  
Kansas City, Mo.  
Dear Sir:

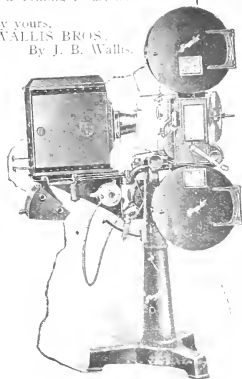
Have been trying to find time to write you since we opened  
but seemed to be busy every minute all week.

First, we want to say that your Mr. Kollback is a prince,  
and you are to be congratulated on having a man of this kind in  
your organization. He knows his stuff thoroughly and is so con-  
genial and nice to work with. It goes without saying that a man  
opening a new house is busy, and at this time, above all others  
appreciates good service; and we certainly got it from Mr. Koll-  
back.

Now, about the new Simplex machines and the Gardiner  
screen. The Mazda lamps are really wonderful. We are getting  
a picture which is without question as good as the writer has  
ever seen during his eighteen years in the picture game. **YOU  
NEED NOT HESITATE IN MAKING THE SAME GUAR-  
ANTEE TO OTHERS THAT YOU MADE US.**

In glancing over the above it reads like a testimonial, but  
is not intended that way. We like to say so when we are pleased,  
and when we think we are not getting what is coming to us, we  
are just as definite in saying so.

Very truly yours,  
WALLIS BROS.,  
By J. B. Wallis.



GUAZZONI FILMS present the

# "MESS"

Produced and directed by  
ENRICO GAUZZONI

Thematic Music Cue Sheets  
available on this picture.



IT'S AN  
**F.B.O.**  
PICTURE

Distributed By Film Booking Offices of America, Inc. EXCHANGES EVERYWHERE

spectacle magnificent requiring 2 years  
 make and costing more than

\$2,000,000

# ALINA



## FILM BOARD OF TRADE URGES EXHIBITORS TO ADHERE TO CONTRACTS WHEN RE-OPENING THEIR THEATRES

A friendly word of caution at this time could not be amiss on the subject of fulfilling existing contracts, especially in the case where theatres have been closed during the summer due to hot weather alterations and other causes.

Unfortunately, in the past, a great many exhibitors have allowed pictures under contract to remain unplayed for such a long time after they are available that the prints, naturally, have become worn from usage and the ability is used that they do not want to use the pictures on account of being afraid of unserviceable prints.

This season, a great many theatres have closed for one, two or three months, and thousands of dollars in service has been held up by the exchanges. Now the proper and business-like thing for an exhibitor to do when he contemplates opening is to take these unfulfilled contracts and arrange to give the exchanges from whom they were purchased the FIRST dates before inserting new service purchased after the contracts referred to were entered into.

Failure on the part of exhibitors to follow this suggestion is likely going to lead to embarrassment on their part for the taking on additional contracts without fulfilling the older ones they are simply going to become over-loaded with service for it will only be a question of time when the not so recent contracts are ignored, when the exchange is going to seek redress through the Joint Board of Arbitration.

**So when you open up this fall bear this in mind.**

A short time ago the Kansas City Film Board of Trade issued a pamphlet which was mailed to every exhibitor in the territory entitled "General Instructions and Don'ts." Page 5 of this pamphlet contained the following "Don't":

**DON'T** think that by selling your theatre you have released yourself of existing contracts you may have with any Exchange. Your contracts will be assigned the same as your screen and machines and in selling your theatre you should also sell the new owner all contracts and license fees that you have with different Exchanges for service. In case you do not do this you forfeit the license fees you have with the Exchange. Also you will be forced to pay for every picture your contracts are all for that remains unplayed. It is very important, therefore, that in selling your theatre you assign all contracts and license fees to the new owner.

This is a more important subject than a great many may believe. A number of gentlemen who have sold their theatres without also SELLING THE EXISTING SERVICE UNDER CONTRACT, have found to their sorrow. When an exhibitor does sell in this nowadays and the "Don't" of the existing contracts the exhibitor has to deal with the great Arbitration Board which can do nothing other than render a decision against the exhibitor as being responsible for the contract. After such a decision is obtained the exchange has the privilege of making

the individual for the FULL AMOUNT OF RENTALS FOR PICTURES on the contract remaining UNPLAYED.

**Bear this suggestion in mind also when planning to sell your theatre.**

### EDWARD AUGER BACK AT VITAGRAPH DESK

Edward Auger (pronounced Ozhas) has returned to Vitagraph in the capacity of assistant general manager. Mr. Auger's career dates back to the beginning of the picture business.

In 1916 he became a division manager for Vitagraph serving for two years before promotion to the position of assistant general manager.

In June, 1920 Mr. Auger was given the post of Continental Foreign Representative for Fox Film Corporation with headquarters in Paris.

Mr. Auger is on a tour of the branch offices.

### SALES FORCES HANDLE TWO SEPARATE PRODUCTS

Starting September 1, all Pathe salesmen in the Kansas City territory will be authorized to sell Associated Exhibitors' product in towns of not more than 5,000 population, while the Associated salesmen will handle the Pathe product in towns of more than 5,000. It was announced of this week.

The new tie-up combination enables both exchanges to more thoroughly cover

the territory and reduces the cost of selling, officials of both companies said. The arrangement is to be continued indefinitely if successful.

### EIG CIRCUITS BOOK

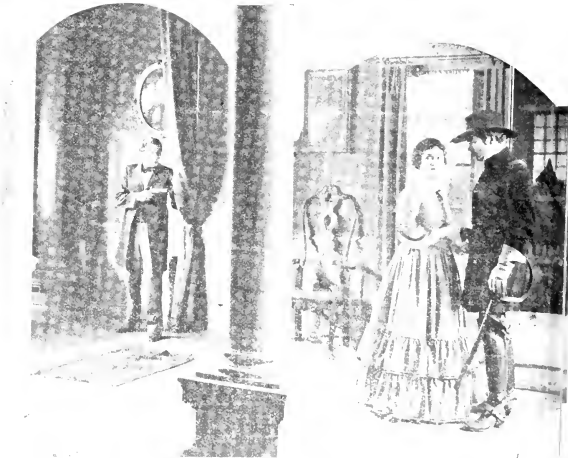
#### "U" DEMPSEY SRIES

Fred C. Gumbly, sales manager for Short Producers for the Universal Pictures Corporation, reports exceptional success with the Jack Dempsey "Fight and Win" series of two-reelers. One of the surprising features of the sale of these unusual short subjects is the extent to which they are being booked by the largest theatre circuits in the country.

On top of the recent sale of the series of ten two-reelers to the entire chain of Famous Players' houses in Canada, Universal reports bookings on the Dempsey pictures by the following big circuits: Stanley Mastbaum circuit of Philadelphia; the Saenger Amusements of New Orleans; the Pantages Vaudeville circuit of the west coast; the Asher Brothers circuit of Chicago; the Lubliner & Trintz circuit of Chicago; and the West Coast Theatres, Inc. The 12th St. Theatre, Kansas City, Mo., has booked the Dempsey series, according to the local exchange.

One of the most attractive novelties in circulation is a metal paperweight in the form of a crouching tiger with the head of Jack Dempsey. It is labelled "the tiger of the roped arena." The statuettes are made up in gold, silver, bronze and polychrome finish.

By special arrangement between Universal and the Sterling Art and Metal Works of No. 61 Grand Street, New York City, exhibitors are able to get these paperweights from the metal company at reduced prices.



Florence Vidor is the star in "Barbara Frietchie," a Regal Picture, released through Producers Distributing Corporation.



## THE SEASON IS ON FOR K. C. THEATRES

Eleven Big Down Town Houses Are Having Their Inning.

The theatres have their inning.

At least, a look at the advertising posters and theatre sections of Kansas City newspapers, would have it so. And, it looks like there will be no dearth of entertainment with eleven big downtown houses vying for the palms of popularity.

The Orpheum opened its year, August 24th with an imposing bill headed by Robert Warwick and Chic Sale. The management has announced a promise to the public that no Orpheum act will be repeated in Kansas City anytime during the season.

Low Kelly and his burlesque show drew the curtains at the Empress the past week, featuring La Zeda, the dancer from the Argentines. The Empress is basking under a new coat of paint, extensive improvements, a new manager, one Jake Lieberman from New York, and a policy of full-fledged burlesque, smoking in the house, etc.

At the Gaiety, Lena Daley and her show, "Miss Tabasco" is the center of attraction.

The Liberty, Royal and Newman continue in the path of big down town first run pictures houses.

The Mainstreet, Globe and Pantages are carrying through their policy of big time pictures augmented with vaudeville.

The Shubert swings its doors opened August 31 with Cecil B. DeMille's spectacle, "The Ten Commandments." It is understood that theatre will continue its presentation from the legitimate stage following an indefinite run of big time pictures. The Missouri, the other Shubert house, is still dark, but scheduled to open shortly with feature pictures.

And then, there are scores of suburban theatres that are constantly coming into the arena of entertainment values.

All in all, the white lights in Kansas City seem to shine brightest in their history.

### AT KANSAS CITY THEATRES

Week Starting August 24  
NEWMAN

"Empty Hands," Jack Holt, Norma Shearer—Paramount.

#### ROYAL

"Monsieur Beataire," Rudolph Valentino, Bebe Daniels—Paramount.

#### MAINSTREET

"The Red Lily," Ramon Novarro, Emil Bennett, Wallace Beery—Metro-Goldwyn.

#### PANTAGES

"The Girl in the Limousine," Larry Simon—First National

#### LIBERTY

"The Cheechos," All Star—Associated Exhibitors.



Tom Brown of the Hippodrome, Leavenworth, Kans., and G. L. Hooper, Orpheum, Topeka, Kans., were in Kansas City booking fall product this week.

E. C. Rhoden, manager of the Kansas City First National exchange, is making a tour extending to the key cities of Kansas.

"Secrets," the late First National success, starring Norma Talmadge, goes to the Mainstreet Theatre for its Kansas City premiere this week.

First National's "The Girl in the Limousine," with Larry Simon, is the feature attraction at the Pantages Theatre starting August 31.

It is rumored that Film Classics are to lose another stenographer. The young lady reported the cause to be a coming change in her name. Congratulations, Miss Klein!

Fred Savage, former exhibitor of Hutchinson, Kans., is living up to the reputation of Kansas winstons as a salesman for Universal, according to news from the office.

"Swede" Chapman, Universal salesman has returned from a five weeks' trip.

An old fashioned bar, the bartender, the brass rails and the stein which bring irragrant memories of better days—all this is part of an exploitation stunt being worked out for the lobby of the Liberty Theatre for the showing of "Wine," late Universal Jewel, this week.

Mike and Al Kahn of Film Classics, are making their customary trips this week, Mike beating the territory, and Al to Omaha.

The first of the new Charles Ray specials will be "Dynamite Smith," for release October 12. Bessie Love, Jacqueline Logan and Wallace Beery are co-stars of the cast. The feature was produced by Ralph Ince.

O. H. Gregg, American Theatre, Sedan, Kans., M. W. Hulbush, Hulbush Theatre, Trenton, Mo., and C. R. Wilson, Liberty Theatre, Liberty Mo., were seen in Kansas City the past week.

Other prominent showmen of the Kansas City territory who visited exchange men last week were: Tom McClure, Winfield, Kans., C. A. Rehm, Majestic Theatre, Baxter Springs, Kans., and Mr. and

Mrs. Billy Wagner, Independence, Kans.

C. C. Kupe, Universal territory delinquent, has gone to Omaha for his vacation.

Lou Harned, head booker of the Kansas City Universal exchange, is back at his desk this week after a vacation trip to the Ozarks.

A representative group of Kansas City exhibitors viewed the preview showing of "Wine," one of the Universal Jewels for 1924-25, which goes to the Liberty this week for its premiere. "It is rumored" that a special free performance will be given the hostleggers of Kansas City. A large crowd is expected.

C. M. Patten of the Patton, Leavenworth, Kans., and Mr. and Mrs. Christian of the Byers Theatre, Excelsior Springs, Mo., were among the exhibitors seen along Movie Row the past week.

Lee Gunnison, widely known exhibitor from Atchison, Kans., was seen along Film Row recently.

Jack Roth, manager of the Liberty and Liberty theatres, Kansas City, has returned from a business trip to St. Mary, Ark.

The Kansas City Universal Exchange announces that Jack Hostetler, the "Big Western star, will be in Kansas City the week of December 9 to make personal appearances. All exhibitors who are interested in making arrangements for a special appearance are requested to communicate with Jean Beland, Universal publicity manager.

Sid Rosenthal, famous Schmuck, at Cleveland Ohio.

Godem, Mo., Aug. 20—Not long much can be said for a fiver that will bite the hand that feeds it. Nicky, Goddamer, Universal salesman's movable oil can got stuck in the ditch in Godem yesterday while going down a grade. Nicky simply alighted, picked up the tiny thing with one hand, set it back in the middle of the road and dusted it off with his handkerchief. By way of showing its gratitude, the fiver then did a real Times on Nicky and after flattening him out ran over as much of him as was possible. Without waiting to inquire whether or not he was injured or offering to take him to the hospital, this tin hearted beast then continued on its way to the bottom of the hill where it was properly smashed in. The entire town is agitated.



# :: Kansas City Trade Directory ::

Here is a List of Leading Film Exchanges and Dealers of This Territory.  
Deal With These Recognized and Established Firms.

## EXCHANGES

### NATIONAL DISTRIBUTORS

### STATE RIGHTS

### EQUIPMENT

ASSOCIATED EXHIBITORS, Inc.  
111 West 17th St.  
Dan Martin, Manager  
V. D. Shea, Booker  
Telephone—Harrison 8645

METRO-GOLDWYN PICTURES CORP.  
1706-08 Wyandotte St.  
C. E. Gregory, Mgr.  
I. J. ALLISON, Booker  
Telephone—Harrison 7030

CRESCENT FILM CORP.  
115 West 17th St.  
M. A. Kahn, Manager  
R. L. King, Booker  
Telephone—Harrison 4661

COLE THEATRE SUPPLY CO.  
Powers Machines  
109 West 18th St.  
T. F. Cole, Manager  
Telephone—Harrison 2231

ASSOCIATED FIRST NATIONAL PICTURES, Inc.  
1712-14 Wyandotte St.  
E. C. Rhoden, Manager  
T. O. Byerle, Asst. Mgr.  
Ralph J. Heft, Booker  
Telephone—Harrison 8623

MIDWEST EDUCATIONAL FILM EXCHANGE, Inc.  
130 West 18th St.  
C. E. Seming, Manager  
R. C. Borg, Asst. Mgr. and Booker  
Telephone—Grand 2886

ECONOMY FILM SERVICE  
The Mail Order Exchange  
No Contracts  
113 West 18th St.  
Bernard C. Cook, Manager  
Telephone—Harrison 8351

CHAS. M. STEBBINS PICTURE SUPPLY CO.  
Motiograph DeLuxe Machines  
1818-22 Wyandotte St.  
C. M. Badger, Manager  
Telephone—Grand 0134

A. H. BLANK FILM ENTERPRISES  
130 West 18th St.  
M. E. Williams, Manager  
R. H. Jones, Booker  
Telephone—Grand 5151

PATHE EXCHANGE, Inc.  
111 West 17th St.  
C. C. Vaughan, Manager  
J. SCHORGL, Booker  
Telephone—Harrison 8645

FILM CLASSICS, Inc.  
115 West 17th St.  
Al Kahn, Manager  
I. GERDTS, Booker  
Telephone—Harrison 4661

VALE THEATRE SUPPLY CO.  
Simplex Machines  
108 West 18th St.  
C. D. Struble, Manager  
Telephone—Grand 2923

FILM BOOKING OFFICES OF AMERICA, Inc.  
Snower Bldg., 18th & Balt.  
Roy F. Churchill, Mgr.  
J. V. Masters, Office Mgr.  
Charles Oliver, Booker  
Telephone—Harrison 3257

SELZNICK DISTRIBUTING CORPORATION  
1820 Wyandotte St.  
W. F. Truoe, Manager  
"GIB" JONES, Booker  
Telephone—Harrison 9180

STANDARD FILMS  
111 West 18th St.  
E. J. Warren, Gen'l Mgr.  
Jack Langan, Mgr. and Booker  
Telephone—Grand 1318

K. C. SCENIC CO.  
Drops and Curtains of all Kinds  
24th & Harrison Sts.  
Telephone—Harrison 2735

PRODUCERS DISTRIBUTING CORP.  
111 West 18th St.  
L. W. Alexander, Mgr.  
A. W. Day, Booker  
Telephone—Harrison 0919

UNITED ARTISTS CORPORATION  
7th Floor Davidson Bldg.  
G. F. Navarre, Mgr.  
L. J. Doty, Asst. Mgr.  
Clair Woods, Booker  
Telephone—Grand 1822

PEERLESS FILM SERVICE  
113 West 18th St.  
Bernard C. Cook, Mgr.  
Fred Thompson, Booker  
Telephone—Harrison 8351

EXHIBITORS FILM DELIVERY AND SERVICE CO.  
111 West 18th St.  
Ralph Scherzer  
E. E. Jameson  
Telephone—Grand 2095

UNIVERSAL FILM EXCHANGE  
1710 Wyandotte St.  
Harry Hollander, Mgr.  
I. F. Harrod, Booker  
Telephone—Harrison 5624

VITAGRAPH, Inc.  
5th Floor Davidson Bldg.  
C. A. Schultz, Manager  
C. W. Allen, Asst. Mgr.  
L. F. Durland, Booker  
Telephone—Harrison 8304

This directory will be published in the first issue of each month.

Changes of copy must be in our office one week in advance of publication date.

## LIBERTY THEATRE BUYS "20" WARNER PICTURES

The Liberty Theatre announces the purchase of the Warner Brothers' group of twenty specials which will be released this fall and winter.

The first of these, "Three Women," which will show September 7, comes well recommended and features Marie Prevost, Pauline Frederick and May MacAvoy in the cast.

The others, adapted largely from best sellers, will follow at intervals of two weeks. They are:

Rin-Tin-Tin in "Find Your Man"; "Recompense," with Irene Rich and Monte Blue; "The Dear Pretender"; "The Dark Swan," with Louise Fazenda, Lew Cody and Marie Prevost; "Delirium" with Monte Blue and Marie Prevost; "The Age of Innocence"; Owen Davis's "When Baxter Butted In"; "This Woman," Irene Rich, John Roche; mystery story, "The Narrow Street," starring Marie Prevost and Willard Louis; "The Man Without a Conscience"; Pearl Keating's "The Broadway Entertainer"; "The Lighthouse by the Sea"; "My Wife and I," by Paul Bern, and "The Eleventh Virgin," by C. H. Harris.

## STANDARD HAS NEW WESTERN SERIES

The exhibitor for years has been demanding a better type of western pictures. The exchange man has been conscientiously striving to meet the exhibitor's demands.

With these conditions in mind, Standard Films purchased the Kansas and Missouri rights on a series of eight "Buddy Roosevelt" thrill stunt dramas—real westerns. Buddy is said to be a star of unequalled ability, as a dare-devil performer, a capable actor, with genuine screen personality. Standard conveys reports from other territories that these pictures have unusual drawing power.

Bill Thatcher has sold his Royal Theatre at Salina, Kans., to W. D. Fite. The Royal is a 600 seat house.

## EDISON MAZDA EQUIPMENT A POWER AND MONEY SAVER

Every installation of the Edison Mazda Lamp made by the Yale Theatre Supply Co. has been giving such satisfaction that C. D. Struble, president of the company, is desirous of acquainting every exhibitor with the advantages of this motion picture equipment both as to saving of power cost and performance. These facts are brought out by Mr. Struble as follows:

"Once the light source is correctly located at the focal point of the condenser, it stays put. For this reason it is not necessary to use a larger source than the minimum required to obtain results, thereby saving current. Freedom from color and shading effects at the edges of the screen is also obtained by reason of the light source remaining fixed. It does not require the constant attention of the operator.

"The light from the Edison Mazda Lamp is steady, tending to reduce flicker. It is emitted in that portion of the spectrum to which the eye is most accustomed and most sensitive; therefore, it is neither trying nor tiring.

"The Edison Mazda Lamp is clean and noiseless. No dust is given off to scratch films and cause wear on machine parts. No fumes are emitted, and the amount of heat given off is lower than with other types of illuminants. Therefore, the operator's health and comfort is improved.

"The Edison Mazda Lamp will give just as good illumination on alternating current as on direct current. It also enables the use of the more efficient two-wing shutter.

"Perhaps the advantage of the Edison Mazda Lamp that appeals most strongly to the projectionist is ease of control. Expert knowledge is necessary to set up the outfit and keep it in satisfactory condition, but the actual operation requires less attention than an arc, thus allowing the projectionist to pay more attention to the projection of the picture itself."

Broadcast your wants to 2,200 showmen through the Reel Journal.

## OLD VITAGRAPH EAGLE AGAIN SPREADS ITS WINGS

The old Vitagraph eagle again spreads its wings. That is the announcement coming from John B. Rock, general manager, that the former well known trademark is again to be officially adopted.



A VITAGRAPH PICTURE

This means Vitagraph

For some time the old trademark has superseded by "Vitagraph Pictures" was due largely to the efforts of Mr. Rock that the old "label" be restored. According to C. A. Schindler, another of Mr. Rock's associates putting Vitagraph on the map.

## "BONEYARD BLUES," FIRST OF NEW HURD SERIES

"The Boneyard Blues" will be the first Pen and Ink Vandyville film in the new series of Earl Hurd cartoons, which Educational will distribute.

Each release in this series will constitute a program of Vandyville cartoon reform with a new cartoon character, "Props"—which is destined to become one of the most popular series cartoon figures—doing the "heavy" work.

The new Hurd comedies resemble a three ring circus in that they offer so much action that it takes a "loopy" and an alert mind to follow it all. Clarence F. Seming, manager of the K. I. C. Educational office.

SEND IN  
YOUR BOX-OFFICE  
REPORTS



Scenes from "A Virtuous Liar" released by Vitagraph.



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## MONSIEUR BEUCAIRE

Paramount—Rudolph Valentino

WORLD—Exquisite is the word which comes most prominently to mind in attempting to describe "Monsieur Beaucaire," the Paramount production in which Rudolph Valentino returns to the screen, for certainly no picture of greater beauty, artistry, magnificence or pictorial appeal has ever reached the silver sheet. "Monsieur Beaucaire" is going to establish a lot of box office records.

FILM DAILY—Paramount couldn't have selected a more fitting vehicle for Valentino's return to the screen. The picture is indeed beautiful to look upon. The settings, the costumes, the characteristic atmosphere and etiquette of the French court, all are faithfully presented. You know what the announcement of Valentino's return to the screen will do. It's jamming the Strand. Get your order early.

TRADE REVIEW Peculiar interest attaches to this production because it brings back to the screen that highly popular and widely advertised star, Rudolph Valentino. That fact alone would draw the movie fans in force wherever the picture is placed on view, they will come expecting great things from the handsome lover of the silent drama, and will not be disappointed. For "Monsieur Beaucaire" takes rank as one of the season's most elaborate and satisfying features, with alluring box office possibilities for theatres of all classes.

NEWS—Rudolph Valentino, popular hero, back to the screen after two years absence. This is enough to get them in. Wonderful settings and scenery, authoritative acting and pleasing atmosphere make this one of the big pictures of the year.

## JANICE MEREDITH

Metro-Goldwyn—All Star

FILM DAILY Little doubt about it. This historical romance is in Spentenlar treatment of American history with strong patriotic appeal and a popular star, is sure to succeed.

NEWS A magnificent historical spectacle of American revolution. Finely staged, competently acted and directed with sympathy and feeling. Has several moving scenes and carries color and atmosphere. Rich in detail. Charmant romance and historical events, nicely blended. For any type of home or theatre.

TRADE REVIEW—The star could establish the all-time rate of more than five million to advance notice. Exhibitor, who book "Janice Meredith," may rest assured that they will give their patrons full value for their money. It is a feature warranted to sell box office records wherever it is shown. A big money maker for big and little houses alike.

WORLD—Exceeding in its scope and in the multiplicity of gigantic spectacular scenes anything yet presented on the screen, and combining with the lure of romance the thrill of aroused patriotism, "Janice Meredith," the Cosmopolitan production starring Marion Davies, stands as one of the finest achievements of the motion picture and one which should register tremendously with any audience of real Americans. . . .

## LOVE AND GLORY

Universal—Madge Bellamy

FILM DAILY—As a whole, picturesque atmosphere and splendid pictorial values plus worth while acting summarizes this picture. A strong patriotic urge and love interest, plus pretty settings and strong cast will serve to hold them. Story might be speeded up a bit.

WORLD—The theme of this picture concerns unyielding love, reminiscent of "Evangeline," but it does not strike to the depths of feeling of Longfellow's immortal romance. It is true that from a technical standpoint there are many striking scenes, action is effective and settings colorful, however, the story never seems to get right down and take hold under the skin.

NEWS—Suitable for any house. Title and good exploitation will attract them. A romantic drama of France reviving around the Algerian campaign of a half century ago. However, it's a curious combination of good and bad story, good and bad acting and good and bad direction.

HERALD—Romantic story of Algerian

campaign of the French, atmosphere, of course, some fifty years ago. Fair motive plot lacks continuity.

## RAY'S "DYNAMITE SMITH" FOR RELEASE OCTOBER 12

Thomas H. Ince's first production, starring Charles Ray, supported by Wallace Beery, Jacqueline Logan and Bessie Love, and directed by Ralph Ince in which Ray stages a smashing comeback to the screen under the management of the man who developed him and made him a film celebrity, is unanimously proclaimed by officials as indisputably the supreme achievement of Thomas H. Ince's screen creations and the biggest moment in Charles Ray's career, declares C. C. Vaughn, local Pathe manager.

In response to the veritable avalanche of inquiries flooding the Pathe Home Office during the past few weeks with reference to the release date of the initial Pathe-Ray special, announcement has been made that "Dynamite Smith" will be launched on October 12th.

"Dynamite Smith" marks Charles Ray's return to the silver sheet in a part delightfully familiar to the public, that of the country "hood," a role which made the star famous. It is safe to say that nothing that Ray has done heretofore has aroused such universal interest as his present effort.

Twenty-two hundred exhibitors—  
Your Reel Journal audience.

## NEWS NUGGETS

"Jonah Jones," the first picture of Lloyd Hamilton's third series of star comedies for Educational, will be a mid-September release. This subject introduces Miss Dorothy Seastrom as his new leading lady, and Babe London, former Christie comedienne, in the chief supporting comedy role. Dick Sutherland, famous comedy heavy, also has an important part.

Following the completion of "Husbands and Lovers" for Louis B. Mayer, for release through First National Pictures, John M. Stahl is casting his next production, "Fashions for Men," from the Mohlar play. Lewis Stone will play the lead.

The cast of "The Lady," Norma Talmadge's next photoplay, has been selected by Joseph M. Schenck. Besides Miss Talmadge the company will consist of Wallace MacDonald, Brandon Hurst, Alf

Goulding, Dorris Lloyd and John Fox, Jr.

Arthur Rankin has been engaged by Mrs. Wallace Reid to play her son in "Broken Laws," the picture which she is to make on law observance for F. B. O.

The exceptionally fine character work by Florence Vidor and Edmund Lowe in "Barbara Frietchie" stands out as something of a real novelty, according to critics of the stalls.

The fifth Harry Carey feature in the series for release through Producers Distributing Corporation will be "The Man From Texas," an adaptation of the Bret Harte story, "Tennessee's Pardner."

Zane Grey's "The Border Legion" has just gone into production for Paramount upon a location in the northern mountains selected by the author.

## ST. LOUIS TRADE EVENTS

By David F. Barrett

CAN LOEW REVIVE  
ST. LOUIS NIGHT LIFE?

Bets \$1,600,000 on Come Back of Down-Town District.

Can Marcus Loew with the new Loew State Theatre at Eighth Street and Washington avenue reclaim down-town night life in St. Louis?

He is betting some \$1,600,000 that he can, and tossing in an extra \$600,000 or so annually to raise the ante. All St. Louis filmland and the bus world as well are watching his experiment. It would be a big thing for down town realty values if he can put this master stroke across.

St. Louis thronged to the opening of the new house, everyone of the 3500 seats being taken long before the ceremonies got under way. Besides the talk by Loew there was an address of welcome by His Honor Henry W. Kiel, mayor of St. Louis, and personal appearances and brief remarks or a stunt or two by such headliners as Mae Murray, Elinor Glyn, Evelyn Martin, of the New York Casino, Evangeline Russell, Miss Kathleen Carr, John Irving Fisher, Buena Vista and her toes, J. Barney Sherry, Miss Helene Davis, Earl Nelson, George Hackathorn, Eugene Boardman, Herbert Kaulisson, Claire Windsor, Walter Hiers, Aileen Pringle, while Norma Lee sang "Ava Marie" in the prologue for the feature picture "Revelation."

There is no denying that the Loew's State is a wonderful theatre. It cost a few dollars less than \$1,000,000 with the store building fronting on Washington avenue, and ranks among the country's finest amusement places.

In addition to this large investment Loew is paying some \$65,000 annually in ground rental on the various pieces of real estate on which the structure stands. It is said that his music is costing him about \$100,000 a year while he intends to give the city the finest of motion picture-first run at the new house. His prologues will be direct from New York and be the best available acts of their kind in the world. Everything else will be in keeping with this high standard.

Hence the new theatre will be called upon to gross from \$500,000 to \$700,000 annually before it will net any handsome dividends to the management.

Out-of-town exhibitor seen along Picnic Row the past week included: Mr and Mrs. Tom Reed of Davenport, Ill.; J. W. Schacker, Opera House, Chester, Ill.; S. E. Brady, Cape Girardeau, Mo.; J. Holliday, Mattoon, Ill.; Noah Bloomer of Freeburg and Belleville, Ill.; Mike Doyle, Cape Girardeau, Mo.; J. Alverson, Logan Theatre, Logan, Ill.; Oscar Hertzman, Chatfield, Mo.; W. O. McCutcheon, Sikeston, Mo.; S. E. Peltie, Jerseyville, Ill.; and Charley Law, Pana, Ill.

Edgar Adams, formerly manager of the Mattoon Theatre, Mattoon, Ill., has joined the local F. B. O. sales staff.

BRIGHT BITS  
and  
NEWSY NOTES

Smoke caused by friction upon a broken leather belt caught around a pulley in the engine room, entered the auditorium of the Marcus Loew State Theatre, Eighth Street and Washington avenue, at 7:30 p. m., August 25 and caused some uneasiness among patrons. However, the smoke was not dense enough to obscure vision and the show continued without interruption. The belt, which operated the cooling system, was speedily repaired.

Hector Pasmezoqui, owner of the Congress, Criterion and Delmar theatres has also purchased the Yale Theatre, 3700 Minnesota avenue, which has a seating capacity of 600. The purchase was made in the name of the Super Theatres Corporation, holding company for Pasmezoqui's interests. Pasmezoqui has also purchased the Plaza Theatre building on Atzel avenue.

Miss Florence Ketchum, a public school teacher, has been operating the Plaza for several years, but several months ago got into a controversy with the owner of the building concerning a renewal of her lease. Much litigation has resulted. What effect the purchase of the building by Pasmezoqui will have remains to be seen.

Miss Ketchum also had the Aubert and the Chippewa theatres, the former on Easton avenue near Aubert and the latter on Broadway near Chippewa, but has given up both houses. On Saturday, August 24, Mr and Mrs. E. J. Mining, owners of the Aubert Theatre building took over the management of the theatre. The Chippewa is dark at present.

Buddy Paul of Mexico, Mo., plans to reopen his Grand Theatre on Labor Day with feature picture and tab musical acts.

The Rialto Theatre, M. Berly, Mo., is being dismantled.

The Gem Theatre, Bowling Green, Mo., will be reopened on Labor Day.

R. B. Maxwell of Livingston, Ill., has taken over the Hamilton Theatre, Hamilton, Ill., and reopened it on August 25.

Joe Feld, assistant manager of the local William Fox exchange spent his vacation on the Big River. He and the fish had a fine time.

Oscar Tieman of Harrisburg, Ill., made a special trip to St. Louis relative to a \$3 credit due from the Columbia Pictures Corporation. It seems that Oscar had a repeater on the snappy Screen Snapshots that he is taking from the Columbia and he didn't want to depend on Uncle Sam to see that he got same.

ST. LOUIS UNIONS GET  
INCREASE IN WAGE

The threatened strike of union musicians, motion picture machine operators and stage hands employed in the St. Louis theatres has been averted by the employers agreeing to the wage demands of the organization.

Wage increases of \$5 to 10 a week were granted to the stage hands, electricians and property men. The old wage scale ranged from \$50 to \$60 a week. Under the new plan a flat rate of \$65 per week is to be paid.

Musicians who were being paid from \$35 to \$45 a week with an additional \$12 for matinees were given increases of 25 per cent. In the larger first run houses musicians are being paid as high as \$150 a week.

The motion picture machine operators were given raises of \$10 to \$12.50 a week, men who were getting \$55 raised to \$67.50 and those getting \$70 to \$80.

Several motion picture houses have raised admission prices to offset the wage increases granted the union workers.

PANA, ILL., MAYOR  
VEToes SUNDAY BAN

Claiming that the business interests of the town and the majority of the people wanted Sunday moving picture shows, Mayor E. G. Johnson of Pana, Ill., has exercised his veto power against the measure repealing the city ordinance permitting Sunday movies. Some weeks ago the City Council passed an ordinance legalizing Sunday motion picture shows and other amusements, but when a question was raised concerning the legality of the council's action, Mayor Johnson vetoed that measure.

The movie houses of the town were opened on Sunday, August 24, thus ending a fifteen year fight against the Blue Laws.

The Columbia Pictures Corporation is now functioning in its handsome new quarters in the Plaza Theatre Building. This exchange is among the classiest in town. The walls are painted in ivory and royal grey, ivories while the wood work and furniture is of a rich golden oak blend. The entrance to Olive street front is an innovation for the exchange in the building. Just to the left is the private office of Barney Rosenthal, manager, while to the right are the general offices with handsome Bob Taylor and Nat Seimberg in charge respectively as office and city sales managers. In the rear in a specially enclosed compartment is the poster and shipping departments. The vaults for the film are to the left and entirely separated from the main offices. Rosenthal reports that the exchange has been enjoying splendid business on its new product.

Sidney Meyer, new general manager for William Fox Pictures was due to arrive in St. Louis on Thursday, August 28.



## BOX-OFFICE REPORTS

F. B. O.

**Women Men Marry**, All Star—Good picture, very poor but nice with combination of rent shows and a new skating rink.—Oscar Reimert, Elite Theatre, Humboldt, Kan.

**The Empty Cradle**, Mary Allen—Favorable comments, run attractive at regular admission.—Oscar Reimert, Elite, Humboldt, Kan.

**Spirit of U. S. A.**, Mary Carr—Great picture, 100 per cent. Best on this year.—F. S. Sutter, Columbia, Kansas City, Mo.

**Judgment of the Storm**, All Star—Another good one. F. B. O. are has some credit ones this year. Grab it.—E. S. Sutter, Columbia, Kansas City, Mo.

**Mark of Lopez**, Fred Thomson—A real honest-to-goodness Western with a real horse who performed. C. A. Morris, De Luxe Theatre, Miami, Kan.

### FIRST NATIONAL

**Lilies of the Field**, Corinne Griffith—An unusually good picture. Satisfactory to audience and management. Print and accessories good. Ray Higgins, Auditorium, Marshall, Mo.

**Children of the Dust**, Johnnie Walker and Pauline Garon—Very well liked. The print good. Herb W. Knox, Army Y. M. C. A., Ft. Leavenworth, Kan.

**Mighty Lak A Rose**, Dorothy Mackall—A mighty fine production and well liked by those who saw it. A good one for any theatre to run. Print and accessories good. A. E. Lamkin, Star, Stockton, Kan.

**Blind Hearts**, Hobart Bosworth—Fine picture. Pleased 90 per cent. C. A. Bull, Holland, Wichita, Kan.

**Daddy**, Jackie Coogan—A picture that our people seemed to like. Had a little better turn out than usual. Print condition might improve. C. T. McClure, Columbia, Jannett, Mo.

**Julius Caesar**, Charles Ray—We think our picture is just fine. The people cannot become it very much. The print stood out so nice and clear. Print and accessories good. James Lindsey, Wealthy, W. Union, Mo.

**Mighty Lak A Rose**, Dorothy Mackall—We had a small crowd, but the picture is good and had several comments on it. Print and accessories good. J. F. Zimmerman, Rex Theatre, Bronson, Kan.

**Isle of Lost Ships**, Milton Sills—Good picture. Please as nice as we can tell about 100 per cent. Print like new, accessories good. W. R. Alpaach, DeLuxe Theatre, Buhler, Kan.

**Mighty Lak A Rose**, Dorothy Mackall—More good comments and pleased well by people coming in than W. R. Alpaach, DeLuxe Theatre, Buhler, Kan.

**Who's A Man's A Man**, John Bowers—Wonderful picture. Most excellent kind of the best. Print nice, accessories good. Geo. F. Moore, Hott, Plymouth, Kan.

**Children of Dust**, Johnnie Walker and Pauline Garon—Good picture, one that pleased the audience. Attendance good. A. A. Bree, Grand, Sunnyside, Kan.

**Brawn of North**, Strongheart—A very good picture.—J. N. Welty, Midway, Hill City, Kan.

**Love Master**, Strongheart—A very pleasing picture. The work of Strongheart fine. Considering weather conditions, business satisfactory—better second night than first. Print and accessories good.—Raymond Gear, Mayflower, Florence, Kan.

**Flowing Gold**, Anna O. Nilsson and Milton Sills—An excellent picture and earned a good box office attraction under good exploitation. Everyone who came thought it fine. Print fine. Accessories good.—C. L. McVey, Dreamland Theatre, Herington, Kan.

**When A Man's A Man**, John Bowers—It drew like a mustard plaster. Print and accessories good.—W. F. Elland, Empire, Sterling, Kan.

**Rose of Sea**, Anita Stewart—Good picture. Anita Stewart is always good, and is a good drawing star here. Print and accessories good.—Geo. G. Schertz, Doric, Hanover, Kan.

### FOX

**Ladies To Board**, Tom Mix—Have seen better Mix's. Fair business.—Oscar Reimert, Elite Theatre, Humboldt, Kan.

### METRO-GOLDWYN

**Heart Bandit**, Viola Dana—Good, clean picture. Fair business.—Oscar Reimert, Elite Theatre, Humboldt, Kan.

### STANDARD

**Rider of Mystery Range**, Art Mix—Above average western to an enthusiastic capacity audience. The western fans "ate 'em up".—Oscar Reimert, Elite Theatre, Humboldt, Kan.

### VITACRAPH

**My Wild Irish Rose**, Pat O'Malley and Pauline Starke—A fair story; not enough punch.—Army Y. M. C. A., Ft. Leavenworth, Kan.

**The Leavenworth Case**, Seena Owen, Wilfred Lextell and Martha Mansfield—Very interesting mystery drama. Good program picture. Hardly good enough for a special, though not sold to me as a

special.—J. W. Bailey, Bailey Theatre, Waverly, Kan.

**Secret of the Hills**, Antonio Moreno—No good; no action; no moral; just a blank. Had a good crowd and no one liked it. Couldn't pay expenses long with pictures like that.—W. H. Wilson, High School, Sublette, Kan.

**Inner Chamber**, Alice Joyce—Just a fair picture, rather an odd story, different from the average run. Several of audience spoke as though they liked it.—E. H. Haskin, Bank Theatre, Lenexa, Kan.

**The Prodigal Judge**, Ernest Torrence—We showed "The Prodigal Judge" on the 18th, and say, it satisfied the audience to the expectation. It was a great drama and was well played, especially by Ernest Torrence and Jean Paige, and lots of good scenery. Print was good.—H. B. Shandy, Vitagraph Theatre, Watson, Mo.

**Steelheart**, William Duncan and Edith Johnson—Picture very good.—E. L. Rodgers, Township Hall, Palco, Kan.

**Midnight Alarm**, All Star—Pleased nearer 100 per cent than anything I ever played. Drew extra good business.—M. F. Meade, Olive Theatre, St. Joseph, Mo.

**Little Wicked**—Crowd liked the picture real well. A small crowd on account of busy days on the farms.—E. H. Haskins, Bank Theatre, Lenexa, Kan.

**On the Banks of the Wabash**, Mary Carr—A shabby picture and a money getter. Even on a hot night we had a good house and everybody well pleased.—G. H. Osgood, Community Theatre, White Cloud, Kan.

**A Girl's Desire**, Alice Calhoun—A good little feature that is a better drawing card than title would indicate and pleased a fair house on a hot night. We now bank on Vitagraph to have the pictures.—Harry Roberts, Electric, Centralia, Kan.

**Man From Brodway**, All Star—I did not pay out on this program, but it was not the picture's fault. I cannot figure why I did not pull a crowd, as I gave it a big advertisement. Had lots of comments on picture and all I can say, fellow exhibitors cannot go wrong on this picture. Earl L. Vance, Liberty, La Crosse, Kan.

### WARNER BROS.

**Gold Diggers**, Hope Hampton—Enjoyed by all and they are telling us about it, especially the younger set.—Oscar Reimert, Elite Theatre, Humboldt, Kan.

## Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL.

19th &amp; Wyandette Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....	.....
Star .....	..... Producer .....
Remarks .....	.....
Title .....	.....
Star .....	..... Producer .....
Remarks .....	.....

If Every Exhibitor Does His  
Duty There Will be No Mediocre  
Pictures

City .....

Theatre .....

Exhibitor .....

# PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### Show Printing--

We can satisfy you not only in price but give you quality also in all kinds of printing.

The  
**KEYSTONE**  
Press

19th and Wyandotte Streets  
Kansas City, Mo.



Archib  
Josephson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish  
to pay more  
--and  
risky to  
pay less.*

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

## Let B. Finkelstein

### INTERIOR DECORATOR



Beautify Your Theatre  
Interior decorating  
of theatres and lob-  
bies a specialty.  
My Own Drawn  
Designing

Phone Benton 0125  
1919 Montgall K. C., Mo.

### BAUSCH-LOMB NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

### CHAS. M. STEBBINS

Picture Supply Co.  
1822 Wyandotte St. Kansas City, Mo.

## STRONG CAST IN CHRISTIE'S COMEDY, "COURT PLASTER"

An especially strong cast of experienced comedians appear in the second Christie comedy of the new series for Educational, titled "Court Plaster," which has just been completed at the Christie Studios in Los Angeles.

Heading the cast is Neal Burns, who has been featured in many Christie comedies during the last several months. Playing prominent roles in support of Burns are Jack Duffy, well known purveyor of old man parts, Billy Beck, the dancer who recently joined the Christie company, Molly Malone who has returned to the Christie fold after an absence of a couple of years, George Pierce and Budd Fine. Jack Jevne is the author of "Court Plaster," and Gil Pratt is the director.

William Desmond, star of many Universal western features and several popular Universal serials has just been engaged for eight more features, it is announced at the Universal home office. This means that Desmond will be with Universal for another year at least.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ad Accepted for Less Than 50c

### CHAIRS WANTED

Wanted 300 opera chairs and screen at once. Geo. H. Koch, Holton, Kans.

### WANTED OPERA CHAIRS

Wanted 150 to 175 opera chairs, used, in good condition. Also used Motograph machine and prices on them. R. D. Johnson, LeRoy Kans.

### THEATRE FOR SALE

First class theatre, fully equipped, also piano and pipe organ, in good Missouri town. No good position. It sold soon will sell at a bargain. Also one for lease in adjoining town. Address "D"—Reel Journal.

### AT LIBERTY

At projectionist, thoroughly experienced, 24, stress permanent location. Any equipment. Screen results guaranteed. Salary secondary condition. Married man, neat appearance, steady and reliable. Address W. B. Herrick, 4215 Booth Ave., Rosedale, Kans.

### THEATRE WANTED

Will pay cash for good theatre, not competitive town 400 or over. Give complete details regarding equipment, average daily receipts, rent, reason for selling, etc. Give post paid return. Will not harter.—Box W, Reel Journal.

### WANTED

Booth for one machine. Must be in good condition and priced right. Roy A. Ayers, Baylis, Illinois.

**WANTED TO TRADE FOR PICTURE SHOW**  
A good modern residence in town of 2,000 population. Running every night except Sunday and making money. Long lease, good balance monthly payments. Box O, Reel Journal.

### THEATRE FOR SALE

Picture show for sale. Located within a few miles of Kansas City. Only show in town of 2,000 population. Running every night except Sunday and making money. Long lease, good balance monthly payments. Box O, Reel Journal.

## CURRENT RELEASES

### For Week of September 6, 1924. ASSOCIATED EXHIBITORS

Last of Broadway, Owen Moore and Mary Carr (6).

### FOX

The Man Who Came Back, Dorothy Mackall, Geo. O'Brien (9).

The Last of the Duanes, Tom Mix (7)

It Is the Law, All Star (8)

Dante's Inferno, All Star (6)

The Desert Outlaw, Buck Jones (6)

That French Lady, Shirley Mason (6)

Wolves of the Night, William Farnum (6)

Sweet Papa, Imperial Comedy (2)

The Pin Head, Imperial Comedy (2)

The Monkey Romeo, 3 monkeys (2)

The Fight, 1st of Van Bibber series (2)

Stretching the Truth, Sun-line comedy.

Unreal News Reel, No. 4 (2)

The Fur Trapper, Educational reel (1)

Dancing Girls of India, Educational (1)

### PATHE

The Luck of the Fish, Harry Langdon (2)

Pathé Review, No. 37 (1)

Into the Net, No. 7, Serial (2)

In the Good Old Summer Time, Aesop (1)

Trips of the Day, No. 37

The F. Fish Wives, Ben Turpin (2)

Pathe News, Nos. 76-77.

\*\*\*

Willard Lenois, famous for his portrayal of His Majesty, The Prince of Wales in "Boan Emmuel," and the title role of "Rabbit" is again at work at the Warner studio. He is portraying the role of Ribillard, the friend and comrade of Debrau in "The Lover of Camille" adapted from the Sacha Guitry play "Debrau," which was successfully produced upon the stage by David Belasco.

## STOLEN! \$25.00 REWARD!

Peerless Film Service reports the loss of one new print of "DESERT SECRET" featuring Bill Patton, stolen from in front of the exchange at 113 West 19th Street, Kansas City, Mo., between the hours of 11 P. M., Saturday, Aug. 7th and Sunday morning, 9 A. M. RETURN and receive a reward of \$25.00.—NO QUESTIONS ASKED.



*"Only Twenty But Mighty"*

Save  
TWENTY  
dates for  
the new  
Warner  
TWENTY

Mr. Exhibitor:

A year ago we advised you against tying up your playing dates for the year 1923-24. Warner Bros. then was perfecting plans for the production and distribution of EIGHTEEN "Classics of the Screen", and it was our knowledge that these picture would prove such wonderful box-office attractions that no exhibitor could afford to miss them.

Not only are we making EIGHTEEN such pictures this year; we actually deliver TWENTY, among them being TWENTY, among them being "Beau Brummel" and "The Marriage Circle," at present the screen sensations of the year. Other of this year's Warner Classics have cleaned up wherever shown.

For next year—the year 1924-25—we have even greater things in store for you. At this time we can promise you TWENTY productions—bigger, better box-office attractions than those of the past.

And you can't afford not to play them. Big stories, popular players, expert direction, artistic production and the box-office "punch" so peculiar to all Warner CLASSICS will be conspicuous in this new group.

In due time we will give you the details concerning each of these TWENTY. In the meantime, take this tip:

*Don't Tie Up Your Booking Time for 1924-25*

**FILM CLASSICS, Inc.**

115 West 17th St.

AL. KAHN, Gen. Mgr.  
M. F. KAHN, Mer.

Kansas City, Mo



*The***Reel  
Journal****The Film Trade Paper of the Southwest***Someone Said--*

Short subjects are only filler and do not draw at the box-office.

*Here is part of a write-up in  
The Kansas City Star recently--*

"Fortunately the program included a **Grantland Rice "Sportlight"** and an **Aesop's Fable**. The Fable, by the way, is the artistic climax of the bill and shows what the movies really can do in case one becomes discouraged over the feature."

*Think It Over*

**Pathe Exchange, Inc.**

111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr

# "American Manners"

The First  
of a New Series of Four

# Richard Talmadge

## PRODUCTIONS

HERE is a picture that will boost itself into big business from the first performance! It is jam-packed with the kind of action that will make your patrons talk about it—and send their friends to see it! You know what a favorite Dick Talmadge is! In this picture he'll knock your house to the doors!

Presented by  
**CHARLOS PRODUCTIONS**  
Adaptation by  
**FRANK HOWARD CLARK**  
Directed by  
**JAMES W. HORNE**

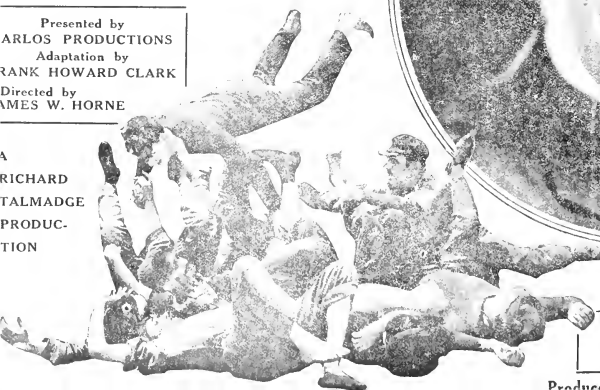
A  
RICHARD  
TALMADGE  
PRODUCE  
TION



Distributed by  
**FILM BOOKING OFFICES**  
Snowier Bldg., Kansas City, Mo.  
312 Olive St., St. Louis, Mo.  
127 So. Hudson St., Oklahoma City, Okla.  
116 So. Cross St., Little Rock, Ark.

This picture distributed in the following territories: Albany, Buffalo, Chicago and New York—by Renown Pictures, Inc.

Produced at the F. R. O. Studios, Hollywood, Ca



# First National First

REASON  
NUMBER 5

## WESTERN UNION TELEGRAM



CLASS OF SERVICE	SYMBOL
Day Message	Blue
Day Letter	Nite
Night Message	N L
Night Letter	N L

If one of these three symbols appears after the check, number of words in this is day message. Otherwise the character is indicated by the symbol appearing after the check.

CLASS OF SERVICE	SYMBOL
Day Message	Blue
Day Letter	Nite
Night Message	N L
Night Letter	N L

If one of these three symbols appears after the check, number of words in this is day message. Otherwise the character is indicated by the symbol appearing after the check.

NEWCOMB CARLTON, PRESIDENT  
GEORGE W. F. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT W. U. BUILDING, 7th & MAIN STS., KANSAS CITY, MO.  
KANSAS CITY, MO., SEPTEMBER 1, 1924

E. A. ESCHMANN,  
FIRST NATIONAL PICTURES, INC.  
11TH FLOOR, 383 MADISON AVE.  
NEW YORK CITY  
SECRETS OPENED SUNDAY TO THE LARGEST ONE DAY BUSINESS  
IN THE HISTORY OF THE MAINSTREET THEATRE. COULD NOT  
COMMENCE TO HANDLE CROWDS AUDIENCE REACTION FAVORABLE  
AND WITH THIS START PICTURE SHOULD DO PHENOMENAL BUSINESS  
IN FACE OF STRONG COMPETITION MISS TALMADGE AND YOUR  
COMPANY ARE TO BE CONGRATULATED ON THIS EXCELLENT  
PRODUCTION.

JACK QUINLAN  
MAINSTREET THEATRE

PAID

---And Monday's Box-Office Receipts Surpassed  
the Record Made Sunday

## Associated First National Pictures, Inc.

KANSAS CITY  
E. C. RHODEN, Branch Manager  
1712 Wyandotte St.

ST. LOUIS  
HARRY WEISS, Branch Manager  
3319 Locust Street

**The Reel Journal**  
 The Trade Paper of the Southwest  
 Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

---

**BEN SHLYEN**  
 Publisher and Editor

---

**St. Louis Correspondent**  
**DAVID F. BARRETT**  
 378 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise some copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

### The Kansas Convention

Just another Midwest "Main-street" town, at least the East would term it so, comes into national prominence as the seat of the coming joint convention of the exhibitors of the Middle West.

Certain it is, when the convention assembles at Topeka, September 22, the interest of all filmdom will anxiously await the outcome of this important sectional meeting. If a prediction were ventured on the outcome of the convention, most conservatively it would warrant national prominence.

"M. P. T. O. of Middle West," "Exhibitors Name New Block Booking Plan," "Length of Run to be Determined by Locality and Patronage," such may be the headlines emanating from the gathering at Topeka. However, certain it is that such matters are slated for strenuous consideration, the above is going somewhat into conjecture. But anyhow, if to serve its purpose, we would cast the impression that something surely is going to happen.

The attendance at the convention is likely to command a hearing as one of the biggest of the year.

Western Missouri, Kansas City, Mo., Kansas, delegates from all of the Allied organizations, and a general attendance from outlying states is certain to swell the duties of the registrar. Many important figures in the world of filmdom are scheduled to attend, including Al Steffes, president of the Allied and either

Will H. Hays or his personal representative.

Better book a week ahead, and come on over to the convention. Lots of things start in the West other than jack rabbits and oil wells.

### WICHITA BIDS ADVANCE ON RAY'S "DYNAMITE SMITH"

This time the West raises the ante on the East, and comes first to the wire in making its bid for pre-release showing of a feature picture.

So Pathe announces concerning the latest Charles Rey feature, "Dynamite Smith," which Stanley Chambers, of the Miller and Palace Theatres, Wichita, has asked for an advanced booking over the entire country.

If plans now in progress go through, the feature will play the Palace Theatre for a week's run about the last of September. C. C. Vaughan, manager of the Kansas City Pathe office announces. The release date on the picture is October 12.

This startling evidence of the voice of the West in claiming a share of the advance showing money is regarded in the film colony as a sign of the times, and the suggestion is raised without ridicule that the West may shortly demand its share of the pre-lease business.

### "MONSIEUR BEAUCAIRE" GOES 3 WEEKS AT ROYAL

"Monsieur Beaucaire," the late Paramount feature deluxe, closed the third week of its Kansas City premiere at Frank L. Newman's Royal Saturday, and stepped off a winning cadence during the entire showing.

The feature opened to capacity and turn-away business the first week, and that reputation was maintained during practically the entire engagement, according to Milton Feld, of the Newman Theatre interests.

The picture marks the return of Rudolph Valentino, "the screen's perfect lover," to silent drama, after an absence of nearly five years. In "Monsieur Beaucaire," the critics accord him his best, and the scenes and settings and costuming are accorded to be among the most elaborate ever seen on the screen.

### FILM SALESMEN GIVE TREAT TO ORPHAN BOYS

Harry "Duke" Wellington of the Kansas City Film Board of Trade is in receipt of a letter from Sister Andrea of the Kansas City Orphan Boys Home thanking the Kansas City Film Salesmen's Club, which sponsored an ice cream treat for the boys, Friday, August 29. The letter follows:

"We wish to express our gratitude to you and the K. C. Film Salesmen's Club for this generous gift to our boys. We gave the boys a party on the lawn yesterday which was much enjoyed by all. It would have been gratifying to you and to these good gentlemen to have seen the keen pleasure you afforded the boys."

### "MOVIE BALL," CLOSING EVENT OF KANSAS MEETING

Joint Convention at Topeka Groomed as Record Breaker.

Arrangements are now being completed for staging a "Movie Ball" and banquet as the final event of the joint M. P. T. O. convention, which convenes at Topeka, September 22-23, according to "Dick" Biechele, president of the Kansas organization.

Prizes are to be awarded to the persons making the best impersonation of well known movie stars. The affair is to be open to the public.

Although many exhibitors and representatives have as yet failed to announce their intention to attend, it is conservatively estimated that the convention attendance will reach several hundred, representatives of the states of the Middle West and scattering representations from the East and South. Among the visitors of prominence who are expected are Al Steffes, president of the Allied, and Will H. Hays or his personal representative.

The convention will mark the seventh meeting of the Kansas body.

Many important movements are expected of the convention body, among them, it is suggested that a giant, Middle West exhibitors organization may be launched. It is safe to say at all odds that the coming meeting will be a maker of history.

The Kansas organization requests the attendance of all the exhibitors of the middle west.

### "THE FIRE PATROL" GREAT MELODRAMA OF HIGH SEAS

Joe Silverman, manager of the newly formed Independent Film Company, announces that prints have arrived on the first releases of the Chadwick Nine productions and that they are ready for showing to exhibitors.

Mr. Silverman also advises that Madge Bellamy has been chosen for the star role in "The Tom Boy" and that this production promises to be one of the most entertaining pictures of the season.

"The Fire Patrol," a Hunt Stromberg production and the first release on the Chadwick Nine program, has been scoring tremendously big at its premiere runs in the country. In this production is said to be one of the greatest sea fires ever staged. Melodramatic action and thrills of an unusual sort run high. And carries an excellent cast, featuring Anna O. Nilsson, Helen Jerome Eddy, Jack Richardson, Madge Bellamy, Johnny Haron and Spottiswoode Aiken. Mr. Silverman believes "The Fire Patrol" will prove one of the biggest box-office productions ever released.

### PLAYS TO MORE PEOPLE THAN TOWN'S POPULATION

Here's a rarity! Playing a picture to more people than the population of your town! Sounds impossible, but that's just what L. C. Staple of the Victor Theatre, Rockport, Mo., did with "The Covered Wagon." Rockport has a population of 1050 and "The Covered Wagon" showed to 1330!

Announcing

# 8--Buddy Roosevelt--8 "ROUGH RIDIN'"

The first of a series of EIGHT rip snortin'  
western thrill stunt dramas



# 8--Buffalo Bill, Jr.--8 "RARIN' TO GO"

The initial production of a new series of EIGHT  
Thunderbolt Thrillers of the Golden West

## STANDARD FILMS

111 WEST 18th STREET

KANSAS CITY, MO.

"Days of 49"



## GREAT CHARIOT RACING SCENES IN "MESSALINA"

An accurate reproduction of the ancient chariot racing festivals of Rome is shown in "Messalina," the most costly picture ever made in Europe and produced by Enrico Gaudiozzi, director of "Quo Vadis" and "Julius Caesar."

Twelve thousand persons take part in the big scenes. This large number was necessary as the concourse of people who assembled to see the gladiatorial games and combats of Rome was greater than any similar crowd the world has known. The chariot-race came last. There were six contestants, all determined to win and who would not hesitate to stoop to foul play.

Ennio, a captive Prince of Royal Persian blood and the slave of Apollonius, was the favorite. The signal to start was given by the Empress Messalina, the most beautiful and wicked woman Rome has ever known. Messalina and an Egyptian princess called Mirit, were in love with the slave Ennio, who spurned them both for the love of a slave girl named Ela.

The Princess Mirit then decided to avenge herself on Messalina, through Ennio, by having Ennio's horses drugged, knowing that the slave would be killed by order of the Emperor when he lost the race.

With the signal to start Ennio drove in a reckless and daring way to the inner barrier against the arena wall, which gave him the advantages of the curves. At the final turn, the drugs started to take effect on Ennio's horses. This slowed his chariot up and as the steeds of his rival drew abreast his own, the rival drew abreast his own, the rival who had been guilty of foul play early in the race, veered his chariot so that the hubs of the two chariots crashed together, throwing the drivers under the heels of the prancing horses.

Messalina rushed to the rescue of Ennio, who was badly wounded, and took him to her palace.

This racing scene has been acclaimed by all who have seen it, as the most thrilling ever shown on a screen. The picture itself is the most spectacular ever produced.

## D. M. MAJORS NOW CITY SALESMAN FOR F. B. O.

D. M. Majors, one of the best known film men in the Kansas City territory, for years assistant manager of Vitagraph and for the past year connected with Warner Bros. in this territory, has associated himself with the Kansas City F. B. O. branch in charge of city sales. Mr. Majors will also have a hand in conducting F. B. O.'s business in western Missouri territory. He succeeds Joe Silverman, who has resigned his position with F. B. O. to enter business for himself.

### ADDITIONAL MOVIE ROW

W. S. Wilkinson, Royal, Hoisington, Kans., and C. Terry, Capitol Theatre, Grain Valley, Mo., were seen along Movie Row the past week.

The Kansas City office expects a print of "Captain Blood," the late big

Vitagraph special starring J. Warren Kerrigan, next week. Needless to say, the Vitagraph forces are expecting a treat.

• • •

L. Bingham and E. H. Briesmeyer opened the new Vitagraph Theatre at Grand Pass, Mo., Wednesday night. The opening picture was "Where Men are Men," a Vitagraph picture. The house seats approximately 125.

• • •

Mr. Arthur Ford, formerly owner of the Marple Theatre in Wichita, Kans., and later connected with United Artists, Kansas City, is now traveling northern Missouri and northeastern Kansas for F. B. O.

• • •

Ralph Scherzer who organizes the Central Shipping Bureau for the exhibitors in this territory, announces that he has sold his interests to E. E. Jameson who will manage this concern. Mr. Scherzer wishes to thank the exhibitors for their splendid support which they gave him in the starting of this new service.

## "ROUGH RIDIN'" HAS SEVERAL BIG "PUNCHES"

Most western stunt pictures depend on one "punch" to put the story over, but it is different with "Rough Ridin'," the first Buddy Roosevelt production, according to Jack Langan, manager of Standard Films, distributors of this new series of pictures in the Kansas City trade territory.

Mr. Langan says, "Rough Ridin'" most decidedly is not a one punch picture. It teems with thrills, with three super punches that top the others, any of which would be sufficient to insure its success as an entertainment. One of the super punches is the rescue of the heroine from death by Buddy Roosevelt, who grabs the girl from in front of an express train a-top a lofty trestle; another is a fall by Buddy and the villain over a high precipice into the river, and the third is Buddy's biting of the heroine out of a speeding backboard, while Buddy is galloping alongside the rig at a breakneck pace."

## SKIN GAME ARTISTS ARRESTED IN PITTSBURG

Two men giving the names of Si Youngflesch and A. Schreib, were arrested at Pittsburg, Kans., last week, through the vigilance of Ed Frazer, exhibitor, upon charges of obtaining money under false pretenses.

The men had been operating in the state, representing themselves as advertising men. They would approach the exhibitor with the promise to give him a fine piece of advertising, secure his O. K., and then off to the feast. In the towns in which they worked, they are said to have induced several merchants in each town to subscribe several dollars each for advertising in a theatre program, sponsored by the town exhibitor.

Then the scheme was to collect two months in advance, usually amounting to some \$50 or \$60, induce the exhibitor to endorse the checks, "for operating expenses," then the get-away.

The M. P. T. O. of Kansas is considering what step will be taken to effect the prosecution of the couple.

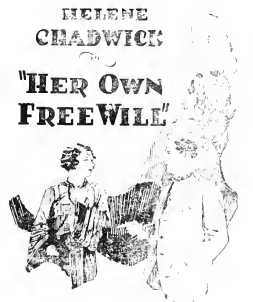
## HAMMONS SEES FORWARD STEP IN BOOSTING SHORT SUBJECTS

New York, Sept. 3—The most notable development in motion picture exhibitors' advertising during the past year has been the marked increase in attention to short subjects, E. W. Hammons, president of Educational Film Exchanges, declares.

Mr. Hammons carries his point in citing department store advertising, in which no single article is singled out and advertised to the exclusion of all others. He believes that the exhibitor may greatly strengthen the appeal of his program by giving publicity to the various attractions upon which it must stand. It is a matter of precaution against "The putting of all the eggs in one basket," it is pointed out.

"Any house should be able to cash in on He'ene Chadwick's popularity and make money on this one."

—Motion Picture News.



Here's what the M. P. News says about this great photoplay:

"An entertaining and highly artistic production that serves to throw into relief the personal beauty as well as his histrionic ability of Helene Chadwick who, after appearing in many features as co-star here rises to the ranks of real stardom and acquits herself admirably. One impression that is left upon the observer is the beautiful mounting given the story. The settings, especially the interiors, are of lavish richness, while the lighting effects are a treat for the eye."

YOU CAN BOOST THIS ONE TO  
THE LIMIT

**PRODUCERS**  
DISTRIBUTING CORPORATION  
KANSAS CITY ST. LOUIS

The Dawn of a New Era in Motion Pictures!

# "Barbara Frietchie"

From the Play by CLYDE FITCH

Featuring FLORENCE VIDOR

A Gorgeous, Spectacular Production That Will Make Box-Office History



No photoplay production in recent years comes to the screen with so many elements that make for universal box-office appeal. In all American history there is no more appealing character than that of Barbara Frietchie. And now "BARBARA FRIETCHIE" comes to the screen in a sumptuous and stupendous photoplay—a thrilling dramatization of that epochal phase of American history when brother fought against brother. Florence Vidor in the stellar role is the ideal "Barbara Frietchie," and her interpretation of the role places it among the greatest characterizations in the history of the photodrama. Edmund Lowe, one of the most finished and virile actors on the screen, heads a distinguished and brilliant supporting cast.

EVERY PERSON IN AMERICA WILL WANT TO SEE IT!



For Release in September  
Now Booking

## Producers Distributing Corporation

KANSAS CITY—111 West 18th St.  
L. W. ALEXANDER, Branch Mgr.

Formerly W. W. HODKINSON CORP.

ST. LOUIS—3312 Lindell Blvd.  
C. D. HILL, Branch Manager

### *The Sterling 17*

"The Legend of Hollywood"  
With Percy Marmont.

"The Wise Virgin"  
Starring Patsy Ruth Miller

"The Siren of Seville"  
Starring Priscilla Dean

"Barbara Frietchie"  
Starring Florence Vidor

"Welcome Stranger"  
With Florence Vidor, Dore Davidson

"Ramshackle House"  
Starring Betty Compson

"Chalk Marks"  
With Marguerite Snow

"The House of Youth"  
Starring Jacqueline Logan

"Another Man's Wife"  
Starring James Kirkwood and Lila Lee

"Trouping With Ellen"  
Starring Helene Chadwick

"Reckless Romance"  
Starring T. Roy Barnes

"The Girl on the Stairs"  
Starring Patsy Ruth Miller and Matt Moore

"The Folly Girl"  
Starring Margaret Livingston

"A Cafe in Cairo"  
Starring Priscilla Dean

"The Mirage"  
Starring Florence Vidor

"On the Shelf"  
Starring Jacqueline Logan

"Off the Highway"  
An All-Star Cast



The Kansas City branch of Metro-Goldwyn proudly number among its employees, a song writer. A song writer, mind you, who has received real money from a publisher, and did not pay a publisher real money to publish his song. William B. Herrick, advertising clerk is the guilty guy, and the song in question is "Won't You Love Me Just a Little, Girlie, Dear?" The music was written by Leo Friedman, and the song published two years ago by the Riviera Music Company of Chicago. To date, Herrick has received nearly a thousand dollars in royalties from his maiden effort.

Eddie Green, covering the southwest corner of Missouri, has bought for himself, a brand new car—Hupp coupe with balloon tires. And take it from us, Eddie is prouder of those balloon tires than he is of the new car.

Numerous changes are being made in the Kansas City office of Metro-Goldwyn, to take care of George A. Hickey, district manager. Carpenters are hard at work building a private office for him.

From politics to filmland is a long jump—whether up life's ladder, or down, we won't say, but it is a jump. Miss Wilfred Wilcox safely negotiated when she landed as private secretary to District Manager George A. Hickey of Metro-Goldwyn. She was secretary to Frank H. Cromwell, mayor of Kansas City, for four years handling all of his personal correspondence and wording and writing all proclamations he issued while in office.

Harry Hollander, Universal manager motored to Chicago to meet Mrs. Hollander who is returning from a vacation at Sullivan County, New York.

T. J. Chatkin, sales manager for Educational, visited the Kansas City office the past week.

Harvey Day, sales manager for Kmo-grams, was a Kansas City visitor recently.

J. H. Zimmerman, traveling auditor for Metro-Goldwyn, is visiting the Kansas City office this week.

G. A. Hickey, district manager, for Metro-Goldwyn made a business trip to Omaha Monday.

E. H. McClure, Metro-Goldwyn salesman, struck promptly on Labor Day and made his appearance in the Kansas City film colony.

W. E. Truog, Kansas City manager of the Selznick office and W. C. Haynes, special representative, made a flying trip over Northern Missouri this week.

C. C. Knipe, Universal poster manager returned from an extended trip through Iowa. He visited his parents at Ottumwa, Ia., and also the Des Moines Universal office. He had a long visit with Clark

Baker, former local Universal booker who is now located at Des Moines.

Jerry Cloverdyke, formerly shipper for Metro-Goldwyn, has been employed by the Kansas City office of Selznick in the same capacity.

M. C. Brodsky and Sid Haldeman, Selznick salesmen, are out beating the territory for contracts.

Sol Aphel, Selznick accountant, has completed his work in Kansas City and moved on to St. Louis.

The Photoplay Magazine picks "Captain January," a late Baby Peggy feature of the A. H. Blank Enterprises, as one of the six best pictures of the month.

Jack Roth, manager of the Liberty theatre reports that Universal's Jewel production "Wine" established a new attendance record both Sunday and Labor Day at the Liberty.

A. H. Blank Film Enterprises closed seventy per cent of the key cities of the Kansas City territory, so M. E. "Marty" Williams, manager tells the boys around Hollywood.

Rube Melcher, A. H. Blank salesman, has been hotfooting the territory all summer. And now it's his birthday, and Rube does his stuff in a new Hupp coupe.

J. D. Wineland, Empress, Webb City, Mo., and the playhouse at Picher, Okla., and Manager Blackwell, Best Theatre, Henrietta, Mo., were among the exhibitors seen along Movie Row the past week.

Major Roy T. Haynes, general director of prohibition at Washington gave his sanction for full co-operation of the local prohibition department in assisting in the exploitation of "Wine" at the Liberty Theatre. A tie-up with Wine-Berre, a new drink was also executed for the showing of "Wine" at the Liberty Theatre. Each patron at the theatre was given a drink of wine free.

Jean Belasco, Universal's publicity director in the Kansas City territory, was in Topeka this week.

Miss Minnie Schmiedgen is back at her desk in the Kansas City Enterprise office after a long vacation.

"Yankee Speed," a late Enterprise offering, is having its Kansas City debut at the Wonderland Theatre this week.

Miss Ray Lentzner, cashier for the past four years at the Kansas City Enterprise office has been promoted to assistant manager to fill the position vacated by S. A. Hamilton, who resigned recently.

Mr. Wilkinson, assistant general counsel for the National Film Board of Trade

is to visit the Kansas City branch of that organization shortly, it is announced.

William T. Yoder, formerly district manager for Pathe, is now in the real estate business in Kansas City. He is associated with the Emil J. Schatzel Co.

Labor Day, aside of accomplishing much else of note, enabled "Red" Jones, one of the Pathe territory hustlers, to make his first appearance in the Film Colony for ten weeks.

Truly B. Wildman, Enterprise manager, is making a trip through Kansas this week.

Sid Haldeman, Selznick's new Kansas representative, returned from a three week's trip and reports a splendid volume of business.

"The Hunchback of Notre Dame" played successful engagements at the Linwood and Benton theatres last week.

"Wine," "Secrets," "Ten Commandments," "Monsieur Beaucaire" and "Her Love Story"—some line-up of pictures for one week in Kansas City. And each of the theatre manager showing this great list report all attendance records smashed. Which proves that if you give the public what they want—they'll come.

Phil Krieger, Stanberry, Mo., E. W. McClelland, Rex Theatre, Gilman City, Mo., and Manager Thimmig, new owner of Stanley Swan's Strand Theatre, Salina, Kans., were among the recent visitors of Kansas City exchanges.

How the local picture managers did smile on Labor Day. The weather was cold, the folks surged down town and the money came in steadily all day long. The picture palaces came into their own and even the suburban houses reported bigger business than on Sunday. There surely was joy in Israel.

"Sinners in Silk," the late Metro-Goldwyn feature, opens its premiere in Kansas City at the Mainstreet, September 7.

Goolem, Mo., Sept. 5.—Prohibition agents swooped down on Joe Doaks, manager of the Happy Hour Theatre and confiscated a barrel of cider that was being given away free to the patrons of the theatre, reports Joe Rosenberg, Universal salesman. The revenue men claim that the ider was spiked, which accounted for the capacity business being done at the Happy Hour last night. Manager Doaks claims this is the work of the general manager of an opposition circuit of theatres who was seen in town last week. The entire town is agitated.

John Flynn, well-known proprietor of Hollywood, Movie Row's eating emporium, has entered the sports world and is sponsoring a new white hope, Henry Malcor. Johnny together with Mike Curran, manager for Malcor, is managing the Hollywood Athletic Club. Malcor is scheduled for a bout at Springfield, Mo., on September 15.

C. E. Reynolds, recently with Pathe, is now an Educational sales representative.



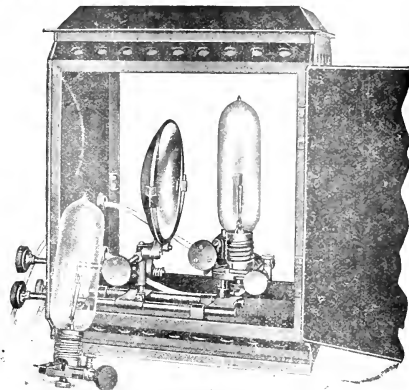
# Are You Splitting Profits With the Light Company?

PROFIT represents the difference between the amount taken in at the box office and the amount paid out for "this and that." "This and that" is OVERHEAD. And one of the biggest items that enter into the exhibitor's OVERHEAD is the "JUICE BILL".

Now, suppose you can cut that "juice" bill right square in two; and while you're doing it, improve your projection about 50%. You don't need to suppose it—you can do it with

## Simplex Incandescent Equipment

*Read What Simplex Incandescent Equipment has done for the New Lewis Theatre at Independence, Mo. in just 12 Months time.*



FOR EITHER SIMPLEX  
OR POWERS PROJECTORS

WHY should you split your PROFIT with the Light Company?

WHY should you tolerate flickers and uneven projection when flickerless, rock-steady, noiseless, clean-cut projection PAYS FOR ITSELF?

The new Simplex Equipment with the latest type Cinephor Condenser System is the last word in incandescent efficiency—there is no other equipment to compare with it in satisfactory performance.

**WRITE TODAY** for complete information. We'll gladly tell you how easy it is for you to pay for this equipment with the **saving on your electric current bill.** In writing please state type of equipment now in use, kind of current and the length of your throw.

**YALE THEATRE SUPPLY CO., Inc.**

*"The House of Better Supply Service"*

108 West 18th Street

KANSAS CITY, MO.

The following facts will be substantiated by Mr. M. G. Purcell, of Boles & Purcell, owners and operators of the New Lewis Theatre, Independence, Mo.:

Simplex Incandescent Equipment was installed in the New Lewis Theatre, August 29, 1923, replacing a 60-ampere X-C carbon arc, at a distance of 108 feet from projection booth to screen.

Up to the time of this installation the electric current bill of the New Lewis Theatre, ranged from a minimum of \$96.00 to a maximum of \$183.00 per month. Beginning with the time of installation, 12 months ago, and down to the present time the maximum light bill for any one month was \$46.00.

Mr. Purcell states that one new Simplex Projection and both Simplex Cinephor Condensers have been paid for in twelve months time, so'ely out of saving: on electrical current consumed.

He says further, "I consider our projection has been improved by the installation of 75 per cent with M. G. equipment. Our patrons noticed the change immediately. They commented on the brightness of the picture, the absence of flicker, and how much easier it was on their eyes. I don't mind saying that I consider it the best investment we have ever made."

F.B.O.'s Stupendous spectacle



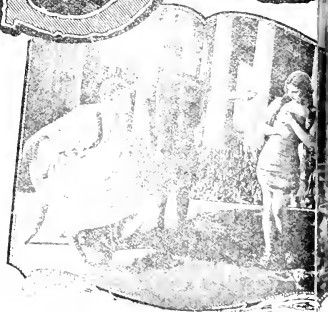
# "MESS"

IT'S AN

**F.B.O.**  
PICTURE

*Produced  
and  
Directed by*  
ENRICO GUAZZONI

*Presented by*  
GUAZZONI FILMS



# Backed by mighty exploitation

Film Booking Offices of America, Inc., are proud to release Enrico Guazzoni's mighty spectacle, "MESSALINA," filmed at a cost exceeding \$2,000,000.00, and destined to create screen records with new box office records of astounding proportions.

Thrilling scenes of spectacular splendor, with the coronation of Empress and Empress of Rome, amid the lusty cheering of loyal subjects; the thrilling chariot race with 100 snow Arabian steeds; the burning of the gigantic Roman palace, then merged into this passionate romance of history's wicked and most enchanting seductress, magnificently portrayed by Messalina de Liguoro, Italy's most beautiful noblewoman.

Did "Quo Vadis" pack them in? "Quo Vadis" was made by Enrico Guazzoni. Did "Julius Caesar" pack them in? "Julius Caesar" was made by Enrico Guazzoni. Will "MESSALINA" pack them in? See it at your nearest F. B. O. Exchange and get the answer!

You will take no chances when you book a mighty production like "MESSALINA." Backed by F. B. O.'s high pressure advertising, publicity and exploitation, with F. B. O.'s gigantic press-sheet, which offers 1000 ways to exploit this stupendous offering, "MESSALINA" will set new box office records for you. Don't overlook the BIGGEST AND BEST bet of the year. "MESSALINA" is so big and so full of drama, romance, pathos, suspense and thrills that there are no words in the English language to do it justice.

To see "MESSALINA" is to book "MESSALINA!"  
DO IT NOW!

## FILM BOOKING OFFICES

OF AMERICA, INC.  
Exchanges Everywhere  
Snover Building, Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.  
127 South Hudson Avenue, Oklahoma City, Okla.  
106 South Cross Street, Little Rock, Ark.

# MESSALINA

## HISTORY'S LOVE MADDENED VAMPIRE



## KANSAS PLANS TO BALK NON-THEATRICAL SHOWS

Step toward forestalling future attempts of launching non-theatrical competition in Kansas are to be taken up at the convention of the M. P. T. O. of Kansas, which meets at the Kansan Hotel, Topeka, September 22-23, it has been announced.

Complaints from several northwestern states tell of the operations of "Community Picture Companies," which have organized in cooperation with merchants associations and chambers of commerce, etc. in opposition to the local theatre. These organizations exhibit cheap pictures, the merchants paying a dollar or so toward the so-called "merchants' free show night." The only investment these community companies have is a cheap portable outfit and a few reels of scrap film. Exhibitors in the Northwest say such is the hardest competition they have ever faced, and thus far, no way has been found to combat it.

## INCREASED ACTIVITY IN EQUIPMENT BUYING

It is refreshing to note the interest and activity now being manifest by progressive exhibitors throughout the Southwest in new and better projection equipment. The equipment purchases are a reliable business barometer. When the exhibitor begins spending money for needed improvements in his facilities, especially in his projection booth, it is safe to assume that business is "coming back strong."

The most encouraging aspect of the present buying is the fact that the majority of new installations are of the very highest type of equipment available. Many exhibitors are installing the latest type incandescent lamp equipment, since they have found that the replacing the carbon arc lamp results in a great saving of electric current consumption and a material improvement in projection.

The Yale Theatre Supply Co., local supply dealers, report the following recent installations:

The New Burford Theatre, Arkansas City, Kans., which is scheduled to open soon has installed two latest type Simplex projectors and G. F. Series type 70-70 ampere motor generator set. The new Burford will be one of the finest theatres in the state.

The DeLuxe Theatre, Hutchinson, Kans., has installed a Simplex Mazda Incandescent equipment, replacing a 65-ampere direct current arc at 117 feet. The new equipment will reduce their electric current bill at least 60 per cent, consume less than half the amperage and equaling the 65-ampere arc in screen illumination. The saving will pay for the equipment in a few months time.

G. E. Hooper buys two new Type "S" Simplex machines for the Isis Theatre at Topeka, Kans. The Simplex machines now in use in this theatre will be overhauled and fitted with the new double-throw intermittent movements and installed in his Grand Theatre which is to be opened soon.

The Electric Theatre, Joplin, Mo., recently installed two new Type "S" Simplex projectors equipped with the new double-throw, long-wearing, intermittent movements. The Electric Theatres throughout the Simplex projectors in all their houses, which are located at Kansas City, Kans., St. Joseph, Springfield, and Joplin, Mo.

## STARS VIE WITS FOR FEATURE SELECTIONS

Hollywood, Sept. 3.—Some interesting new film productions are in prospect.

Doug Fairbanks, hard beset for something to match his pictures, may refilm his "Mark of Zorro" on an elaborate scale.

Many people think this story of banditry and romance, made four years ago, the best subject he ever had.

Mary Pickford is poring over three scripts, with chances favoring one giving her one of her popular juvenile characterizations, curls and all.

Mary's experience with super-thus have convinced her that the public won't be satisfied with her an any other kind of roles.

Universal may make a new version of "Raffles," with House Peters starring. The Motion Pictures Director's Association, undaunted by discouraging secessions from its ranks, has begun to make pictures.

Paul Powell is directing the first, and Lasky has loaned Agnes Ayres for the star part.

D. W. Griffin will probably do Marie Corbelli's "Sorrow of Satan" as his first for Famous Players. An English company once did it.

## HAVE YOU SEEN "DARE-DEVIL DELANEY"

The following letter is self-explanatory (The Reel Journal, Kansas City, Mo.)

Dear Sirs:

I would like for you to publish this letter in your most valuable paper so as to protect some "Brother Exhibitor" from what I experienced. There is a vaudeville team making the small city towns, featuring the man who calls himself "Dare-Devil Delaney." This gentleman comes into your theatre with an Act Scrap Book and a few photos of his act, and in his scrap book we find where he has doubled for Harold Lloyd in "Sally's Last" and numerous other newspaper clippings stating that his act is of a high caliber—and it looks the goods.

Any way I booked him for last Thursday, August 24, and he was to do a free act before the show, consisting of "this human fly" climbing the theatre building and doing an act upon same—well it listened fine.

But here's the joker—as it pretty near always the custom with these fly-by-night acts—he was broke—and could I advance him \$5.00 to buy gas and oil as he had a sarked engagement at Russell, Kans. (I was playing him on percentage). I gave him the money and he promised to be back in the worth by which it turned out Tuesday, but he didn't show up, nor did he arrive for the show Thursday night. I had the street full of people waiting for the free act, and you can imagine the position in which it placed me before these people. I finally sent my operator around and he advised them that the act didn't show up.

I might mention that this act—a man and woman were travelling in an Overland touring car.

Thanking you beforehand for your kindness, I am,

Yours truly,  
PAUL E. TURGEON,  
Golden Belt Theatre, Ellsworth, Kans.

## NEW MAYFIELD THEATRE OPENS IN KANSAS CITY

The Mayfield Theatre, 71st Street and Prospect Avenue, Kansas City, Mo., opened Saturday, September 6 with a showing of "Between Friends," the late Vitagraph feature.

The Mayfield is a new suburban house, with a seating capacity of approximately 700. It is controlled by the Mayfield Theatre Company.

Tommy Taylor, well known to exhibitors in this territory is now traveling southern Missouri territory for the Kansas City office of F. B. O.

## WARNER STUDIO HUMS ON 1924-25 PRODUCT

With three of the 1924-25 season's product finished, it is evident that Warner Bros. are rapidly cleaning up the twenty big productions scheduled for the coming season. Ernst Lubitsch's "Three Women" with Marie Prevost, May McAvoy, Lew Cody and Pauline Frederick; "The Love of Camille" featuring Monte Blue and Marie Prevost, adapted from Sacha Guitry's "Deburau" after the stage play by David Belasco, and "Find Your Man" starring Kin-Tin-Tin the wonder dog, are ready.

At the present moment production is rapidly progressing on Ernst Pascal's popular novel "The Dark Swan," "This Woman" a novel by Howard Rockey; Edwim Bateman Morris' novel "The Narrow Street," and Owen Davis' celebrated stage play "The Lighthouse by the Sea."

# "WHAT SHALL I DO"

Starring  
**DOROTHY  
MACKAIL**

with

**John Harron, Louise Dresser and  
William V. Mong**

—offers you an unprecedented tie-up with the most popular song hit of the day

IRVING BERLIN'S  
Sensational Success  
"WHAT'LL I DO"

—and

a picture so remarkably different and gripping that it will keep your patrons talking for weeks

**PRODUCERS  
DISTRIBUTING CORPORATION**

KANSAS CITY - ST. LOUIS

Praised by press and public as the  
Greatest Melodrama of Them all!

# "THE FIRE PATROL"

The Only Picture on  
the Market Today  
That Is Different.

A marvelous melodrama of love,  
adventure and courage of the men  
who go down to the sea in  
ships and the women who wait.  
Thrills, laughter and tears inter-  
mingle in this truly great picture



WITH A REMARKABLY BRILLIANT CAST

—including—

Anna Q. Nilsson	Madge Bellamy
He'len Jerome Eddy	Johnny Harron
Jack Richardson	Spottiswoode Aiken

A Hunt Stromberg Production

INDEPENDENT FILM COMPANY

"Distributors of Chadwick Pictures"

JOSEPH SILVERMAN, Manager

115 WEST 17TH STREET

KANSAS CITY, MO.

## The CHADWICK NINE

"Each Production an Achievement"

—1—

### "THE FIRE PATROL"

A Hunt Stromberg Production  
With Madge Bellamy, Johnny Harron,  
Anna Q. Nilsson, Bull Montana

—2—

### "MEDDLING WOMEN"

Starring Lionel Barrymore

—3—

### "THE PAINTED FLAPPER"

with James Kirkwood and  
Pauline Garon

—4—

### "I AM THE MAN"

Starring Lionel Barrymore  
Written and directed by Ivan Abramson

—5—

### "THE TOM BOY"

With an All Star Cast

—6—

### "SUNSHINE OF PARADISE ALLEY"

From the Famous Stage Play by Denman  
Thompson

—7—

### The Third Lionel Barrymore Special

(Title to be Announced)

—8—

### "FLATTERY"

A Tom Forman Production

—9—

### "THE ROMANCE OF AN ACTRESS"

By Langdon McCormick,  
Author of "The Storm"



## L. W. ALEXANDER LAUDS "THE SIREN OF SEVILLE"

"The Siren of Seville" is a "knockout" according to the unanimous opinion of Producers Distributing Corporation officials, who viewed the first print of the subject, received this week from Hunt Stromberg.

John C. Flinn, vice-president of Producers Distributing Corporation, in a statement to the trade press says: "From a series of 'takes' previously sent to us in the form of a trailer and from the rough print of the subject that I saw while on the coast, we expected 'The Siren of Seville' to be a production of superior entertainment value and the finished print just received not only meets but surpasses our greatest expectations."

According to L. W. Alexander, local branch manager, "The Siren of Seville," the first of the Hunt Stromberg productions starring Priscilla Dean, is from an original story by H. H. Van Loan. It has its locale in Spain with a colorful background of bull fighting sequences, against which the star displays the full force of her fiery emotional temperament.

## "BARBARA FRIETCHIE"

RELEASE, SEPT. 14

Owing to the mass of unusual details involved in the production of "Barbara Frietchie" and the elaborations made on the Clyde Fitch play as originally written for the stage, the work of transferring this big American classic to the screen has far exceeded its time schedule, and the date of its release has been moved back from August 24 to September 14 by Producers Distributing Corporation, L. W. Alexander, announces.

Unlike pictures based on present day stories, the entire setting of "Barbara Frietchie" reflects an entirely different period of American history. The action of this delightful romance occurred sixty four years ago, and times do change!

Not the least of Lambert Hillyer's directorial difficulties were involved in the casting; even after Florence Vidor was signed for the title role and Edmund Lowe was secured to play her sweetheart, the valiant "Capt Trumbull," it was decided that all of the characters, including those whose names have come down in history from the fight between North and South, must bear close facial and physical resemblance to the real individuals. It was not only a question of securing so many types, but actual "doubles"—and every casting bureau in and around Los Angeles was thoroughly combed before this desire was fulfilled, Mr. Alexander declares.

## FRED THOMSON INJURED IN FILM SCENE LEAP

Fred Thomson, world champion athlete, husband of Frances Marion, famous scenario writer, was seriously injured during a spectacular scene in the filming of "Thundering Hoofs," an F. B. O. production, when he leaped from his own galloping horse to the back of another and fell under the wheels of a heavy stage coach, according to advices received this week by Roy Churchill, Kansas City F. B. O. manager.

Thomson is suffering from internal injuries, a compound fracture of the right leg and numerous lacerations.

## AT KANSAS CITY THEATRES

For Week Starting August 31

**NEWMAN**  
"Her Love Story," Gloria Swanson, Paramount.

**SHUBERT**  
"The Ten Commandments," Cecil B. DeMille's Paramount spectacle.

**ROYAL**  
"Monsieur Beaucaire," Rudolph Valentino, Paramount.

**LIBERTY**  
"Wine," Clara Bow and all-star cast, Universal.

**MAINSTREET**  
"Secrets," Norma Talmadge, First National.

**PANTAGES**  
"The Last of the Duanees," Tom Mix, Fox.

## INCE SAYS RAY HITS HIS STRIDE IN "DYNAMITE SMITH"

Thomas H. Ince describes the first of the new Charles Ray series being made under his auspices in terms of utmost significance to every showman in the country.

"If this one doesn't chalk up one-hundred per cent and bring cheers from everyone in the business as well as the public, then I am no judge of a screen classic," declares Ince with regards to the new Charles Ray feature, "Dynamite Smith," which will be released by Pathe early in the fall.

"I am convinced that without the shadow of a doubt this is going to be the picture of the year," writes Mr. Ince. "I am completely sold on the production. It is in a class by itself."

## "AD" CAMPAIGN LAUNCHES "VANITY'S PRICE" FOR F. B. O.

F. B. O.'s aggressive advertising and exploitation forces under the direction of Nat G. Rothstein, has set in motion a widespread campaign to acquaint women all over the country with the entertainment qualities of "Vanity's Price," slated for early autumn release. Roy E. Churchill, Kansas City manager, declares.

Starring Anna Q. Nilsson as a noted actress who goes to Vienna for gland transfusion when she finds her vaunted youth slipping from her, "Vanity's Price" is said to drive home powerful arguments against the age-old craving of women to retain their youth and power to love and be admired regardless of the cost.

Many tie-ups have already been effected with nationally advertised perfumes and cosmetics. Many kinds of women's attire, including shoes, gowns, hats, gloves, stockings, etc., will be included in the campaign.

"Vanity's Price" was directed by R. William Neil from the original story by Paul Bern. In the cast, besides Miss Nilsson, are Lucille Ricksen, Arthur Rankin, Stuart Holmes, Wyndham Standing, Richard Bolder, Cissie Fitzgerald, Dot Farley and many others.

## PERCY MARMONT ADDED TO CAST OF "BROKEN LAWS"

Percy Marmont has been substituted in the cast of "Broken Laws" in place of Ramsey Wallace. The cast to date includes Mrs. Wallace Reid, Percy Marmont, principals, with Jacqueline Saunders, Virginia Lee Corbin, Arthur Rankin and Joan Standing in support.

The story is by Adela Rogers St. Johns, famous scenarist and short story writer, and very dear friend of Mrs. Reid. R. William Neil will direct.



Betty Compson and John Davidson in a scene from "Ramshackle House," released through Producers Distributing Corporation.



## EXPLOITATION IDEAS AND HINTS

### UNIQUE FAN CLUB FORMED IN CHICAGO

Dorothy Brinkley of Chicago has formed a unique fan club, which she is calling "The Go-Getters Club," and of which she has made George O'Hara honorary president and Alberta Vaughn honorary vice-president. The two stars of F. B. O.'s new "Go-Getters" series of four-reelers are greatly interested in the activities of the new fan club, inasmuch as their ideas are entirely new and highly interesting, to say the least.

In writing to the stars about the new club, Miss Brinkley said:

"We fans formed the Go-Getters Club because we wanted to show the exhibitors that the fans usually get what they want, even if they 'go-get' it a hundred times before it is given to them."

Miss Brinkley expects to start a campaign for better movies in a short time, she says, and her club will attend the good pictures "in a body" and when a picture is not accepted by the committee of ten on the opening matinee, the entire body of members will be absent on the opening evening. There are already over two hundred members in the club.

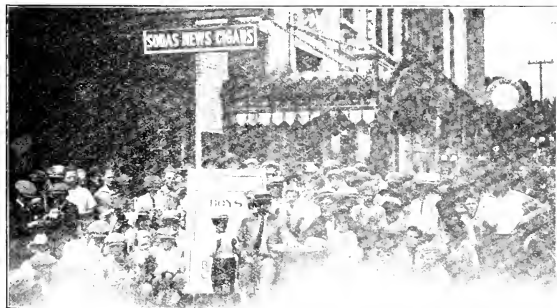
It is thought that a club of critics composed of the picture fans themselves, will have much to do toward determining the entertainment value of a picture, and that a club of this kind should be named after F. B. O.'s new series of short subjects, which promise to be as popular as the "Fighting Blood" and "Telephone Girl" series turned out by F. B. O., is more than gratifying to the honorary president and vice-president who are co-starring in the new picture.



The above photograph shows the costume Mrs. Mary Goitko wore to a Universal masquerade back in 1912, exploiting "Accident Insurance," a one-reel Crystal feature. Mrs. Goitko has the distinction of continuing her connection with that company since that time, of more than twelve years. She is now head inspector.

### SOME STUNTS FOR "RECKLESS AGE"

During the management of the "Reckless Age" at the Liberty Theatre, several exploitation stunts were arranged that materially helped in the success of showing a young lad, who had been shown a shing as a result of the "Reckless Age" campaign. As the manager of the Liberty, Lyle, the insurance man wanted to show a reckless age and an old time show. This was arranged by Lee Bell, who had a number of wrecked cars displayed as a result of the reckless age.



Boys registering and signing applications to join the "Big Brother" Orpheum-Paramount Club—a part of the campaign put on by R. C. Gary and G. L. Hooper of the Orpheum Theatre, Topeka, for their showing of "Big Brother."

Scenes from one of the late Hamilton Comedies released by Educational.



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## SINNERS IN SILK

Metro-Goldwyn All Star

NEWS—A well acted, beautifully staged production that tells a thoroughly modern story in an entertaining way. The cast is an excellent one. This feature answers the present day demand for more pep in our film fare.

FILM DAILY—You know how your people like Menjou. If they do, you know what to do. If they don't then you had better see this, although it should please any audience. This is "another Black Oxen." Excellently cast.

WORLD—With a brilliant cast headed by Adolphe Menjou, Eleanor Boardman, Conrad Nagel and Hedda Hopper, "Sinners in Silk" Metro-Goldwyn's latest release, as a picture depicting the so-called jazz age of the younger generation should be highly successful, particularly with the better class of audiences. The picture is of a decided sophisticated trend, but snappy and jazzy to suit tastes to the contrary.

HERALD—This is a pleasing drama of the declining youth, excellently cast and splendidly titled, sarcastic, aloof, but yet, varied and jazzy enough to please the majority.

## HIT AND RUN

Universal-Hoot Gibson

WORLD—"Hit and Run," is in the class of sport pictures which are general favorites and sure money getters. It is essentially a baseball feature and a well rounded plot develops a romance and thrills which will place it on the list of Hoot Gibson's starring vehicles as one of that actor's most pleasing achievements. A thrilling climax gives credit to a very finely drawn plot.

TRADE REVIEW—Hoot Gibson scores a real box office winner as well as a home run in this one. It's a great sport picture which the baseball enthusiasts are sure to go wild over, and we miss our guess badly if it doesn't develop a general audience of tremendous drawing power.

HERALD—A baseball story of a country boy who is a regular Babe Ruth, wins the big game of the season, also the girl. Many comely situations, strong suspense at the climax, and excellent work on the part of the cast in putting across the final walloping punch.

FILM DAILY—Good entertainment. If they want to be amused, "Hit and Run" will do it. A fine lot of laughs and a first class story. There's also a fine comely touch in the sequence showing two western teams playing on a prairie diamond.

NEWS—Hoot Gibson's latest picture is corking good entertainment. We don't hesitate to say that it is the best and brightest film in which he has ever appeared. It is so lively, so rich in charac-

terization and incident, so mirthful, so delightfully acted and staged that it deserves to have the word special written after it. There are more sound entertainment values in this modest picture than several we might name which have been lauded as masterpieces.

## THE BATTLING ORIOLES

Pathe—Glenn Tryon

WORLD—A gang of things in the pink of condition pitted in fistie, chair and bottle throwing combat against a group of asthmatic and rheumatic, formally attired old men would be considered preposterous even in the movies, but Hal Roach makes the impossible so possible that "The Battling Orioles," his latest feature length comedy for Pathe will go

down in production history as a piece of work superlatively unique.

NEWS—A fast comedy offering a quantity of highly amusing gags. It slows up in the middle but rounds out with a fast finish. The leading character, a sunny-dispositioned boy from a small town is very likeable and carries the sympathy. The picture is well played and directed.

FILM DAILY—This is a comedy after the order of the slap-stick farce but considerably more effective. If your crowd like that kind, this is sure to please.

HERALD—Fast moving, action comedy, some suspense, capable punch in the finish. Very well cast, average comedy to please the majority, especially in the smaller towns.

## NEWS NUGGETS

Edwin Carewe has just started cutting on his latest picture, "Madonna of the Streets," and announces that this great story of London's Limehouse district soon will be released through First National. Nazimova returns to the screen in the vehicle.

Walter Hier's first starring comedy will be called "Short Change" since it has to do with the adventures of a vacationing bank teller who inadvertently leaves with fifty thousand dollars. The comedy will be released through Educational Exchanges in October.

After a slight delay awaiting Eastern arrivals for the cast, filming of "Wilderness," Corinne Griffith's latest play for First National has been started with Robert Z. Leonard directing. Supporting Miss Griffith are Holmes Herbert and Jim Keith, New York stage luminaries, Emily Fitzroy and Annie Schaefer.

Betty Compson has been selected by Sir James M. Barrie to play the lead in "Peter Pan," according to a wire received this week by Jesse L. Lasky. The quest for a player to play the title role has occupied a search of six months around the world.

Flour Harris announced this week that Niles Welch has been engaged to fill the leading role opposite Patsy Ruth Miller in "The Girl on the Stairs" which will go into immediate production for P. D. C.

Charles de Ravenne, called by several French movie columnists the Jackie Coogan of France, is playing an interesting part in the new Fred Thomson film, tentatively titled "Pal O' Mine" for F. B. O.

Sidney Oleott, one of America's foremost directors, has signed a long-term contract to produce exclusively for Paramount pictures, according to an announcement by Jesse L. Lasky.

A colorful character of Emory Johnson's big league baseball epic which will be released by F. B. O. early in the autumn is the Home Run King of thirty years ago. The role is played by Tom O'Brien, one-time prominent college and minor league baseball star.

Mary Carr has been added to the cast of "Hard Cash," which Harmon Weight is directing for F. B. O. The cast to date includes Madge Bellamy, Kenneth Harlan and Mrs. Carr.

Five two-reel comedies, including the first of two new series, will form the mainstay of the September Educational releases. These comedies will include one release of the Mermaid comedies, the new Bobby Vernon comedies, Hamilton comedies, Christie comedies and the first of the Larry Semon "featurettes" in two reels.

A bit of legislation has been passed at Richmond, Mo., which should please exhibitors. A tax of \$1000 a week for carnivals and \$300 a day for tent shows has been placed in effect. In the meantime Carrollton, Mo., has had a carnival each week this season, in addition to seven tent dramatic shows and exhibitors there are suffering greatly.

Production of "A Case in Cairo" starring Priscilla Dean was started this week by P. D. C. at the Thos. H. Ince studio with the signing of Chet Withey to direct and the completion of the supporting cast.



# ST. LOUIS TRADE EVENTS

By David F. Barrett

## MINE STRIKE RELIEVES SO. ILL. SHOWMAN

Grim business death stalks the coal fields of Southern Illinois today; reaching out his slimy hands to grasp the necks of all he comes in contact with, unless some relief comes from some unexpected quarter, hundreds of motion picture exhibitors in those parts will be forced to the wall with thousands of other merchants.

More than one-third of the 250 or so theatres in the coal fields proper have already closed. Others are running but one and two nights a week, while others are holding on, hoping against hope that something will bring relief.

But an exhaustive survey of the district indicates that no relief is in sight, and that even when the miners get back to work it will take many weeks of fat payrolls for them to pay up the debts that they have contracted during the summer, and have sufficient surplus cash to patronize motion picture houses and other amusements as they should.

Night after night the motion picture houses are playing to empty seats, the receipts being far below the expense without considering interest on investment, depreciation or wages for the owner and manager. Surplus money put aside when times were good is rapidly dwindling away, and in many instances has already disappeared. Many exhibitors have borrowed to the limit in the hope of riding themselves over until times get good again.

Last week a conference of business interests, railroad officials and coal operators was held at Herrin, Ill., under the auspices of the Lions club to discuss the situation, and to advise ways and means if possible to bring relief. However, local officials of the United Mine Workers declined to attend, explaining that the national organization had already gone on record as opposed to any reduction in miners wages or changed working conditions. So that situation remains deadlocked.

It is hoped and expected that when cold weather arrives and the domestic consumers enter the market that the Southern Illinois miners will get back to work. Undoubtedly many of the larger will do so, but some will never open again, and motion picture theatre owners in the towns depending on such mines are ruined. Fuel oil has made deep inroads on coal consumption and this competition will be reflected more or less in theatre box-office receipts throughout Southern Illinois this winter.

The Southern Illinois situation is such that the best minds in the film industry should give thought to solving the problem so far as it affects the motion picture theatre owners.

The Avenue Theatre, East St. Louis, threw open its doors on August 30. It has been closed for several weeks. It will change its feature picture four times a week this season.

## BRIGHT BITS and NEWSY NOTES

Festus J. Wade, president of the Mercantile Trust Company of St. Louis, was host to 400 employees of the bank at a theatre party in Loew's State Theatre the night of August 27. Wade views the opening of Loew's \$1,600,000 as a boon to down-town St. Louis and he is doing all he can to stimulate interest in the new house. Wade and other leading business men have long advocated a revival of night life down-town and they are hopeful that the new theatre will do much to bring this about.

H. Dewey Darnel, chief sponsor of the St. Louis branch of Educational Film Company on August 9, last, claimed pretty Miss Alice Christine Queenen as his bride. The couple did not break the news to their friends until their return from a two weeks' honeymoon trip.

H. A. Whitney, manager of the Liberty Theatre, Mexico, Mo., invaded St. Louis for the first time this season and left with a pocketful of film contracts.

Fire destroyed the Pastime Theatre, Reynolds, Ark., on August 23. There is little possibility of it being rebuilt immediately.

Harry Weiss, local manager for First National is back from a trip to the New York offices. He spent a week at the home office in accordance with the custom which is to have two branch managers at the office each week. He came back filled with pep and vigor and transferred some of his enthusiasm to the office organization.

A number of the St. Louis theatres opened for the season on Saturday, August 31, including the Ritz, formerly the Juanita, Grand boulevard at Juanita streets, which opened August 30 with Mary Pickford in Dorothy Vernon of Haddon Hall; the Union, Union and Easton avenues, with "Tiger Love as the feature, and the New Lindell, Grand boulevard near Hebert, which opened on Sunday, August 31.

Mrs. C. A. Kalbfeld, wife of the owner-manager of the Pauline Theatre, St. Louis, who was seriously injured in an automobile accident several weeks ago has recovered and able to be about again.

Mr. and Mrs. E. W. Rodgers, popular Cairo, Ill., and Poplar Bluff, Mo., exhibitors are seriously ill at their home. It is feared that they were poisoned by bad weather due to the extremely hot weather. Mrs. Rodgers came to St. Louis to visit a specialist who advised a course of treatment that should put them on the road to recovery speedily.

(Continued on Page 19)

## MANY CHANGES IN ST. LOUIS MOVIE ROW

The Columbia Theatre, Sixth and St. Charles streets, owned by the Calla-Tate interests, is to be closed permanently, and an office and store structure will be constructed on the site of the famous amusement palace. Once considered among the most beautiful vaudeville theatres of the country the Columbia in recent years has been a combination house showing a feature and short pictures with five vaudeville acts from the Junior Orpheum circuit.

Frank R. Tate said that should the deal for the sale of the theatre building fail the house will re-open, but he anticipates successful conclusion of the negotiations for the transfer of the house.

Tate also announced tentative changes in the management of the various theatres owned by himself and associates, resulting from the resignation of Edward J. Sullivan, manager of the Orpheum Theatre, who goes to New York to manage the new theatre being built by Martin Beck, former head of the Orpheum Vaudeville Circuit.

Charles M. Preston, manager of the Grand Opera House, goes to the Rialto Theatre on Grand boulevard near Olive street, while W. V. Taylor, manager of the Rialto succeeds Sullivan at the Orpheum. David S. Russell who has been managing the Columbia and Strand theatres moves over to Market Street to take charge of the Grand Opera House. Should the Columbia re-open he will also look after that house.

H. T. Middleton, former press agent for "The Bar" has succeeded Oscar Dane as manager of the Gavety Theatre, a burlesque house. Dane is managing the Liberty Music Hall, formerly the William Fox Liberty Theatre.

## ST. LOUIS POLICE GET DRIVER OF THE TIVOLI BANDIT CAR

Percy Fitzerald, 30 years old, 4051 Delmar boulevard, St. Louis, has been arrested by the police and identified as the driver of the automobile used in the escape of two masked bandits who at 11 o'clock on August 25th held up the Tivoli Theatre, 6340 Delmar boulevard, University City, escaping with \$1,000 in cash and a diamond valued at \$1,000.

Fitzerald was identified by a negro porter for an automobile company near the theatre who witnessed the exit of the robbers. When arrested by detective Lieut. William Murphy and his squad shortly after the robbery Fitzerald had \$451 in \$20, \$10 and \$1 bills in his possession. He refused to account for the money, but denied having participated in the robbery.

Stahl hobbled to a window and broke the glass with a telephone receiver and called for help.

R. C. Seert of Chicago, district manager for First National was a visitor on August 29.



## BOX OFFICE REPORTS

### F. B. O.

**After the Ball, Special Cast**—Here's a picture that steps right out in the first reel and gives 100 per cent entertainment all the way through. They are still telling me what a good picture it was. It ought to be run two days at least. It sure is good.—Cater and Snappy theatres, Sam Minich, Marceline, Mo.

### FIRST NATIONAL

**Trouble, Jackie Coogan**—A very good show. Print in good condition. Audience was well pleased. Business fair. Print and advertising good.—Rex, Bronson, Kans.

**Her Reputation, May McAvoy**—Extra good picture. I consider it one of the best pictures I have had for a long time. Print good.—Gen Armstrong, Mo.

**Rose of the Sea, Anita Stewart**—Very good picture. Not much business on account of extremely hot weather. Print and accessories good.—F. A. Robison, Jewel Theatre, LaHarpe, Kans.

**One Clear Call, H. B. Walthall**—Another one that should get over big with any audience. No surplus footage, all entertainment from start to finish. Good business. Print good.—C. E. Terry, Capitol, Oak Grove, Mo.

**The Hottentot, Douglas MacLean**—No one can go wrong on this picture. What I would call 100 per cent picture. It pleased them all and came close to the house record in attendance. Print good.—C. E. Terry, Capitol, Oak Grove, Mo.

**East Is West, Constance Talmadge**—One of the best Constance Talmadge pictures.—R. E. Berner, Isis, Waterville, Kans.

**Jealous Husbands, Earle Williams**—This was a good picture and pleased one and all. Print good.—E. H. Riley, Cosy, Mt. Grove, Mo.

**Galloping Fish, Syd Chaplin, Louise Fazenda**—Exceptionally good action comedy. Print good, accessories O. K.—E. Van Hyming, Kelley, Iola, Kans.

**The Huntress, Colleen Moore**—Very fine picture. Should please any audience 90 percent. Everyone pleased at my house. Big business. Print fine. Accessories good.—Chas. H. Barron, Kansas, Wichita, Kans.

**Girl of Golden West, J. Warren Kerrigan and Sylvia Bremer**—Good picture and pleased. Did a nice business. Print and accessories good.—Gep. Leathers, Strand, Mt. Vernon, Mo.

**Penrod, Wesley Barry**—This is a good picture. Pleased most of my patrons. Print and advertising good.—J. C. McKee, Electric Theatre, Bolivar, Mo.

**The Cup of Life, Hobart Bosworth**—Good picture but only fair house. Pleased about 75 per cent.—L. P. Mills-panch, Preston, Preston, Kans.

**Omar the Tent Maker, Guy Bates Post**—Very good picture. Print and accessories good.—S. R. Day, Royal, Barden, Kans.

**Boy of Mine, Benny Alexander**—Good attraction in every respect. Print and accessories good.—Fees Bros., Best, Parsons, Kans.

**White Moth, Barbara La Marr**—Both

star and picture liked very much. Print and advertising good.—Reynolds Maxwell, Electric Joplin, Mo.

**Hottentot, Douglas MacLean**—Pleased 90 per cent. Print and accessories good. H. L. Schwartz, Airdome, Randolph, Kans.

**Daddy, Jackie Coogan**—Pleased 100 per cent. Print and accessories good.—H. L. Schwartz, Airdome, Randolph, Kans.

**Braven of the North, Strongheart**—An excellent picture that pleased our patrons and drew us a good crowd. Print and accessories good.—W. L. Shoup, Deluxe, Speardville, Kas.

### PATHE

**The King of Wild Horses**—Thanks for the best box office picture in months. Its pulling power is marvelous and scored here during very hot weather.—A. R. Zimmer, Liberty Theatre, Marysville, Kans.

### VITAGRAPH

**A Front Page Story, Edward Norton, Edith Roberts**—A good picture and it pleased 85 per cent. Did not draw me, however.—W. N. Dauschlag, Strand, Ransom, Kans.

**The Courage of Marge O'Doone, James Oliver Huxford**—Good picture. Pleased 75 per cent. Plenty of action and good moral.—W. H. Wilson, High School, Sublette, Kans.

**The Fighting Guide, Wm. Duncan and Edith Johnson**—A very good picture.—W. A. Dauschlag, Strand, Ransom, Kans.

**Loyal Lives, Brandon Tynan and Mary Carr**—Very good picture. Rather too sad for my audience, but pleased about 80 per cent.—W. A. Dauschlag, Strand-Ransom, Kans.

**Little Wildcat, Alice Calhoun**—Fairly good, but 100 feet was duplicated. Crowd liked the picture real well. Small crowd on account of busy days on the farm.—E. H. Hosking, Bank Lenexa, Kans.

**Too Much Business, Special**—This picture did not take very well. Not what my people were looking for, but glad to say this was the only picture on the whole contract that did not quite suit

my house.—Ed Rogers, Town Hall, Palco, Kans.

**Steelheart, William Duncan and Edith Johnson**—An action picture. Will suit rough patronage, but not what I would call a picture to please.—W. A. Dauschlag, Strand, Ransom, Kans.

**Bring Him In, Earle Williams**—Very good picture for small place.—Otto Price, Sammy Theatre, Ada, Kans.

**The Man From Brodney's, All Star**—A good type of picture for the small town. Have received many compliments on this picture.—A. R. Mills, Pastime, Grenola, Kans.

**Borrowed Husbands, Earle Williams and Florence Vidor**—Very good picture but cost too much for these small towns. Can't get by; nothing left for exhibitor.—F. Boles, Strand, Greenfield, Mo.

**One Law For the Woman, Cullen Landis and Mildred Harris**—A good picture. All liked it who saw it. Just got by, as weather is hot. Have a cooling system, but can't get them in. We pay too much for summer service.—F. Boles, Strand Greenfield, Mo.

**The Little Wildcat, Alice Calhoun**—Very good little program picture that pleased well and got many comments.—Harry Roberts, Electric, Centralia, Kans.

**On the Banks of the Wabash, Mary Carr**—A number of comments on this as one of the best we have had, some say the best. Everybody pleased. Large crowd.—Vitagraph Theatre, Watson, Mo.

**Steelheart, William Duncan and Edith Johnson**—A dandy good picture. Lots of compliments. Give us more like it.—Dreamland, Jetmore, Kans.

**The Little Wildcat, Alice Calhoun**—This picture pleased my audience, but could have been a lot better. They spoiled a good picture with the war scenes. The war is over. Let's try and forget it.—May Betts, Dreamland, Jetmore, Kans.

**Masters of Men, Earle Williams, Cullen Landis, Alice Calhoun**—Good cast, worlds of action and a good story. Business good.—K. L. Darnall, Alamo, Kansas City, Mo.

**Island Wives, Corinne Griffith**—A very good picture. Business good.—Alamo Theatre, K. L. Darnall, Kansas City, Mo.

**Divorce Coupons, Corinne Griffith**—Unusual story. Many favorable comments.—Alamo Theatre, K. L. Darnall, Kansas City, Mo.

### Mail in Your Film Report Today For the Next Issue

#### THE REEL JOURNAL.

19th & Wvandette Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title \_\_\_\_\_  
 Star \_\_\_\_\_ Producer \_\_\_\_\_  
 Remarks \_\_\_\_\_  
 Title \_\_\_\_\_  
 Star \_\_\_\_\_ Producer \_\_\_\_\_  
 Remarks \_\_\_\_\_

City \_\_\_\_\_  
 Theatre \_\_\_\_\_  
 Exhibitor \_\_\_\_\_

If Every Exhibitor Does His  
 Duty There Will be No Mediocre  
 Pictures

# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE  
SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### Show Printing--

We can satisfy you not only  
in price but give you quality  
also in all kinds of printing.

**The**  
**KEYSTONE**  
Press

19th and Wyandotte Streets  
Kansas City, Mo.

**Smiling  
Service!**



Archib  
Josephson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish  
to pay more  
--and  
risky to  
pay less.*

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

## BOX-OFFICE REPORTS

written by the ex-  
hibitors are your  
best guides to  
good pictures.

—SEND US  
YOUR REPORTS

## BAUSCH-LOMB NEW CINEPHOR CONDENSING SYSTEM FOR ARC LAMP HOUSES

Illumination increased up to 25%  
A Wonderful Improvement.  
Send for descriptive literature.

**CHAS. M. STEBBINS**  
Picture Supply Co.  
1822 Wyandotte St. Kansas City, Mo.

### ST. LOUIS TRADE NOTES. (Cont.)

The Belleville Theatre, Belleville, Ill., reopened for the 1924-25 season on August 31.

"The Fire Patrol" the new super feature picture being released through Columbia Pictures Corporation will receive its St. Louis premiere at William Goldman's Kings Theatre and Garden in September. Hunt Stromberg, St. Louis director, made this production and there is much local interest in the film. Goldman has mapped out an extensive advertising and exploitation campaign to put the picture across big.

David E. Russell, manager of the Grand Opera House and Strand and Columbia theatres, owned by the Cella and Tate interests, has turned down an offer to act as St. Louis representative of the Orpheum Circuit. Russell also acts as manager for the St. Louis Municipal Theatre Association and the demands on his time are such that he could not consider the Orpheum offer.

The Catholic Church at Perron, Ill., has opened a 380-seat motion picture theatre in conjunction with the church. The town has no other motion picture house.

C. E. Penrod, district manager for F. B. O. spent September 2, 3 and 4th in St. Louis.

Sidney Mayer, general sales manager for Fox Film was due in St. Louis on September 4. He is swinging around the circle.

Out-of-town exhibitors seen along Picture Row during the past week included: J. Richards, Witt, Ill.; J. E. Richardson, Roodhouse, Ill.; Pete Sikes, Highland, Ill.; Bill Ker-tetter, Columbia, Mo.; Buddy Paul, Mexico, Mo.; C. E. Lilly, Hanni-

bal, Mo.; F. L. Keuss, New Athens, Ill.; Sam Taylor, O'Fallon, Ill.; O. L. Roman, Benld, Ill.; Oscar Wesley, Gillespie, Ill.; Elvin Weeks, Staunton, Ill.; Mrs. Paul, Marvel Theatre, Carlinville, Ill.; J. A. Hickman, Puxico, Mo.; C. A. Law, Buckner, Ill.; John Spaulding, Litchfield, Ill.; and S. E. Portie, Jerseyville, Ill. Charley Horsefield, Union, Mo., and C. E. Brady, Cape Girardeau, Mo.

C. L. Hickman, salesman for F. B. O. shipped into Memphis, Tenn., and sold eleven big pictures to the Pantages Theatre. He also landed other fat contracts in the Tennessee metropolises.

## CURRENT RELEASES

For Week of September 13, 1924

### ENTERPRISE

Yankee Speed, Kenneth McDonald (6).  
The Vanishing Gunman, Roy Stewart (5).  
Wanted by the Law, J. B. Wrenner (5).  
Waterfront Wolves, Ora Carew (5).

### METRO-GOLDWYN

Sinners in Silk, All Star (7).  
The Red Lily, Enid Bennett, Ramon Novarro (7).

Volanda, Maroon Davies (7).  
Voice of Youth, All Star (7).  
His Home, Aileen Pringle, John Gilbert (7).  
One Night in Rome, Laurette Taylor (7).

### PATHE

Luck of the Foolish, Harry Langdon (2).  
Pathe Review No. 37  
Into the Net, Serial, No. 7.  
In the Good Old Summertime, Aescop Fable (1).  
Tactics of the Day, No. 37.  
Three Foolish Weeks, Ben Turpin (2).  
Pathe News, Nos. 76-77.

### SELZNICK

The Bowersy Bishop, Henry Walthall (6).  
Detained, First of Stan Laurel Comedy series (2).

### UNIVERSAL

Turmoil, All Star (7).  
The Game Hunter, Bert Roach (1).  
The Iron Man, Serial, No. 14.  
The Title Hunter, Dempsey Fight and Win Series, Nos. 14 (2).  
Low Bridge, Buddy Messinger, Century (2).  
A Prisoner for Life, Eddie Polo (2).

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### WANTED MOVIES

Can deliver buyers, need all price theatres. Write full information. W. J. Miller, Exclusive Theatre Broker, 321 Scottsbluffs Bldg., Des Moines, Ia.

### AT LIBERTY

Manager, nine years experience, desires permanent position, motion picture or combination house. Best of references. Salary or percentage. 806 W. Van Horn Independence, Mo.

### POWERS STAND WANTED

Used Powers 6A Stand complete, lamphouse and lamp. Must be in good condition. Write details and cash price. R. E. Atkins, Lyric, Elkhart, Illinois.

### CHAIRS WANTED

Wanted 300 opera chairs and screen at once. Geo. H. Koch, Holton, Kans.

### WANTED OPERA CHAIRS

Wanted 150 to 175 opera chairs, used, in good condition. Also used Motograph machine and prices on them. R. D. Johnson, LeRoy Kans.

### THEATRE FOR SALE

First class theatre, fully equipped, also piano and pipe organ, in good Missouri town. No opposition. If sold soon will sell at a bargain. Also one for lease in adjoining town. Address "13"—Reel Journal.

### AT LIBERTY

At projectionist, thoroughly experienced, desires permanent position. Any equipment. Screen results guaranteed. Salary secondary condition. Married man, neat appearance, steady and reliable. Address W. B. Herrick 425 Booth Ave., Rosedale, Kans.

### WANTED

Booth for one machine. Must be in good condition and priced right. Roy A. Avers, Baylis, Illinois.

**WANTED TO TRADE FOR PICTURE SHOW**  
A good modern residence in county seat town. Want picture show. Also have 160 acres creek-bottom farm would put in. Box 102, Walnut, Kans.

# Enthusied After Seeing First Two Pictures

LIBERTY THEATRE  
1104-6 MAIN STREET  
KANSAS CITY, MO.

Sept. 2, 1924.

Mr. Al Kahn,  
Film Classics, Inc.,  
115 West 17th St.,  
Kansas City, Mo.  
Dear Mr. Kahn:

I have this day received the approved contracts for your entire output of 20 WARNER BROS. PICTURES for the Liberty, Isis and Strand Theatres.

Because of the consistent good pictures turned out by Warner Bros. last year I had no hesitancy in contracting for the entire block of twenty this season. In fact I am very much enthused after seeing the first two pictures, which I have already dated. Great casts, good stories, good direction, and above all, real pictures. I am expecting an excellent business with them.

I wish to take this opportunity of thanking you again for the courtesies extended me in the many years I have done business with you. It has been a real pleasure to me.

Wishing you and Warner Bros. all kinds of success during the coming season, I remain,

Sincerely yours,  
(Signed) JACK ROTH

## FILM CLASSICS, Inc.

115 West 17th St.

AL KAHN, Gen. Mgr.  
W. A. KAHN, Mgr.

Kansas City, Mo.



"Only Twenty But Mighty"

*The***Reel  
Journal****The Film Trade Paper of the Southwest***Announcement Effective at Once*

**P**ATHE will sell all ASSOCIATED EXHIBITORS FEATURES in towns of less than 5,000 population.

*Hold Your Feature Business Until  
a Pathe Salesman Calls*

HERE ARE JUST A FEW  
OF THE BIG ONES:—

"NEVER SAY DIE"—Douglas MacLean

"DYNAMITE SMITH"—Charles Ray

"SIXTH COMMANDMENT"—All Star

"CHECHACOS"—Alaskan Production

"THE EXTRA GIRL"—Mabel Normand

"COURTSHIP OF MILES STANDISH"—Charles Ray

AND MANY OTHERS

**Pathe Exchange, Inc.**

111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr

Announcing the First of the  
Series of Super-Specials of  
GOTHIC PICTURES, Inc.

From An  
Original  
Story  
By  
PAUL  
BERN

WITH A  
HIGH POWERED  
BOX OFFICE CAST  
Starring

**Anna Q. Nilsson**

With A  
SUPPORTING CAST

Including  
Wyndham Standing  
Stuart Holmes  
Lucille Ricken  
Arthur Rankin  
Cissy Fitzgerald  
Dot Farley  
Robt. Bolder  
Chas. Newton

Directed by

**R. Wm. Neill**

Backed by Unusual  
Publicity Advertising  
and Exploitation

# VANITY'S PRICE IS COMING FROM F.B.O.

ONE OF THE BIG SUPER-  
SPECIALS OF THE SEASON

Distributed by  
FILM BOOKING OFFICES of AMERICA

Shower Bldg., Kansas City, Mo.  
342 Olive St., St. Louis, Mo.  
127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

Produced at the F. B. O. Studios, Hollywood,  
Calif.—Thematic Music Sheets Available  
in This Picture



# Lionel Barrymore

IN

## "Meddling Women"

A Box-Office Picture From Every Angle!

STAR, CAST, STORY, DIRECTION  
and WHAT A TITLE

"MEDDLING WOMEN"—A Real Money Picture

Supporting Lionel Barrymore

SIGRID HOLMQUIST  
HUGH THOMPSON  
IDA DARLING  
DAGMAR GODOWSKY  
ALICE HEGEMAN  
ANTONIO D'ALGY

Frank Elliott in Motion Picture News says:

"thoroughly absorbing filmplay \*\*\* the spectator is gripped from beginning to end. \*\*\* The production is mounted in an artistic and at all times lavish manner. \*\*\* A very creditable production which carries a lot of dramatic punch and unusually fine character drawings."

GET IN TOUCH WITH US TODAY!

### INDEPENDENT FILM COMPANY

"Distributors of Chadwick Pictures"

JOSEPH SILVERMAN, Manager

115 WEST 17TH STREET

KANSAS CITY, MO.

#### The CHADWICK NINE

"Each Production an Achievement"

—1—

#### "THE FIRE PATROL"

A Hunt Stromberg Production  
With Claude Rains, Johnny Herring  
Anna Q. Nilen, Lull, Montana

—2—

#### "MEDDLING WOMEN"

Starring Lionel Barrymore

—3—

#### "THE PAINTED FLAPPER"

with James Kirkwood and  
Pauline Garon

—4—

#### "I AM THE MAN"

Starring Lionel Barrymore  
Written and directed by Ivan Abramson

—5—

#### "THE TOM BOY"

With an All Star Cast

—6—

#### "SUNSHINE OF PARADISE ALLEY"

From the Famous Stage Play by Denman  
Thompson

—7—

#### The Third Lionel Barrymore Special

(Title to be Announced)

—8—

#### "FLATTERY"

A Tom Forman Production

—9—

#### "THE ROMANCE OF AN ACTRESS"

By Landron McCormick,  
Author of "The Storm"





Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

St. Louis Correspondent  
**DAVID F. BARKETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise some copy will be run. Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

### Extending the Boundaries

The extending of the invitation to the Cinematograph Association of Great Britain and to exhibitor bodies in other European countries to attend the next session of the M. P. T. O. A. at Milwaukee, as agreed upon at the recent meeting of directors of the M. P. T. O. A. appears in the light of prominence in a season of constructive accomplishments.

America, in politics as in commerce, can no longer isolate herself as in the days of the inception of the Monroe Doctrine. For certainly, the world is but a busy workshop segregated only a few revolutions in the industrial schedule of nations.

We believe it is well that American and European exhibitors convene jointly in a spirit of cooperation. We believe it is well that differences and export ramifications be forgotten. For certainly the problems of the film world, while not altogether homogeneous, are to a relative extent the same in the trials of production and distribution, supply and demand.

No doubt this suggestion is at the present time infinitely far removed, but, it cannot be contradicted that the recent step of the directors may point the way to a future convention of "Motion Picture Theatre Owners of the World," or "Motion Picture Producers of the World."

That, at any rate, is something to think about.

### WARNER FILMS PLAN OWN THEATRE HERE, IS REPORT

Los Angeles, Sept. 9.—H. M. Warner, president of Warner Bros.' motion picture studio, today announced construction of a \$500,000 theatre, for the exclusive showing of his pictures, will begin in Kansas City within the next ninety days.

Although Al Kahn, president of Film Classics in Kansas City, Warner Bros. distributor, declined to confirm the above statement, it was announced that "unofficial" plans are under way toward the ultimate conclusion of such a project. It is presumed, of course, the house is to be a down-town theatre.

### BIG SUBURBAN THEATRE PLANNED FOR KANSAS CITY

Plans have been completed and negotiations are under way for an elaborate motion picture theatre in the Country Club Plaza district, Kansas City, Mo.

The site of the theatre, to be erected by the J. C. Nichols Development Company, will front on the Ahmida, a short distance west of the intersection of Forty-seventh street and Mill Creek Parkway.

Tentative plans, prepared in the office of Edward Dohler Dolk, architect, show a spacious office, designed in a colorful Spanish style of architecture in keeping with the architectural character of the building development surrounding the projected site.

A seating capacity for approximately 2000 persons has been provided and arrangements have been made for the installation of every essential feature of a modern theatre, including a cooling system.

The erection of a motion picture theatre is one of the major developments of the building program outlined for the Country Club district by J. C. Nichols.

At present, the nearest place of amusement in that line is several miles from the center of the large residential section in the Country Club Plaza district.

The pending negotiations for the erection of the project are expected to be concluded upon the return of Mr. Nichols, September 15, from a vacation.

### VINE STREET THEATRE. BURNS; LOSS IS \$10,000

The Vine Street Theatre, Kansas City, Mo., is a total loss from the fire last week which gutted the building and destroyed all equipment. The loss is estimated at \$10,000. George Costa is the owner. Thus far, Costa has made no plans for the future, although it is probable that the house will be rebuilt.

### CAMERA TO RECORD DEMOCRATIC RALLY

Motion pictures of the barbecue and Democratic rally on Dr. Arthur W. Nelson's farm near Bunceon, Mo., Monday, will be made by the Andlauer Film Production Company of Kansas City. Dr. R. Q. Kelly, chairman of the arrangements committee in Bunceon, said today the motion picture machine would be on hand Sunday and Monday.

Special arrangements are being made to care for newspapermen. They will be provided typewriter and telegraph accommodations under a large tent.

### KANSAS CONVENTION A SECTIONAL MEETING

Large Attendance Forecast as Date Draws Near.

The Kansas convention at Topeka, which is to be attended by representatives of other organizations of the Mid-West and members of the Allied organizations, will go down in history as one of the most important sectional meetings in the history of its organization—and as a strictly business session—that much is certain, as Sept. 22 draws near.

Among the important matters which are to come up, it will be hard to summarize in order of their importance, for each is decidedly not only a sectional but a national move. These are: Decisions on block booking; the uniform contract and revision; the non-theatrical and tent and carnival show situation; revision of the constitution and by-laws of the merging M. P. T. O. organizations of the Mid-west and declarations of dues.

The selection of a new name for the merging bodies is also to be considered. This, it appears, is likely to be "M. P. T. O. of the Midwest."

According to C. E. "Doc" Cook, secretary of the Kansas organization, the date of meeting for the purpose of naming officers of the new organization will probably be set.

And, of course, the actual ratification of the proposed merger of the Kansas organization, Western Missouri, and Kansas City, Missouri, is to occupy a place of premiere importance on the convention program.

The Allied, which is to hold a meeting during the session, will probably be represented by the following men, important in the annals of filmdom: Ralph Talbot, president, Oklahoma, Oklahoma City; H. A. Cole, president, Texas, Marshall; J. R. Dennison, president, Michigan, Monroe; W. A. Steffes, chairman, Allied, Minneapolis; H. B. Varner, president, No. Carolina, Lexington; Charles Nathan, president, Illinois, Peoria; F. G. Heller, president, Indiana, Kokomo; H. M. Richey, secretary of Allied and general manager of Michigan, Detroit.

Special novelty entertainment features are to be provided, including a banquet which is to be held at the Kansan Hotel at 6 o'clock on the evening of the 22nd.

According to exhibitors who were in Kansas City the past week, the attendance will be one of the many exceptional features of the convention. These were M. B. Shanberg and Stanley Chambers, Miller Theatre, Wichita, and C. M. Pattee, Lawrence. They all voiced their interest in no uncertain terms, "We'll be there, sure!"

### JEFFERSON, COFFEYVILLE. BURNS, LOSS \$50,000

The Jefferson Theatre, Coffeyville, Kans., was destroyed by fire last Tuesday night. The loss is estimated at \$50,000. Mark Reed was the owner.

The Jefferson was one of the oldest and finest theatres in the southern part of the state. For years it was among the peers of the Kansas theatrical world.

Plans concerning a new house have not yet been announced.





# Betty Compson in "Ramshackle House"

Directed by HARMON WEIGHT

Romance to make the  
Heart Beat Faster.

Mystery to Set  
the Blood Atingle.

## BETTY COMPSON

More Beautiful  
Effulgent  
Magnetic  
Than Ever

Here, Exhibitors, is a story with a new twist--a mystery story that is entertainingly baffling laid in the treacherous everglades of Florida. A gripping tale of love, mystery and adventure packing in one big thrill that will "bring down the house"; containing all the essentials of a box-office success--a winner with any audience.

*Now Booking!*

## Producers Distributing Corporation

Formerly W. W. HODKINSON CORP.

KANSAS CITY—111 West 18th St.  
L. W. ALEXANDER, Branch Mgr.

ST. LOUIS—3312 Lindell Blvd.  
C. D. HILL, Branch Manager

### *The Sterling 17*

"The Legend of Hollywood"  
With Percy Marmont.

"The Wise Virgin"  
Starring Patsy Ruth Miller

"The Siren of Seville"  
Starring Priscilla Dean

"Barbara Frietchie"  
Starring Florence Vidor

"Welcome Stranger"  
With Florence Vidor, Dore Davidson

"Ramshackle House"  
Starring Betty Compson

"Chalk Marks"  
With Marguerite Snow

"The House of Youth"  
Starring Jacqueline Logan

"Another Man's Wife"  
Starring James Kirkwood and Lila Lee

"Trouping With Ellen"  
Starring Helene Chadwick

"Reckless Romance"  
Starring T. Roy Barnes

"The Girl on the Stairs"  
Starring Patsy Ruth Miller and Matt Moore

"The Folly Girl"  
Starring Margaret Livingston

"A Cafe in Cairo"  
Starring Priscilla Dean

"The Mirage"  
Starring Florence Vidor

"On the Shelf"  
Starring Jacqueline Logan

"Off the Highway"  
An All-Star Cast

## FIRST NATIONAL SPECIALS CLOSING MANY KEY CITIES

Great success has attended the plan under which E. A. Eschmann, manager of distribution for First National Pictures, is handling that corporation's "Special" product, declares E. C. Rhoden, Kansas City manager. There are to be five of these specials, three of which, "The Sea Hawk," "Secrets" and "Abraham Lincoln," have had pre-release showings in a number of important cities. "Sundown" and "The Last World" will be additions to the specials.

Mr. Eschmann's scheme for selling the specials is not only attracting the favorable attention of exhibitors themselves, but is bringing in results on a big scale in a remarkably short period of time. This product is handled as a special group distinct from other First National releases (which are called Pace Makers) under the detailed direction of A. W. Smith, Jr.

Eighty strategic key city points were selected for the first concentrated sales effort on the part of the special sales force. More than half of these eighty key cities have been closed on the three special and propositions are well under way in all of the others, Mr. Rhoden reports.

Norma Talmadge's "Secrets" has been sold to exhibitors in 58 of the 80 key city points, or 72.5 per cent.

"The Sea Hawk" has been sold in 49 out of the 80 key cities—61.2 per cent.

"Abraham Lincoln" stands third with contracts in 41 of the cities, or 51.2 per cent.

## 2 BOX OFFICES NEEDED FOR "TEN COMMANDMENTS" CROWD

Kansas City received with genuine hospitality the premier showing of DeMille's mighty spectacle "The Ten Commandments," which is in its second week of an opening date at the Shubert Theatre, if any criterion is to be taken from box office figures.

The picture is enjoying near capacity business consistently and reports from spectators indicate that Kansas City agrees with New York in stamping it one of the mightiest of a season of screen spectacles. The responsive crowds came out in the face of a top admission of \$1.50. On the opening week the crowds came in such streams that two ticket offices were required to handle them. And it has been a common thing to see a line-up nearly a block long at the Shubert each day.

The picture is being shown under a promise that it will not appear in Kansas City again within a year, the same policy as was carried out in the showing of "The Covered Wagon" at the Shubert a year ago, which is this week at the Royal. A symphony orchestra of twenty is another feature of a splendid program.

The cast for "Hard Cash," the first Goebel and Erb production for release through E. B. O., shooting of which will commence in a few days, is headed by Kenneth Harland and Madge Bellamy.

Betty Compton is now back under the direction of James Cruze in the star role in "The Garden of Words" adapted from the New York play for production by Paramount.

## SEDALIA GIRL BIDS FAIR FOR SCREEN POPULARITY

Though not so well known yet, Dorothy Dwan promises to be among the screen's most popular favorites in time to come. This is the opinion of Hobart Henley, who has cast her for a small part in "Sinners in Silk," the late Metro-Goldwyn feature.

Born in Sedalia, Missouri, Miss Dwan attended a fashionable girl's school in Philadelphia. She went on a visit to Los Angeles with her mother, where Mrs. Dwan was advised that her daughter's rare beauty made her excellent screen material. And so, for the next six months Miss Dwan worked as an extra.

Mr. Henley saw her acting in a scene with a number of other extras. He was so impressed that he assigned her the role she plays in "Sinners in Silk."

## "THE DELUGE" OPENS SEASON AT MISSOURI, SEPT. 21

The Missouri Theatre, Shubert sister house, is to open September 21 with a showing of Henning Berger's famous play, "The Deluge," which has just finished a successful all-summer engagement at the Cort Theatre, Chicago. Maude Hanaford, late featured lead with John and Lionel Barrymore, is to head the cast.

The Missouri, which has been dark for some nine months, is to continue a policy of first run picture attractions augmented with relief from the legitimate stage during the coming season. According to Ray Whittaker, manager, "The Deluge" is to open with a top admission of \$2.50.

## FOUR BIG PRODUCTIONS IN SEPTEMBER FOR P. D. C.

Four widely different subjects will be released this month by Producers Distributing Corporation. Two of these will be Regal Pictures Productions from the Thos. H. Ince Studio. One is a Tiford Cinema Corp. subject produced at Miami, Florida, and one is a Frank Woods production from the Peninsula Studios in San Francisco.

First on the list of September releases is "Ranshackle House" starring Betty Compton, produced by the Tiford Corporation from Hulbert Footner's popular novel.

"Barbara Frietchie" starring Florence Vidor and Edmund Lowe is the second September release. This is a lavish picturization of Clyde Fitch's famous stage success, produced by Regal Pictures, Inc., under the direction of Lambert Hillyer. "Chalk Marks" the picturization of Frank Woods' life long study of humanity is scheduled for release on September 14th.

The first of the Jacqueline Logan features "The story in which Miss Logan makes her starring debut is a scenario by C. Gardner Sullivan from the novel by Maude Radford Warren.

With the completion of a cast of exceptional players, starring Monte Blue and Marie Prevost, Ernst Pascal's most popular novel "The Dark Swan" is rapidly being prepared at the Warner Bros. West Coast studios.



## Buddy Roosevelt

IN THE SERIES OF

# 8

## WESTERN

Thrill Stunt Dramas

will revive the

MERRY OLD JINGLE

at the

BOX-OFFICE

DON'T FORGET

"Days of 49"

# STANDARD FILMS

111 WEST 18TH STREET  
KANSAS CITY, MO.

As Predicted---

# PARAMOUNT'S FAMOUS FORTY IS SWEEPING THE COUNTRY

---AND THE BOX-OFFICE  
VALUE IS 100%

Ask! →

Frank L. Newman  
Stanley N. Chambers  
A. F. Baker  
M. B. Shanberg  
Fees Brothers  
G. L. Hooper  
Glen W. Dickinson

*And all other Prominent Exhibi-  
titors about the "Famous Forty"*

PROVEN BOX-OFFICE ATTRACTIONS

"MANHANDLED" "MONSIEUR BEAUCAIRE"  
"THE WANDERER OF THE "THE ENEMY SEX"  
WASTELAND" "UNGUARDED WOMEN"  
"CHANGING HUSBANDS" "LILY OF THE DUST"  
"THE COVERED WAGON"

*And These Are Only the Beginning*

IF IT'S A PARAMOUNT  
PICTURE — IT'S THE  
BEST SHOW IN TOWN

110 WEST 18TH STREET  
KANSAS CITY, MO.



FAMOUS PLAYERS-LASKY CORPORATION  
ADDISON LASKY, President



3721 WASHINGTON BLVD.  
ST. LOUIS, MO.

## UNIVERSAL ANNOUNCES 14 JEWELS FOR SPRING '25

No Slowdown in Production Stride, Cochrane Declares.

There will be no let-up in the extensive Universal production program, according to a statement just issued by R. H. Cochrane involving first news of fourteen coming jewels for the first part of next year. Although only two of Universal's fall "twelve" are released, eleven are in the exchanges, he reported.

Of the fourteen pictures for spring, four are completed and eight are in production while two are being prepared. Three are to star Reginald Denny, two with House Peters, two with Virginia Valli, two with Mary Philbin and five with the best all star casts possible to obtain, Cochrane asserts. Eight widely known directors will wield the megaphone for Universal in rounding out the coming specials. They are Clarence Brown, Herbert Blache, Svend Gade, Harry Pollard, William Sietter, King Baggott, Edward Laemmle and Edward Sloman.

The authors include Fanny Hurst, Clarence Buddington Kelland, Harry Leon Wilson, George Barr McCutcheon, Max March, Guy Bolton, Marian Orth, Owen Davis, Richard Washburn Child, Pamela Wynne, A. M. Sinclair Will, Byron Morgan and Sada Cowan.

The titles of the spring series as yet announced are in order: "The Prince of Pleasure" with Virginia Valli and Norman Kerry; "The Lightning Lover," Reginald Denny; "The Nightcap," all star; "Title unannounced," House Peters; "Moonlight Kisses," Mary Philbin; "Mardi Hyprocrites," all star; "Up the Ladder," Virginia Valli; "Jazz Parents," all star; "Oh, Doctor," Reginald Denny; "The Striver of Home," all star; "Amo," all star; "Mary Philbin," "Head Winds," "House Peters," "California Straight Ahead," Reginald Denny, and "Oats for the Woman," cast not yet announced.

## PATHE TO ACCENTUATE PROGRAM VARIETY POLICY

Starting with the release on October 5 of issue No. 40 Pathe Review is to inaugurate a policy of program release so as to provide the exhibitor a different feature series each week over a period of a month. These features aggregating in most instances two and three thousand feet, will be included so as to admit insertion of serial installments in successive numbers. The characteristic Pathe policy of screen feature variety, is also to be maintained, it is announced.

These are some of the new Pathe feature serials, showing the variety of subjects:

"The White Indian series," No. 40, released October 5, presenting official pictures of the Marsh expedition to the Darien Jungles, "The American Cities" in Pathicolor, No. 40, October 5; "Keeping Fit," a health message from Dr. C. Ward Crumpton, director of physical education in New York schools, October 12, No. 41; "Hunting Wild Game in India," No. 43, October 20.

Other coming specials are "Tracing the Origin of Man" series; "Secrets of Nature Series," "The Prettiest Girl I Know" series, and "Building the Right Home" series.



Cecil E. Mabery, Central District division manager for Producers Distributing Corporation, paid the Kansas City office a visit the past week.

Producers Distributing Corporation is getting ready for a fall drive, which even the office force admit. P. D. C. is to screen all pictures in the future before they are offered, it is announced.

Frankiel and Steel, owners of the Whiteaway Theatre, Fredonia, Kans., were visitors in the Kansas City film colony recently.

M. B. Shanberg and Stanley Chambers, Miller, Wichita, and C. M. Pattee, Lawrence, were among the exhibitors seen along Movie Row the past week.

G. L. Hooper, Orphnum and Isis, Topeka, Kans., was in the film market the past week.

R. L. Badlerston, Pratt, Kans., and Bert Bylar, Bixman Theatre, Clinton, Mo., were in Kansas City last week.

M. E. "Marty" Williams, manager of the Kansas City A. H. Blank Film Enterprises exchange, who has been lining up the first run business for his company in Kansas City, has gone into the territory to try out his stride.

Lawrence Brenninger, Cozy and Crystal theatres, Topeka, and C. F. Hammond, Baselor, Kans., were on the Kansas City film market this week.

H. E. Corbyn, Warner Bros. salesman has resigned.

J. E. Foland, formerly manager of the Kansas City Selznick exchange, was seen along Movie Row the past week, following a recent minor operation. It appears to be impossible to keep a good man down.

Among the exhibitors on the Kansas City film row recently were: "Doc" McDowell, Majestic and Ashland theatres, Wellington, Kans., Manager Rugg, McLaughlin Theatre, McLouth, Kans., Frank Wilson, Harris, Richmond, Mo., Ben Levy, Hippodrome, Joplin, Mo., and Manager Vinton, Vinton Theatre, Centerville, Kans.

G. A. Hickey, district manager for Metro-Goldwyn, is in St. Louis this week.

Earl Wachter and A. H. McLaughlin, widely known on Movie Row, were caught spreading their stuff by Jean Belasco on "Lil' Old Broadway," New York, last week.

Mike Kahn is making an extended tour of the territory for Warner Bros. this week.

Gladys Johnson of the P. D. C. office

and Myrtle Morris, formerly with Universal, had a first run presentation of "Over the Hill" last week. A Ford car in which they and two young men were riding over-turned. No one was injured.

Charles Simpson, Metro-Goldwyn's new exploitation man, is in Omaha.

Jerry Akers, Universal's district manager, visited the Kansas City office the past week. Jerry is enroute to Denver.

Willard Frazier of the Empress, Paola, Kans., was on the Kansas City film market booking fall product last week.

Ed Peskay of the Penn Theatre, St. Joseph, and A. T. Baber, Airdome, Edgerton, Mo., were among the out-of-town exhibitors who visited Kansas City exchanges the past week.

J. M. Duncan, Vitagraph's division manager, Chicago, was in Kansas City this week. Duncan looked over Vitagraph's new sub-office and pronounced it o.k.

"Captain Blood," Vitagraph's late big special starring J. Warren Kerrigan, is to be released September 25. C. A. Schultz, Kansas City manager, announces.

Byron Marshall has replaced Meyer Cohen in Universal's poster department.

Mrs. Lee Bell, wife of the late William Bell, pioneer film man, is in the Ladies' Ready-to-Wear business. Mrs. Bell's shop is in the K. C. A. C. Building and she extends a cordial invitation to film men's wives.

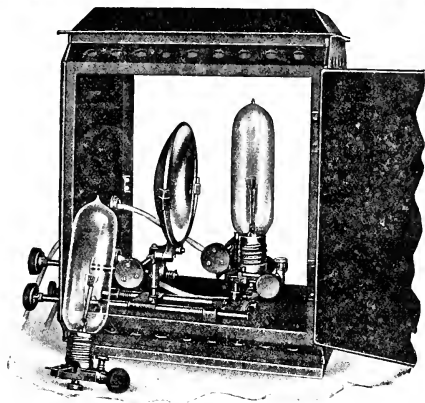
Frank Harris, Pathe special feature representative, was in town last week on his customary tour of the exchanges. Mr. Harris reported Pathe feature business as showing an enormous increase.

Jim Quinn, of Better Pictures Service, a company supervising production from story to marketing of picture, which acts in an advisory capacity to producers, is here this week on his way to the Coast. Mr. Quinn had with him H. E. White, who is associated with him. Mr. Quinn is a former exhibitor, having for a number of years managed one of the large theatres at El Paso, Texas.

Saw Lee Babsly, assistant manager of the Liberty Theatre, on Movie Row. Lee was unusually happy. Asked him the reason. And he replied, "Had the biggest Sunday business we've had in many months and Monday was within a few dollars of Labor Day's business." "Three Women," Ernst Lubitsch Warner Bros. production is the attraction at the Liberty.

Charles Fiske, Opera House, Butler, Mo., was a visitor at the Stebbins Picture Supply Co. this week.

# FIGURE THIS OUT IN YOUR OWN WAY



## FITS EITHER SIMPLEX OR POWERS --ALL MODELS.

Requires No Further Adjustment After Initial Setting;

Gives Off Less Heat and No Obnoxious Fumes; Saves the Patrons' Eyes; Projects a Picture of Soft Tones;

Easy to Operate—Allows the Operator to Watch His Picture; and it

## PAYS FOR ITSELF

You are in business to make money.

There are two methods by which you can increase your profits: Either **increase** your patronage or **decrease** your operating expenses.

### Why not use both?

If you've been in this business very long you know that good patronage demands good projection. You can't possibly improve your projection and fail to help your business.

**NOW LISTEN TO THIS!** If you can improve the quality of your projection 50%, and at the same time decrease your operating cost to the extent of 50% of what you are now paying for electric current, why wouldn't it be good business judgment to do it right now?

## *Simplex* Incandescent Equipment

is the most profitable investment an exhibitor of motion pictures can make. It pays for itself—actually cutting electrical current consumption half in two—to say nothing of the wonderful improvement in projection it affords.

### Are you ready to be shown?

Write today for our **EASY PURCHASE PLAN**, which makes it possible for you to pay for Simplex Incandescent Equipment out of what it actually saves for you each month you pay your current bill. In writing state type of projection equipment now in use, kind of current, etc.

# YALE THEATRE SUPPLY CO.

*"The House of Satisfactory Supply Service"*

108 West 18th Street

KANSAS CITY, MO.

## AT KANSAS CITY THEATRES

## NEWMAN

"The Sideshow of Life," Ernest Torrence, Anna Q. Nilsson—Paramount.

## ROYAL

"The Covered Wagon," all star—Paramount.

## SHUBERT

"The Ten Commandments," all star—Paramount.

## LIBERTY

"Three Women," all star—Warner Bros.

## MAINSTREET

"Sinners In Silk," all star—Metro-Goldwyn.

## PANTAGES

"The Cyclone Rider,"—Fox.

## GLOBE

"There's Millions In It," all star—F. B. O.

### 300 NEWSPAPERS TO CARRY "CAPT. BLOOD" AS SERIAL

The exploitation of "Captain Blood" by Vitagraph thus far has exceeded in material help to the exhibitor that given to any picture in the last year, declares C. A. Schultz, Kansas City branch manager. Vitagraph placed this remarkable novel by Rafael Sabatini in more than three hundred newspapers for serial publication whose total circulation reaches twenty million readers. Many of these newspapers are publishing the novel in full.

Among the newspapers which have accepted "Captain Blood" for publication are the Chicago Daily News, Philadelphia Ledger, The New Orleans Times-Picayune, The Detroit Times, The Cleveland Plain Dealer, the Norfolk, Virginia Ledger Dispatch, the Des Moines Capital, The Omaha Bee, the Pittsburgh Press, The Trenton Evening Times, The Harrisburg Telegraph, The Atlantic City Press, The Brooklyn Times, The Bridgeport, Connecticut Star, Evansville, Ind., Courier, Hutchinson, Kans., News, Lounsville Courier-Journal, Springfield, Ill., State, Grand Rapids Herald, Wheeling, W. Va., Register, and the Salt Lake City Telegram.

### F. N. LAUNCHES DRIVE TO AID ACCESSORY SALES

Believing that the amount of business done by the exhibitor on any motion picture depends to a considerable degree upon the amount of posters and other exploitation accessories that he uses, and the manner in which they are displayed or contributed, E. A. Eschmann, general manager of distribution for First National, has devised and launched a campaign to increase the sale of First National accessories.

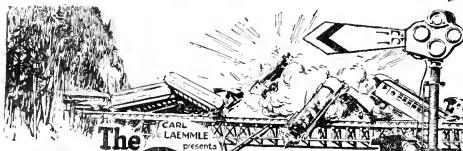
Poster clerks in the various exchanges have been offered a bonus for any increase accruing from their services. Their salaries will remain the same, however.

Eschmann declares that many exhibitors do not realize the importance of the advertising which First National prepares, and he believes the campaign which is now being made will greatly acquaint them to the possibilities.

Released August 3rd



Why everybody says  
**UNIVERSAL PICTURES**  
are the best buy in sight



Starring VIRGINIA  
**VALLI**

supported by  
WALLACE BEERY, ROCKLIFFE  
FELLOWS, Frankie Darro,  
Hayden Stevenson and others

A CLARENCE BROWN PRODUCTION

"It's a thriller."—LIBERTY MAGAZINE.

"A perfectly thrilling picture!"—KANSAS CITY STAR.

It has everything we want in a motion picture!"—KANSAS CITY POST.

"Mighty good entertainment be the weather hot or cold!"—N. Y. EVENING POST.

"One of the best films of 1924. What more can be asked?"—NEW YORK TELEGRAM and EVENING MAIL.

"Emphatically gripping. A most interesting picture."—THE N. Y. TIMES.

"A thrilling storm and corking climax, magnificently staged."—N. Y. EVENING JOURNAL.

"Packed with excitement."—CHICAGO EVE. AMERICAN.

"A mighty fine production."—CHICAGO DAILY TRIBUNE.

"A master's play!"—BUFFALO COURIER.

"Will pull any audience right out of the seats!"—MOTION PICTURE NEWS.

"A real box-office picture."—LOS ANGELES TIMES.

"The best all round thick chested melodrama of the year."—N. Y. WORLD.

"A crackerjack! An abundance of thrills."—FILM DAILY.

"Splendid! Replete with thrills and vivid with interest."—N. Y. BULLETIN.

"A hair-raising melodrama."—N. Y. DAILY MIRROR.

"Best of the summer films."—N. Y. TELEGRAM & EVENING MAIL.

Nationally Advertised in The Saturday Evening Post

ONE OF UNIVERSAL'S FIRST BIG 12 WALLS FOR 1924-25

UNIVERSAL FILM EXCHANGES, Inc.

KANSAS CITY, MO.  
Harv H-lander, Manager  
1710 Wyandotte Street

ST. LOUIS, MO.  
E. L. Alperson, Manager  
3320 Olive Street

ATTEND THE CONVENTION—HOTEL KANSAN, TOPEKA, SEPTEMBER 22-23

## "CHEAP KISSES," FIRST OF NEW SULLIVAN PICTURES

Culver City, Sept. 10.—C. Gardner Sullivan, veteran scenario writer and editor, has entered the production end of the motion picture business. His first picture, "Cheap Kisses," is now in production on the Thomas H. Ince "lot" at Culver City, Calif.

The C. Gardner Sullivan Productions is the new company that will offer the finished product of Mr. Sullivan's facile pen. Four productions, in all, are to be made in the first series of this organization with each of the stories written by Mr. Sullivan.

"Cheap Kisses," the first of the series, is a comedy drama laid in New York and on Long Island Sound. It is a picture in defense of the so-called "flaming youth" of today and in addition to being a highly interesting story, it contains many colorful scenes and dramatic high lights.

An excellent cast has been provided for "Cheap Kisses," including Lillian Rich, Cullen Landis, Vera Reynolds, Phillips Smalley, Louise Dresser, Jean Hersholt, Bessie Eyton, Lincoln Stedman Kathleen Myers, Sydney DeGrey, Michael Dark and Tom Ricketts.

## "THE SLANDERERS" SPECIAL FROM "U" IN SEPTEMBER

Al Lichtman, general manager of exchanges for the Universal Pictures Corporation, announces that Universal in addition to the regular Jewel and Western feature productions scheduled for release in September, will put out a Universal Special during the current month. It is "The Slanderers," a feature production made by Universal from "The Judgment of West Paradise," a story by Velma Clark.

It was directed by Nat Ross, one of the most promising of Universal's younger directors.

Johnny Walker, Gladys Hulette and Billy Sullivan are featured in "The Slanderers." Others in the cast of "The Slanderers" are George Nichols, Edith Yoke, Philo McCullough, Margaret Landis, Jackie Morgan and Turner Savage. The picture was adapted by Harvey Gates.

It is a story of small town life and of neighbors who are uncharitable and narrow-minded.

## "CAPTAIN BLOOD" BREAKS RECORDS AT N. Y. ASTOR

"Captain Blood," the late Vitagraph feature, broke all house records at the Astor Theatre, New York, where the special made its debut September 8, according to a telegram received by C. A. Schultz, Kansas City manager, from President John B. Rock.

The New York critics, both from the press and the professional, are said to have been unusually enthusiastic over the picture, according to the telegram. The audience, which was decidedly of a critical nature, is alleged also to have voiced its approval.

"Captain Blood" is the picturization of Sabatini's famous novel. J. Warren Kerrigan is the star. The special is scheduled for release here September 25.



Released August 17th

Why everybody says  
**UNIVERSAL PICTURES**  
are the best buy in sight

CARL LAEMMLE presents



Starring  
**REGINALD  
DENNY**

and a live wire cast including  
Ruth Dwyer—Dorothy Revier  
Hayden Stevenson, and others  
From the novel "Love Insurance"  
by Earl Derr Biggers  
Directed by Harry Pollard



"We sat there enthralled. It is a work of art."—Kansas City Star.  
"If you can't make money with it you should admit that you don't know anything about the show business."—Wid's Weekly.  
"Bids fair to duplicate this star's previous successes."—Moving Picture World.  
"Reckless Age' a wow!"—Washington, D. C., Daily News.  
"You'll have a jolly time."—Washington, D. C., Times.  
"Denny thrills his audience."—Washington, D. C., Evening Star.  
"Afforded patrons nearly two hours of alternate fun and thrills."—Washington, D. C., Herald.  
"Every picture tells a story. The titles are a joy. The day of Denny is here."—N. Y. Daily News.  
"A corking comedy picture. Has a dandy cast."—The Billboard.  
"I rose and shrieked! I liked the story."—N. Y. Journal.  
"Reginald Denny seems to have done it again."—N. Y. Eve. World.  
"Is going to prove popular. Gathering at Rialto proved that. Gales of laughter went through the house."—N. Y. Telegraph.  
"It was thoroughly enjoyable."—N. Y. Times.  
"Goes (audience) happily homeward to recommend 'The Reckless Age.' Perfect!"—Movie Weekly.

Nationally Advertised in The Saturday Evening Post.

ONE OF UNIVERSAL'S FIRST BIG 12 JEWELS FOR 1924-25

UNIVERSAL FILM EXCHANGES, Inc.

KANSAS CITY, MO.  
Harry Hollander, Manager  
1710 Wyandotte Street

ST. LOUIS, MO.  
E. L. Alpersen, Manager  
3320 Olive Street



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## K—THE UNKNOWN

Universal-Jewel—Percy Marmont and Virginia Valli

FILM DAILY—A romance-mystery drama. Star pleases but has had far better vehicles than this. You naturally expect a far more mystifying drama than this presents. Cannot be boosted from this angle since the plot has little suspense. Cutting this down to a reasonable footage will help immensely. Percy Marmont has the best acting part and makes the most of it.

WORLD—"K—The Unknown," is a decidedly entertaining picture, adapted from a successful novel from the distinguished writer, Mary Roberts Rinehart. The story concerns a celebrated surgeon who, wanted for manslaughter, takes refuge in a small town under an assumed name and only reveals his identity when necessary to do so to perform an operation to save a man's life. Virginia Valli is the star, and gives a good performance. There is a lot of human interest and good, spontaneous comedy in the puffy love of two young chaps for the heroine and this will provide enjoyment for the average spectator.

NEWS—An interesting story involving the love of four men for a girl. Hasn't much drama but holds attention through intimate scenes—and the human manner in which it is constructed. Finely acted. Perhaps a trifle too much comedy relief in getting the plot started. Well staged.

TRADE REVIEW—A mystifying romance drama in which Virginia Valli and Percy Marmont carry the leads well. Action reasonably satisfying.

## TALKING FILM A FEATURE OF NEWMAN BILL THIS WEEK

The first presentation in Kansas City of the DeForest Phonofilm, the perfect talking moving picture, is a feature of a week bill at the Newman Theatre this week.

By photographing the sound waves created by the voice on the same film on which the action is registered and using the same process of amplification of the photographed sound waves as used in radio in the process of projection, perfect synchronization of action and voice is said to be accomplished.

Various subjects introducing men and women of national importance as well as internationally known stage stars, orchestras, etc. are among the subjects that will be shown in this manner.

Although it was indubitable that some of the vibrations of the program recorded the melodious sounds of old, one and seven, the feature made a distinct hit with the audiences.

## MESSALINA

F. B. O.—Italian Cast

NEWS—In cities where there is big Italian population picture will draw. Should get over through heavy exploitation. Advertised as spectacle of ancient Rome, film should interest intelligent classes. This is a spectacular achievement which cost a fortune to produce. Is exceptionally rich in details and atmosphere. Carries impressive scenes of ancient Rome, but is poorly assembled so that there is no continuity. Titles and acting only fair.

WORLD—"Messalina," like "Quo Vadis," is a gigantic production with a story of days long past, and it is from a spectacular standpoint that it will doubtless have its greatest appeal to American audiences, and even at this date when big screen spectacles have become numerous, it is decidedly impressive with its gigantic sets in which thousands of persons appear, such as the chariot race scene in the Circus Maximus and the street mobs surging before the forum.

FILM DAILY—This is a romantic drama in a historical setting produced by Enrico Gatzoni, famed Italian director. This one depends entirely on the class of patrons you cater to. Should be a particularly big drawing card in Italian localities. They'll be sure to patronize the home talent.

HERALD—Gigantic spectacle of ancient Rome. Magnificent settings, cast not known in this country.

## NEVER SAY DIE

Associated Exhibitors—Douglas MacLean

TRADE REVIEW—Here is a sparkling comedy entertainment that will make money and new friends for every exhibitor who shows the film. Douglas MacLean clinches his right to be considered one of America's foremost farceurs by his portrayal of the youthful hero in this play. From beginning to end the picture is replete with situations that will keep the audience in an uppour of merriment. There is not the slightest suggestion of anything objectionable in the action. Just good, wholesome, clean-cut American comedy literally loaded with laughs.

NEWS—Exhibitors will make no mistake in booking this newest Doug MacLean fun film because it should entertain any type of audience in any theatre. It is fully up to the standard created by past MacLean efforts, in fact it goes them one better in the number of laughs. The production is high class in every particular.

HERALD—This is a farce comedy laid in New York in which a young man marries in haste to leave his property to a friend, then changes his mind about dying and falls in love. Action headlights, walking on window ledge while safe movers work below, hiring of a thug, staged divorce incident, runaway cab, and others.

Joe Rosenberg has resigned as Universal salesman to go into business for himself. Joe says he'll tell us about his project later.

## NEWS NUGGETS

When Cecil B. DeMille walks past the set at the Lasky studio where Raymond Griffith is playing "Lord Chumley" in the screen version of the famous comedy-drama, the film producer can be seen to let loose a barrage of reminiscent smiles. For it was as "Lord Chumley" that Cecil B. DeMille, the actor, toured the country just previous to his decision to "take a flyer" with Jesse L. Lasky into the then unexplored fields of the motion picture arena.

First National last week signed a new contract with Richard Barthelmess, following the renewal of his contract with Inspiration Pictures for a term of years, by which it obtains for distribution additional Barthelmess pictures.

Harold Bell Wright's "The Mine with the Iron Door" is one of the best sellers of the year, according to the Publishers' Weekly. The screen version of the famous story will be released by the Van

Blank Film Enterprises, about September 15, it is announced.

Marguerite de la Motte, who proved her charm and ability in "Peluché This Woman" and who has just finished her work as the feminine lead in "The Clean Heart" has been engaged as the star of Vitaphone's December release, "The Beloved Brute."

Preparations for the pretitization of Edgar Selwyn's sensational stage success "The Mirage" were started this week at the Thos. H. Ince studio, immediately upon the completion of "Barbara Frietche" which it will follow on the Producers-Distributing Corporation program.

Jimmie Adams and Eddie Baker, Christie comedians, who were painfully injured while the final scene of Adams' latest two-reeler was being filmed, have sufficiently recovered to report for duty.

ATTEND THE CONVENTION—HOTEL KANSAN, TOPEKA, SEPTEMBER 22-23





#### INSURANCE COMPANY TIE-UP FOR "RECKLESS AGE"

Insurance brokers are the latest business men to utilize the value of motion picture tie-up advertising as is evidenced by this photograph of the window of Lyle A. Stephenson's office in Kansas City, Mo. Jean Be'la'co, Universal exploiter convinced Mr. Stephenson of the value of such a window while exploiting Universal's "The Reckless Age" showing at the Liberty Theatre.

Another unusual tie-up was effected for the same engagement by Behasco with Woolf Brothers, haberdashers. They ran their regular ad in the daily papers with a big head reading "It's a RECKLESS AGE alright as the picture at the Liberty suggests. Just look how reckless we are with our neckwear prices!" Then followed a list of their specials on ties. Both merchants and the Liberty Theatre were well pleased with the results obtained from this advertising especially since there was little extra cost attached to it.

#### AUTO TIE-UP AND BATHING GIRLS FOR "SPORTING YOUTH"

Phil Cohen of the Lyric Theatre, East St. Louis, didn't stop with a perfectly good tie-up with the Overland automobiles people for the engagement of "Sporting Youth"; he went ahead with "King" Fischer, Universal exploiter and secured a bunch of bathing girls and placed them with a big sign advertising the picture, on a big ten-ton truck on which one of the Overland cars was being carted around the city. The girls proved a great incentive for making the public go to the Lyric Theatre, and Cohen hung up another box-office record.

#### A. G. SPALDING CARRIES NATIONAL TIE-UP ON GIBSON'S "HIT AND RUN"

An important tie-up on Hoot Gibson's current Universal production, "Hit and Run" has been arranged by Harry Ormiston of the Universal publicity staff. One of the many ways in which Universal provides exploitation for all its productions.

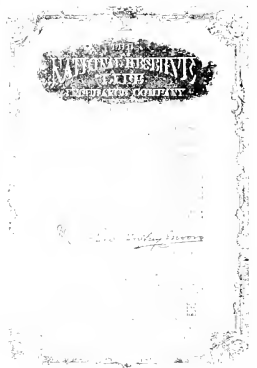
"Hit and Run" is Hoot Gibson's first baseball story and during the production Ormiston had special stills made showing the star and Mike Donlin, ex-ball player and member of the cast, with several boxes of Spalding baseball equipment. These stills have been incorporated in an edition of Spalding's Athletic News, which is used on the windows of about five hundred Spalding stores and agencies. Universal exploitation men have been supplied with copies of this sheet to be used in conjunction with local business of the picture as well as through the regular Spalding service.

The sheet shows three pictures, one of Hoot Gibson and a pile of Spalding glove boxes, one with Gibson and Mike Donlin and one showing the entire "Hit and Run" company.

#### INSURANCE FOR ALL PATRONS A NOVEL STUNT

For the first time in Topeka, every person who attended the Isis Theatre was given an insurance policy. These policies in the sum of \$50, were given to each and every person who attended the showing of Gloria Swanson in "A Society Scandal." They were issued and distributed by the National Life Reserve Insurance Co. of Topeka.

The policies as issued protected each person who saw the Swanson picture at the Isis Theatre against death while viewing the picture. The policies were issued free of charge and distributed by the local life insurance company. This stunt was arranged by Bob Gary, Paramount Exploiter and G. L. Hoover, General Manager of the Isis and Orpheum theatres. This is a stunt that can be used on any picture, and one that will get results. We reproduce below copy of the insurance policy used:



On the reverse side was copy written in insurance style embellished with cuts advertising the picture.

#### EXHIBITORS—

Send in your Exploitation Stunts and Ideas. We Pay You \$100 for Every Photograph Use.

# WHAT SHALL I DO

# ?

Is the exhibitor's eternal question in his efforts to make money.

# WHAT SHALL I DO

Starring

**DOROTHY MACKAILL**

with

**John Harron, Louise Dresser and William V. Mong**

IS THE ANSWER!

Book It Now

**PRODUCERS DISTRIBUTING CORPORATION**

KANSAS CITY - ST. LOUIS

Arthur Rankin has been engaged by Mrs. Wallace Reid to play her son in "Broken Laws" the picture which she is to make on law observance.

ATTEND THE CONVENTION—HOTEL KANSAN, TOPEKA, SEPTEMBER 22-23

## PAULA GOULD, NOW F. B. O.'s TRADE PAPER PUBLICIST

Paula Gould, who has been with F. B. O. since its inception over two and one half years ago, has been placed in charge of trade paper publicity and F. B. O. News, in addition to the fan magazines and newspapers.

The rest of the Publicity Department, including Leslie Jordan, press sheets, Dave Strumpf, Art Work, and Harry Osborne, assistant to the chief, continue as formerly under the direction of Nat G. Rothstein, Director of Publicity. Advertising and Exploitation. Hyatt Daab is in charge of the West Coast Publicity Department.



## BOX OFFICE REPORTS

### A. H. BLANK

**Jungle Goddess**, Elinor Field, Serial—Best we have played. Book it—Oscar Reinert, Elite Theatre, Humboldt, Kans.

### F. B. O.

**Fighting Sap**, Fred Thomson—Don't pass the Thomsons. This handsome chap and his wonderful horse deliver the goods. Everyone good—Oscar Reinert, Elite Theatre, Humboldt, Kans.

### ENTERPRISE

**Yankee Speed**, Kenneth McDonald—This boy is certainly a star. Had the biggest business this season. Give us more like it. "Yankee Speed" is a whale of a picture.—Richards & Flynn, Wonderland Theatre, Kansas City, Mo.

**Hell's Edge**, Roy Stewart—Have run these Stewart's second time. They are so good that I am playing them over and will say that they are as good, if not better than most of the new westerns of today. "Hell's Edge" is a fine picture. You can boost this one. A good Sunday western or any day of the week. Moral tone not only good, but fine. Make more of our pictures of today like "Hell's Edge." It will help our business. You can play this picture to ministers and will do the hard hearted guy a lot of good. Might say the price on these are right. If you want a good western play this one in any class house.—William Thacher, Royal Theatre, Salina, Kans.

### METRO-GOLDWYN

**Don't Doubt Your Husband**, Viola Dana—Good, clean comedy, six reels. Always count on Dana to give entire satisfaction.—Oscar Reinert, Elite Theatre, Humboldt, Kans.

### VITAGRAPH

**Smashing Barriers**, William Duncan and Edith Johnson—A fine picture, well played, interesting throughout, plenty of action.—H. W. Knox, Y. M. C. A., Ft. Leavenworth, Kans.

**Where Men Are Men**, William Duncan and Edith Johnson—Five reels. The public likes good plain pictures of fewer

reels than they do several reels, where they become tiresome before the finish. We had many compliments on "Where Men Are Men."—H. R. Dodson, Fairway Theatre, Fortesque, Mo.

**Single Track**, Corinne Griffith—Good—H. R. Dodson, Fairway Theatre, Fortesque, Mo.

**Code of the Wilderness**, John Bowers and Alice Calhoun—"Code of the Wilderness" is certainly a wonderful picture. Pleased 100 per cent. Some said it was better than "When A Man's A Man."—J. V. Vinton, Centerville Theatre, Centerville, Kans.

**Masters of Men**, Cullen Landis—This picture should please any audience. It pleased 95 per cent of mine.—G. P. Johnson, Cozy, Louisburg, Kans.

### WARNER BROS.

**Rags to Riches**, Wesley Barry—Old, but good entertainment.—Oscar Reinert, Elite Theatre, Humboldt, Kans.

### "ADVERTISING MEN"

### HELD IN IOLA JAIL

Si Youngflesch and Al Scrieb, confidence men, who are under arrest at Iola under charges of obtaining money under false pretense, are facing prosecution under serious charges from exhibitors in several Kansas cities, according to "Doc" Cook, secretary of the Kansas M. P. T. O.

Warrants have been sworn out by H. B. Doering, Garnett, Tom MacGruder, Iola, and Willard Frazer, Paola, concerning their operations. The men worked a number of Kansas towns, including these named above, and Coffeyville, Neodesha, Cheryvale, Independence and Humboldt, representing themselves to exhibitors as advertising men. After securing the exhibitor's support, their game was to sell place in a program advertising scheme, collect two months in advance and make their get-away.

### Mail in Your Film Report Today For the Next Issue

#### THE REEL JOURNAL.

19th & Wyandette. Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....

Star .....

Producer .....

Remarks .....

Title .....

Star .....

Producer .....

Remarks .....

City .....

Theatre .....

Exhibitor .....

If Every Exhibitor Does His  
Duty There Will be No Mediocre  
Pictures

## The Formula

FOR A REAL BOX-  
OFFICE SUCCESS

IS

A REAL STAR

\* \*

A REAL STORY

\* \*

A GREAT DIRECTOR

\* \*

## "Her Own Free Will"

Starring

Helene Chadwick

From the famous story

By ETHEL M. DELL

Directed by

PAUL SCARDON

## IS

A BOX OFFICE SUCCESS

Get Your Dates For It Now

**PRODUCERS**  
DISTRIBUTING CORPORATION  
KANSAS CITY ST. LOUIS



# The ST. LOUIS FILM MARKET

## QUINCY SHOWMAN'S PLUCK PUTS OVER A SHOW

Ben Prince, the genial manager of the Washington Square Theatre, Quincy, Ill., has plunged upon a thespian career. He made his debut before a capacity audience on Thursday evening, September 4, starting in a rope act, teamed with one of the leading aerial ladies of the land. He gave daily performances on Thursday, Friday and Saturday.

Prince's stage turn was not prearranged. The Gods simply decreed that he should bask behind the footlights for a while, and according to Lew Bent, contract chaser of the St. Louis F. B. O. sales staff, he got away with the act in brilliant style despite the fact that he had not a rehearsal for the important part he played.

The lady and her rope act was billed as the headliner for the last half of the week for the Washington Square. On Thursday her husband who teamed with her got a wire calling him to the home of his parents because of the serious illness of a relative. It looked for a while that the act would be crabbed until Prince volunteered to do the husband's stuff.

Clad in natty pair of white duck pants, a white shirt and white outing hat Prince tripped lightly across the boards with the aerial star. His role was to sit on the

end of her rope and hold it tight so that she could do her stuff high above. Lew Bent had a front row seat to miss nothing, and he gives Prince credit for being a real star, especially in the finale when the lady scantly pulls him aloft only to let him drop and bounce off the stage floor a time or two. This brought down the house in great style.

## BOSWORTH IN "THE MAN ALONE" A UNITED SPECIAL

One of the first of the specials offered by United Film Exchange for the current season is "The Man Alone" starring Hobart Bosworth. The action of this production takes place for the most part aboard a ship, to which Bosworth, playing the part of a California miner, is shanghaied. There is an interesting love story woven into the thrilling action that takes place in the plot, which winds up with a strong climax.

Sam Werner, manager of United, is very enthusiastic about this production and says, "Bosworth brings business" is a good slogan to adopt and remember; Bosworth draws 'em from home and from fireside, from office and factory; he appeals to all classes. "The Man Alone" is a typical Bosworth picture, the kind that made Hobart Bosworth's name, a by-word in every corner of the world."

## MUNICIPAL THEATRE ISSUES FIRST FINANCIAL STATEMENT

The first financial statement itemized in detail ever made public regarding a Municipal Theatre production has just been given out by Guy Goltzman, director of the performance of "Carmen" held recently in the Open Air Theatre in Forest Park, St. Louis, Mo. During seven days' run the opera played to 60,000 persons, including those occupying free seats.

The statement revealed that the season of grand opera shattered all previous cash ticket sales at the theatre in Forest park with a total of \$38,224.75. The ticket sales for the first seven performances totaled \$36,869. The previous record for seven performances at the theatre was set by the light opera "The Merry Widow" in 1923 which took in \$36,007.23 during a seven day run.

Three performances of "Carmen" also broke the best one night mark of the Municipal Theatre Association which returned \$6008 for the July 27 performance of "The Bohemian Girl." On August 27 "Carmen" drew \$6101.75, on August 28, \$6532.50 and on August 29, \$6499.

The total receipts of the grand opera season was \$38,820.63 with total expenditures of \$38,598.09, leaving a surplus of \$222.54 which Goltzman said would be turned over to the city.

*Book These Money Getters Now*

**---AND BE HAPPY!**

**CHARLES RAY in "DYNAMITE SMITH"  
"INTO THE NET"  
HAROLD LLOYD in "GIRL SHY"  
"THE KING OF WILD HORSES"**



**PATHE EXCHANGE, Inc.**

HARRY GRAHAM, Branch Manager

3308 LINDELL BLVD.

ST. LOUIS, MO.

**"ROUGH RIDIN'" HAS SEVERAL BIG "PUNCHES"**

Most western stunt pictures depend on one "punch" to put the story over, but it is different with "Rough Ridin.," the first Buddy Roosevelt production, according to Tom Leonard, manager of Progress Pictures Corp., distributors of this new series of pictures in the St. Louis trade territory.

Mr. Leonard says, "Rough Ridin'" most decidedly is not a one punch picture. It teems with thrills, with three super punches that top the others, any of which would be sufficient to insure its success as an entertainment. One of the super punches is the rescue of the heroine from death by Buddy Roosevelt, who grabs the girl from in front of an express train a-top a lofty trestle; another is a fall by Buddy and the villain over a high precipice into the river, and the third is Buddy's hitting of the heroine out of a speeding buckboard, while Buddy is galloping alongside the rig at a breakneck pace."

**L. GOLDHAMMER LEADS DIVISION IN SALES WORK**

L. Goldhammer, pinch hitter of the St. Louis Universal Exchange, batted the winning home run in this division in connection with his sales work during the past three months. He is to get the trip to New York and a ring-side seat at the coming Dempsey-Firpo or Dempsey-Wills fight as offered by Carl Laemmle some three months ago to the salesmen from each division doing the best work within a given period.

**BRIGHT BITS & NEWSY NOTES**

With the opening of the Fall season come announcements of interest to the trade from the various distributors in this territory. They are given elsewhere in this issue and the especial attention of exhibitors is called to them.

George Ware is covering the key cities for Roy Dickson and Harry Graham on the Associated and Pathe feature product, including the Charles Ray pictures, Douglas MacLean pictures and the Lloyds.

Pathe short subjects are used exclusive in the new Loew's State Theatre, St. Louis. Pathe short subjects are used almost exclusive in the Missouri, Kings and Delmonte theatres also.

Harry Thornton of Springfield, Ill., has bought the entire output of Pathe two-reel comedies for the season of 1924-25.

"Girl Shy," established a new box office record at the New Washington Square Theatre at Quincy. Managing Director Ben Prince, who hails from Memphis, is certainly a live wire and surely sold the Quincy people on Harold Lloyd. He put over a big tie-up with the leading paper at Quincy which created considerable comment.

Joe Vellier has opened the Star Theatre at Leonard, Mo.

The Grand Theatre, Lexington, Mo., was destroyed by fire August 26 with a loss estimated at \$30,000. It will probably be rebuilt in the immediate future. The origin of the fire has not been definitely determined.

Reports from Memphis, Tenn., are that the strike of the musicians union there has been settled temporarily. The players walked out on Monday, September 1, and returned to the Loew's Palace Theatre on Tuesday and to the Pantages Theatre on Wednesday. Loew's Palace has been using radio music. The settlement is contingent on the national organization successfully concluding the negotiations with the theatre owners. It has been rumored that a national walkout will take place on October 8.

Stage hands employed by the Orpheum Theatre, Quincy, Ill., owned by Hoefiler & McConnell, have been granted a \$5 a week increase in pay. The house opened for the season Monday, September 1 with the new schedule in effect.

"Should Landlords Live" the first of the Arthur Stone-Hal Roach two-reel comedy series, will be released September 28th by Pathe. "Goofy Age," featuring Glen Tryon, and presenting bianche Mehafey in a prominent role has been set for release on October 12th.

*Quick As Lightning!*

THAT'S

**BUDDY**

**ROOSEVELT**

—in—

**"Rough Ridin'"**

The First of a Series of

**8 NEW WESTERNS 8**

Fast Action—Unusual Thrills—Stunts—  
A Wonderful Horse—Box-Office Punch

"Get 'Em While They're Hot"

**Progress Pictures Corp.**

(Specializing in Western Productions)

TOM LEONARD, Manager

345 Olive Street

ST. LOUIS, MO.



"Only Twenty But Mighty"

Save  
**TWENTY**  
dates for  
the new  
Warner  
**TWENTY**

CONSISTENTLY good product that will make consistently good results at the box-office has been Warner Bros. achievement. This year, more than ever, have the Warner Bros. succeeded in their efforts. Greater pictures have never been made.

When Better Pictures  
Are Made—Warner  
Bros. Will Make Them.

**ST. LOUIS FILM EXCHANGE**

HARRY HYNES, Manager

3334 Olive Street

ST. LOUIS, MO.

Evelyn Brent, famous British screen star, has signed a contract with Gothic Productions, to star in a series of eight pictures, to be made by that company and released through F. B. O. She will appear first in "The Prude."

Edith Wharton's Pulitzer prize winning novel, "The Age of Innocence" is being rapidly whipped into production at the Warner Bros. West Coast studio with a cast of exceptional players.

On every Monday night radio broadcasting station WEB, Chase Hotel, St. Louis, Mo., operated by the Benson Radio Co., will flash into the ether a ten-minute talk on special interest to motion picture fans. The service has been prepared by Sam Comly, motion picture editor of the New York Morning Telegraph, who realizing the general interests in film subjects throughout the land, gets together snappy news items in connection with new pictures and terse and timely comment regarding leading screen artists.

Players just engaged by First National to appear with Doris Kenyon, the featured player in "If I Marry Again," are Wallace Beery, Rosemary Theby, Norma Wills and Hector V. Sarno.

J. K. McDonald is selecting a cast of internationally prominent players for his next production for First National distribution which is tentatively called "Fervorous Sal."

## FILM EXCHANGE BRIEFS

The Columbia boys are stepping right along with their new product and announce as a current release "The Foolish Virgin," by the author of "The Birth of a Nation." Elaine Hammerstein is starred and George W. Hill is the director. The picture is receiving much favorable comment on its runs in various cities and Manager Barney Rosenthal of the Columbia Exchange is very enthusiastic about it.

Harry Hynes of the St. Louis Film Exchange is very happy these days. With the Warner Bros. Classics and the Principal Pictures big ten he can see nothing but big business ahead. And Harry says "They're selling like hotcakes, so why I couldn't I be happy!" Right!

Pathe will release about 480 short subjects during the season of 1924-25. Which is a pretty big output and which justly is making the boys at the Pathe office step for business. And Harry Graham, branch manager, says that business was never better. "We've got the greatest line-up Pathe has ever had in its history and I believe from the start our sales we have already had that this will be a record year," said Mr. Graham in conclusion.

## SAM WERNER ANNOUNCES NEW UNITED PRODUCT

Sam Werner of the United Film Exchange announces that his policy of 52 features, some two-reel comedies and single-reel comedies will continue through



SAM WERNER

## United Film Exchange

The Oldest and Most Reliable Independent  
Film Exchange in the West

RELEASING

52

WESTERN FEATURES  
EACH YEAR

TWO-REEL COMEDIES  
SINGLE-REEL COMEDIES

—AND—

A limited number of  
SPECIAL PRODUCTIONS

For Consistent Money-Makers

Write at once to

UNITED FILM EXCHANGE

SAM WERNER, Manager

3314 Lindell Blvd. ST. LOUIS, MO.

Have You Something  
TO SELL?

Have You Something  
TO BUY?

READ  
and  
USE

Reel Journal Classified Ads

2c Per Word Per Issue  
Minimum Charge 50c

the season. In addition United will release several special productions, which will be announced from time to time.

On the regular United program for the 1924-25 season Mr. Werner announces seven series of five-reel Western features, each series featuring one of the following stars: George Larkin, Art Mix, Big Boy Williams, Neal Hart, J. B. Warner, Leo Maloney and Pete Morrison. Among the two-reel comedies are the following brands: Chester, Joe Rock, Monty Banks, Hall Room Boys, Sid Smith, Billy Francey and Hank Mann. The single-reel comedies are Felix Kat, Chester Junior Comedies, Billy Francey, Hank Mann, Sid Smith and Paul Parrott, Joe Rock and Bray Kartoons.

### EIGHT SPECIALS BESIDES WARNERS FOR ST. LOUIS

In addition to the Warner Bros. Classics, the St. Louis Film Exchange announces eight big feature productions for release during the current season. Harry Hynes, manager, says that these pictures, though only recently announced, have received a flood of bookings and points this fact as an indication of record bookings for 1924-25.

The eight specials are as follows: "Daring Youth" with Bebe Daniels, Norman Kerry and a star cast; "Daughters of Pleasure" with Marie Prevost and Monte Blue; "The Masked Dancer" with Helene Chadwick and Lovell Sherman; "Listen Lester" with Eva Novak, Harry Myers and Louise Fazenda; "Girls Men Forget" with Johnny Walker and Patsy

Ruth Miller; "The Good Bad Boy" with Joe Butterworth and Mary Jane Irving; "Out of the Dust" with Robert McKim and Russell Simpson; and "Jacqueline" a James Oliver Curwood story, with Lew Cody, Marguerite Courtot and J. Barney Sherry.

### PROGRESS ANNOUNCES NEW 1924-25 RELEASES

Tom Leonard comes to the fore with an announcement of the new season's releases by Progress Pictures Corporation. The house that "specializes in Western Productions" will have the following releases: 26 Arrow Productions, 16 Art-class Productions, 6 Ranchland Stories, featuring the champion cowboy Yakima Canutt, 4 Dick Hattos, with Marilyn Mills and her wonder horses, 4 Pinto Pete Series, featuring Ashton Dearholt, 4 Dick Hattos (second group), 4 Ben Wilson Productions, 4 Dick Hattos (third group), 8 Buddy Roosevelt Westerns, 8 Buffalo Bill, Jr., features.

Mr. Leonard also announces a series of 18 single-reel classics as well as three serials, which are "The Days of '49" with Edmund Cobb and Neva Gerber; "The Fighting Skipper" with Francis Ford and Peggy O'Day; and "Riders of the Plains" with Jack Perrin and Marilyn Mills.

"I think this is the best program of releases Progress has ever had," says Mr. Leonard, "and I can most assuredly predict the very best for everyone of these series of pictures."

William Goldman of the Kings Theatre is planning an extensive advertising campaign in putting over Douglas MacLean in "Never Say Die." Bill says its some picture.

I. W. Rodgers, president of the Eastern Missouri and Southern Illinois Motion Picture Theatre Owners, owner of houses in Cairo, Ill., and Poplar Bluff, Mo., and elsewhere in the St. Louis territory was in town the past week to consult a specialist concerning his physical condition. He has been suffering from a stomach disorder believed to have been caused by the hot weather and improperly filtered water. His wife who was also ill has recovered.

John Welsh and Lew Bent of the St. Louis F. B. O. sales staff have received their share of the Harry Berman Date Deluge fund. Welsh won \$100 and Bent \$50. Welsh is sporting a new Hupmobile coupe since winning the purse.

Arthur Schierstein booker for F. B. O. has moved into his beautiful new home at 6820 Robbins avenue, Midland Station, St. Louis County, Mo.

Leo Kieler well known Paducah, Ky., exhibitor was a visitor of the past week.

Other out-of-town exhibitors seen along Picture Row included: Green Luttrell, Jacksonville, Ill.; C. C. Jones, American, Cambria, Ill.; M. P. Lowry, Highland, Ill.; D. R. Davidson, Roodhouse, Ill.; Joe Lyman, Whitehall, Ill.; John Spaulding, Litchfield, Ill., and Jim Reilly, Alton.

## EQUIPMENT AND SUPPLIES

*Don't Repair Your  
Old Movement--*

Send the money  
for the new

# SIMPLEX

DOUBLE BEARING  
MOVEMENT

••

**Exhibitors Supply Co.**

SIMPLEX DISTRIBUTORS

for

Illinois, Eastern Missouri and  
Northern Arkansas

3316 Lindell Boulevard  
ST. LOUIS, MO.

The bright outlook of the Missouri crops have caused exhibitors to prepare for the prosperous season that is in the immediate offing and the St. Louis theatre supply and equipment houses report unusual buying of new equipment and the replacement of old by a great number of exhibitors. The supply houses have always contended that the screen and the equipment with which the picture is thrown on the screen are part of the picture and that the public does not want flickery, dim pictures.

The new Mazda Lamp Equipment has been meeting with wide approval and exhibitors using it proclaim it as doing all that was claimed for it and more. Clearer and brighter pictures with an elimination of flickering has been the result of the use of this new equipment.

The Exhibitors Sign and Poster Service are making a special proposition to exhibitors on banners. They will paint a banner 3 feet by 10 feet on any picture for \$1.50. A number of theatres in and around St. Louis are using this service regularly and from reports gathered they are exceedingly well satisfied. The price is low and the service good.

## BANNERS

(3 Feet by 10 Feet)

ON ANY PICTURE

# \$1.50

SIGNS OF ALL KINDS

Exhibitor Sign and Poster Service

3308 Olive Street  
ST. LOUIS, MO.

**HART**  
PRINTING CO.  
3433 OLIVE ST.  
LINDELL  
4930

# PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### Show Printing--

We can satisfy you not only in price but give you quality also in all kinds of printing.

**The**  
**KEYSTONE**  
Press

19th and Wyandotte Streets  
Kansas City, Mo.



Archie Josephson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish  
to pay more  
--and  
risky to  
pay less.*

Absolutely  
Fireproof

150 Outside Rooms  
with Bath  
\$1.50, \$2.00, \$2.50

## BOX-OFFICE REPORTS

written by the exhibitors are your best guides to good pictures.

—SEND US  
YOUR REPORTS

## EVERYTHING FOR THE THEATRE BUT THE FILM

CARBONS  
MINUSA SCREENS  
COMPENSATORS  
RHEOSTATS  
OPERA CHAIRS  
MAZDA LAMP EQUIPMENT  
MOTIOPHGRAPH PROJECTORS

**CHAS. M. STEBBINS**

Picture Supply Co.

1822 Wyandotte St. Kansas City, Mo.

## CHAPLIN WINS FIGHT PROVES "APLIN" AIN'T

Hollywood, Sept. 3 —"Charlie A-Tin's" fight has been snuffed out of the cinema sky. Aplin, so self-styled, is the pseudo star who was regarded by Charlie Chaplin as the arch-imitator of the latter's "stuff."

The imitator made two pictures under the assumed name, discarding his real one, which is Charles Amador.

Thereupon the famous original sued out an injunction to prevent the sale of the films.

By agreement of attorneys the case which was to come up this month for final ruling, has been postponed to October 6. It will be settled out of court, Amador agreeing to drop the pseudonym, which Chaplin claimed would deceive exhibitors and public.

Three persons connected with the suit have been strangely removed by death since the institution of the suit.

First Amador's backer and manager, Frank M. Sanford passed away.

Then Amador's mother was called, and soon after Arthur Wright, attorney for Chaplin.

The case attracted international attention as a test of what legally constituted priority rights in a make-up that has become associated with an actor's celebrity.

The outcome leaves that undecided.

Ralph Scherzer has sold his interest in the Exhibitors Film Delivery and Service Co., the central shipping bureau, to E. E. Jameson, his partner. Ralph has not yet announced his future connections, but with this announcement wishes to thank exhibitors for their co-operation in the successful operation of the service company.

## JACK FLANNERY IS NEW OMAHA "BIG U" MANAGER

Jack Flannery, veteran exchange man, has returned to Omaha, to succeed H. F. Lefholtz resigned, in the management of the Universal branch. For some time he has been with the company at St. Louis. He formerly managed the Omaha Hodgkinson branch, prior to which he was a salesman for that firm in the Minneapolis territory. Lefholtz, who managed the Universal exchange for ten years, now is Omaha manager for Producers Distributing Corporation. Flannery was also an F. B. O. salesman of the Kansas City office.

## CURRENT RELEASES

For Week of September 20, 1924

### FIRST NATIONAL

In Every Woman's Life, All Star, Madonna of the Streets, Naimova.

### METRO GOLDWYN

Sinners in Silk, Adolphe Menjou, Eleanor Boardman (7).

### Yolanda, Marian Davies (8).

### PRODUCERS DIST. CORP.

Barbara Fritchie, Florence Vidor, Edmund Lowe (8).

### PATHE

The Last Day, Spat comedy (2), Dixie, Chronicles of America (2).

### Into the Net, Serial (2).

The Danger Lure, Grandland Rice Sportlight, Review, No. 40 (1).

Noah's Fortune, Aeop Fable (1), Wandering Waitresses, Mack Bennett comedy (2).

Topics, No. 40 (1).

The Last Day, Spat comedy (2), Pathe News, Nos. 81 and 82.

### UNIVERSAL

Slenderella, Johnny Walker, Gladys Hulette (5), "Rio Van Winkle," Hysterical History Comedy (1).

The Trouble Fiver, Wanda Wiley (2).

R. Owen Fero, Edmund Cobb, Florence Lee (2), Wolves of the North, Serial No. 1.

News, Nos. 79 and 80.

### VITAGRAPH

Captain Blood, J. Warren Kerrigan.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### THEATRE FOR SALE

Good picture show building, well equipped with new machines and well located. Will sell or lease. Halliburton Motor Co., Brunswick, Mo.

### WANTED TO TRADE

Two 10-mech Direct Current wall fans and one full-sized ceiling fan for Alternating Current side wall fans. Fans in good condition. Write what you have. Empress Theatre, Okawatomie, Kans.

### THEATRE FOR SALE

Picture show in town of 1900. Only show in town. Four towns to draw from without picture houses. Progressive farming, dairy and strawberry community. A bargain if sold before Nov. 1. If interested, write Box 101, Humansville, Mo. 9-22

### WANT MOVIES

Can deliver buyers, need all price the movie. Write full information. W. J. Miller, Exclusive Theatre Broker, 321 Securities Bldg., Des Moines, Ia.

### AT LEICESTER

Manager, nine years experience, desires permanent position, motion picture or exhibition house. Best of references. Salary 8 percent—age 806 W. Van Horn, Independence, Mo.

### POWERS STAND WANTED

Used Powers 6A Stand complete, lamp-house and lamp. Must be in good condition. Write details and cash price. R. E. Atkins, Lyric, Elkhart, Illinois.

### THEATRE FOR SALE

First class theatre, fully equipped, also pipe and pipe organ, in good Missouri town. No opposition. If sold, reason will sell at a bargain. Also one for lease in adjoining town. Address "D"—Reel Journal.

### WANTED

Booth for one machine. Must be in good condition and priced right. Roy A. Ayers, Baylis, Illinois.

### WANTED TO TRADE FOR PICTURE SHOW

A good modern residence in country seat town. Want picture show. Also have 160 acre creek-bottom farm would put in. Box 102, Walnut, Kans.

# "These Pictures Are a Good Buy and Will Result in a Good Profit for my House"

--Says Mark Wilson

## THE PEOPLES AMUSEMENT COMPANY

H. B. SCOTT, President  
MARK T. WILSON, Sec.-Treas., Manager.  
Chanute, Kansas,  
Sept. 7, 1924.

Film Classics, Inc.  
Kansas City, Mo.

Gentlemen:

I have just contracted for the new Warner 20 for our Strand Theatre at Independence, Kansas. I have done so for the following reasons:

1. These pictures are based on best sellers which are well known to the public. This will make them easy to sell.
2. The Ernst Lubitsch productions should be certain box office successes.
3. The Rin-Tin-Tin dog pictures are always very popular and should attract large patronage.
4. The Warner product of last season was consistently good.
5. Al and Mike Kahn render real service from their exchange.

I therefore feel that these pictures are a good buy and will result in a good profit for my house.

Yours very truly,  
MARK T. WILSON, Mgr.

MORE  
REASON  
WHY YOU  
SHOULD  
SAVE  
TWENTY  
DATES FOR  
THE NEW  
WARNER  
T W E N T Y

## FILM CLASSICS, Inc.

115 West 17th St.

AL KAHN, Gen. Mgr.  
M. A. KAHN, Mgr.

Kansas City, Mo.



"Only Twenty But Mighty"





# *The* **Reel** *Journal*

**The Film Trade Paper of the Southwest**

*A logical successor to*

**“INTO THE NET”**

**“TEN SCARS  
MAKE A MAN”**

A real honest-to-goodness  
**WESTERN SERIAL**

The kind  
that makes us all money

*Released October 12th*

*Send in Your Bookings Now*

~~~~~  
**Pathe Exchange, Inc.**

111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.

# Another Movie Combine!



George Jo'hara

## GEORGE JO'HARA

who took the nation by storm and won millions of friends for himself and for exhibitors in F. B. O.'s "FIGHTING BLOOD" Series.



Alberta Vaughn

## ALBERTA VAUGHN

The delightful little star who has made herself beloved in every nook and corner of the land by her delicious portrayal in "The Telephone Girl."

With a splendid supporting cast including those inimitable comedians Al. Cooke and Kit Guard of "Fighting Blood" and "Telephone Girl" fame.

in a colorful, act-on-ful, thrill-ful, romance-ful, big money-getting series of twelve two-reel featurettes, everyone of them packed with that "bring 'em in again" appeal that means a capacity house every time you show them!



AL COOKE



KIT GUARD

Stories by  
GEORGE MARION, Jr.

Directed by  
DEL ANDREWS

# "THE GO- GETTERS"

Distributed by

Film Booking Offices of America, Inc.

Snowier Building, Kansas City, Mo.

3312 Olive Street, St. Louis, Mo.

127 South Hudson Avenue, Oklahoma City, Okla.

106 South Cross Street, Little Rock, Ark.

Produced at the  
F. B. O. STUDIOS  
Hollywood, Cal.

# *Where do you buy your best Hat?*

*From a merchant who specializes in Hats*

Well Then, buy your Westerns from

## **STANDARD FILMS**

"The Home of Western Features"

111 West 18th Street

Kansas City, Mo.

- OCTOBER 2—"FALSE TRAILS"—PETE MORRISON  
 OCTOBER 8—"ROUGH RIDIN'"—BUDDY ROOSEVELT  
 OCTOBER 16—"RIDIN' DOUBLE"—LEO MALONEY  
 OCTOBER 23—"HEARTS OF THE WEST"—LESTER CUNEO  
 OCTOBER 30—"RARIN' TO GO"—BUFFALO BILL, Jr.  
 NOVEMBER 6—"VERDICT OF THE DESERT"—NEAL HART  
 NOVEMBER 13—"BATTLING BUDDY"—BUDDY ROOSEVELT  
 NOVEMBER 20—"TWO FISTED THOMPSON"—LESTER CUNEO  
 NOVEMBER 27—"THE DANGER RIDER"—ART MIX PROD.  
 DECEMBER 4—"BIFF BANG BUDDY"—BUDDY ROOSEVELT  
 DECEMBER 11—"PERFECT ALIBI"—LEO MALONEY  
 DECEMBER 18—"FAST AND FEARLESS"—BUFFALO BILL, Jr.  
 DECEMBER 25—SIXTH RELEASE—NEAL HART  
 (Title announced later)

JANUARY 1—"RANGE VULTURES"—LESTER CUNEO

52 SLAP STICK GAYETY COMEDIES—One a Week

—————OCTOBER RELEASES—————

No Danger—Bobby Dunn

The Nervous Reporter—Billy  
West

Hello Bill—Bobby Dunn

Hot Foot—Billy West

**"Days of 49"** <sup>the</sup> serial of **covered wagons**



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

St. Louis Correspondent  
**DAVID F. BARRETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Everybody Happy

This issue goes to press upon the eve of what gives promise to be one of the most important exhibitor meetings of many years, the joint convention at Topeka, which convenes at the Hotel Kansan, Monday, September 22.

Already, the eyes of the nation have accredited it with not only a sectional but national importance. For the convention program would indicate a session devoted strictly to business, and certainly there is much business to be transacted.

There are rumors concerning a stand on block booking, revision of the uniform contract, the non-theatrical situation, possible conception of an enlarged organization to embrace not only Missouri and Kansas but the Allied, itself.

Advance reports herald an attendance of phenomenal proportions, numbering prominent members of Allied and other sectional bodies. Anyway, when there are lots of folks in the wagon, there is likely to be some shouting.

Although this is an exhibitor's convention, casual reflection reminds us that it is also a distributor's meeting. One thing cannot be overlooked, and that is co-operative consideration between showman and distributor in this territory. When two parties are satisfied, that is the basis of a contract.

We hope to have more satisfied contracting parties in this territory. We hope the convention will accom-

plish much constructive good for the exhibitors of this territory. And we hope further progress may be made in cementing a broad highway between showman and distributor.

There's nothing like a community where everybody's contented.

## ROYAL SETS NEW RECORDS WITH "COVERED WAGON"

New records for attendance were established at the Royal Theatre, Kansas City, last week with the presentation of Paramount's "The Covered Wagon." The picture is being retained for a second week. Judging from the crowds in daily attendance last week the audiences that greeted the presentation during its run a year ago at the Shubert for three weeks were seeing it for the second time.

"The Covered Wagon" is adapted from Emerson Hough's famous novel of the same name. It is the romantic drama of the pioneers who started from Kansas City (Westport Landing) to blaze a trail to the Pacific. While the picture is of epic quality and contains many spectacular sequences, its chief interest lies in the romance enacted by Lois Wilson and J. Warren Kerrigan, who play the leading roles.

Supporting Miss Wilson and Mr. Kerrigan are such well known favorites as Charles Ogle, Ethel Wales, Ernest Torrence, Tully Marshall, Guy Oliver and Alan Hale.

"The Covered Wagon" will not be presented elsewhere in Kansas City until sixty days after the close of its engagement at the Royal.

## PEGGY HOPKINS JOYCE SIGNS \$1,000,000 FILM CONTRACT

New York, Sept. 20.—(Special to Reel Journal)—Peggy Hopkins Joyce, Broadway musical comedy star has signed a million-dollar contract to star in a series of motion picture productions.

A recent announcement made at the executive offices of the pioneer J. M. Mullin, well known in motion picture circles, that he has signed Peggy Hopkins Joyce to star in a series of screen productions at a figure that reaches the million-dollar mark, has created considerable interest throughout the realm of moviedom.

Peggy Joyce's last theatrical appearance was as the star of Earl Carroll's "Vauties of 1923," which played the entire season on Broadway and enjoyed a successful tour of the large cities throughout the country.

Preparations are already under way for the first production. Negotiations have been started for the purchase of a famous stage play to be adapted for screen use as Miss Joyce's initial film vehicle. Production activities will start early in October.

## EISNER RESIGNS AS HEAD OF KANSAS CITY M. P. T. O.

A. M. Eisner, pioneer film man, resigned Wednesday as president of the Motion Picture Theatre Owners of Kansas City.

"As I no longer am a theatre owner I

think it is only just that I should step out and make room for some candidate," Mr. Eisner said.

The next president of the association will be elected at a meeting of the organization in the near future, but will serve only until a general election of the M. P. T. O. Midwest, a new merged body consisting of Western Missouri, Kansas City and Kansas theatre owners, which will be perfected at the allied Kansas convention in Topeka, September 22 and 23.

Mr. Eisner at present is working on a project, which, if it materializes, will give Kansas City a real novelty in the way of a motion picture theatre, it is rumored.

## \$250,000 BURFORD THEATRE OPENS AT ARKANSAS CITY

New Picture Palace Rated as Third Finest Theatre in State.

The New Burford Theatre, Roy Burford's new picture palace was opened with fitting ceremonies at Arkansas City, Kans., Monday, Sept. 15, with a showing of First National's "The Perfect Flapper." Pathe's "Girl Shy," with Harold Lloyd, was the attraction for the last three days of the week.

The New Burford is a 1,400 seat house, and cost approximately \$250,000. No effort was spared in making it one of the finest theatres in the state, in elaborateness of appointments and efficiency of equipment. In fact, it is rated as the third finest theatre in Kansas.

According to C. C. Vaughn, Kansas City manager for Pathe, and Oscar Morgan, district manager, who attended the opening, the new house is enjoying capacity business. "It is certainly a beautiful theatre," Vaughn declared, after his return.

A seven-piece orchestra has been engaged for the season, and plans include installing a pipe organ at a later date.

## FOUR FIRST RUNS SET FOR A. H. BLANK PICTURES

Four A. H. Blank special have been booked for first runs in Kansas City, according to M. F. (Martyn) Williams, manager. They are: "The Marriage Market," running this week at the Pantages; "Daughters of Pleasure," scheduled for the last week in September at the Liberty; "Daring Youth," set for the second week of October at the Pantages; and "Listen Lester," also billed at the same house for an early run. The same four specials have been bought by the Apollo for the first suburban run, it was announced.

## KANSAS CITY SCHOOLS ADOPT "VISUAL EDUCATION"

Motion picture courses, termed "department of visual education," have been established in Kansas City public schools. These departments supplement the textbook teaching of geography, history, science and Latin to a great measure.

"If there is one course in the public schools which comes near to being a universal favorite, it probably is that offered by the departments of visual instruction," says the officials of the Kansas City schools, in commenting on the new courses.



Released by  
Producers Distributing  
Corporation

Once in a decade there comes to the screen an idea as striking as this one.

It's a story as human as life itself—a picture for every member of the family.

Featuring a specially selected cast including:—

Marguerite Snow  
June Elvidge  
Ramsay Wallace  
Helen Ferguson  
Priscilla Bonner  
and  
Rex Lease

# "Chalk Marks"

A FRANK E. WOODS production



Now Booking

Producers Distributing Corp.

Formerly W. W. HODKINSON CORP.

KANSAS CITY—111 West 18th St. ST. LOUIS—3312 Lindell Blvd.  
L. W. ALEXANDER, Branch Mgr. C. D. HILL, Branch Manager

## The Sterling 17

"The Legend of Hollywood"

With Percy Marmont.

"The Wise Virgin"

Starring Patsy Ruth Miller

"The Siren of Seville"

Starring Priscilla Dean

"Barbara Frietchie"

Starring Florence Vidor

"Welcome Stranger"

With Florence Vidor, Dore Davidson

"Ramshackle House"

Starring Betty Compson

"Chalk Marks"

With Marguerite Snow

"The House of Youth"

Starring Jacqueline Logan

"Another Man's Wife"

Starring James Kirkwood and Lila Lee

"Trouping With Ellen"

Starring Helene Chadwick

"Reckless Romance"

Starring T. Roy Barnes

"The Girl on the Stairs"

Starring Patsy Ruth Miller and Matt Moore

"The Folly Girl"

Starring Margaret Livingston

"A Cafe in Cairo"

Starring Priscilla Dean

"The Mirage"

Starring Florence Vidor

"On the Shelf"

Starring Jacqueline Logan

"Off the Highway"

An All-Star Cast

## CRESCENT ANNOUNCES NEW FEATURE PRODUCT

The Crescent Distributing Company announces for distribution in Kansas and Western Missouri a new series of six feature melodramas starring Charles Hutchinson, former Patheserial star, known to film fans as "Hurricane Hutch." The first of this series is "Scurving Seas," a melodrama of daring deeds on sea and land. The cast supporting includes George Hackathorne, Earl Metcalf, David Torrence and Edith Thornton.

Crescent also announces a new series of eight western features starring Leo Meloney as well as three series of one-reel comedies, "The Gumps," "Felix the Kat" and "Out of the Lukewell"; two-reel comedies, Monty Banks, Hank Mann and Sid Smith; and "Cinema Stars," a bi-monthly series of one-reelers giving intimate views of moving picture stars; and another series of one-reel subjects, entitled "Did This Ever Happen To You." This latter series will be released each week.

## T. L. TAAFE, NEW MANAGER AT KANSAS CITY GLOBE

Thomas L. Taaffe has been appointed new manager of the Globe Theatre, Kansas City, by Louis Oppenstein, owner Mr. Taaffe was with the Century Theatre, Kansas City, for six years and formerly was an amusement park manager in Kansas City. The old policy of the Globe, serials and first runs, will be continued, Mr. Taaffe said.

One of the busiest weeks in many seasons in Kansas City theatrical circles is this week. Augmented by cool weather, the legitimate theatres opened with full blast, while three suburban houses, full blast, while three suburban houses, full blast, Prospect and Benton, did a capacity business, with the first suburban run of "The Hunchback of Notre Dame." Despite the opening of the legitimate theatres, four in number, with another yet to open, first run motion picture houses in the down town district failed to show any decrease in attendance, while three amusement parks were doing a big business with closing festivals.

## "LIFF'S GREATEST GAME" NEW TITLE JOHNSON'S LATEST

The title of Emory Johnson's latest production for F. B. O. has been changed from "The Grandstand Play" to "Liff's Greatest Game" is headed by Fane Thomas and Johnnie Walker, with Tom Santele, Gertrude Olmstead and "Red" Kirby in support.

The story is a big league baseball epic, and part of the action in the later sequences will portray the world series of last autumn between the Giants and the Yankees.

Mrs. Emilie Johnson, talented mother of the director-producer is responsible for the story and continuity.

## AL BOASBERG RESIGNS

Al Boasberg, of the Sales Promotion Department who has been with F. B. O. since its inception, two and one-half years ago, resigned this week, to continue writing plays and sketches, at which he has been very successful in the past.

## AT KANSAS CITY THEATRES

Week Ending September 20

### NEWMAN

"The Alaskan," Thomas Meighan, Paramount.

### ROYAL

"The Covered Wagon," all star, Paramount.

### LIBERTY

"The Turmoil," George Hackathorne and Eleanor Boardman, Universal.

### MAINSTREET

"Tarnish," all star, First National.

### SHUBERT

"The Ten Commandments," all star, Paramount.

### PANTAGES

"The Marriage Market," Jack Mullhall and Pauline Garon, A. H. Black.

## ELAINE HAMMERSTEIN IN NEW C. B. C. PICTURE

Elaine Hammerstein has been chosen to play the leading role in the new Columbia Picture, "One Glorious Night." This picture will be the fourth of the series of eight. The story was written by Charles McArthur, a special feature well known in his connection with the Hearst Syndicate service.

Scott Dunlap, who will direct "One Glorious Night," has started casting for the other parts and it is expected that further announcements will be made in the near future.

This will be the third picture that Miss Hammerstein has made for C. B. C. Her others are "The Foolish Virgin," just recently released and "The Midnight Express," not yet completed. This last will complete the contract made with Miss

Hammerstein after her successful work in "The Foolish Virgin."

## MILLER THEATRE BOOKS "FOOLS IN THE DARK"

"Fools in the Dark," F. B. O.'s late feature, has been booked by Stanley Chambers for an early showing at the Miller Theatre, Wichita, Kans., Roy E. Churchill, manager of the Kansas City F. B. O. exchange, announces.

This special has just completed a successful engagement at Grauman's Metropolitan Theatre, Los Angeles, and is now playing many first runs throughout the country. It appears to win the praise of critics and fans alike.

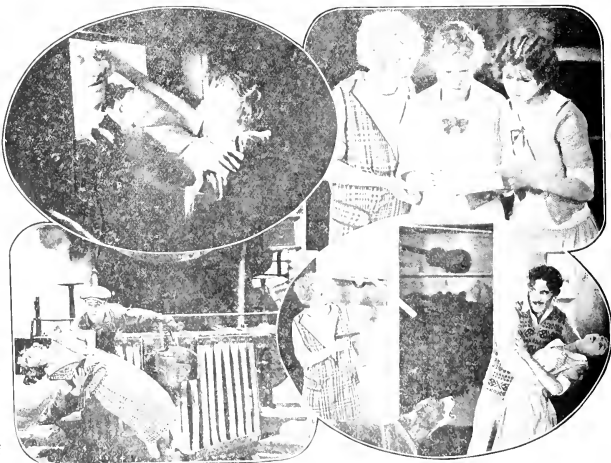
Patsy Ruth Miller and Matt Moore, in the leads, and Tom Wilson in a comedy role, are said to have developed a characterization worthy of mention.

## WEBER AND CRAWFORD BUY K. C. BROADMOUR

Negotiations were completed last week in which A. M. Eisner, pioneer Kansas City film man, sold his lease on the Broadmoure Theatre, Thirty-fourth street and Broadway, to Messrs. Weber and Crawford. Eisner has operated the Broadmoure for several years, and has built up its reputation as one of the leading suburban houses.

It is stated unofficially that Eisner is to devote his time in the future in the development of a project, which, if concluded will give Kansas City a distinct novelty in the world of filmdom.

Warner Baxter is to continue as a Thomas H. Ince featured player, according to announcement from the Culver City studios.



Scenes from "A Fight For Honor," a Perfection Picture featuring Eva Novak and William Fairbanks.

# "The PAINTED FLAPPER"

A Brilliant Photoplay  
of the Most Talked of  
Subject in the World  
Today.

with

## A Marvelous Cast of Screen Favorites

JAMES KIRKWOOD  
PAULINE GARON  
CRAUFORD KENT  
CLAIRE ADAMS  
JOHNNY HARRON  
KATHLYN WILLIAMS  
HAL COOLEY  
AL ROSCOE

"THE PAINTED FLAPPER" offers the live exhibitor one of the best money making opportunities of the year. It's a real showman's picture with unlimited exploitation possibilities.

GET IN TOUCH WITH US TODAY!

### INDEPENDENT FILM COMPANY

*"Distributors of Chadwick Pictures"*

JOSEPH SILVERMAN, Manager

115 WEST 17TH STREET

KANSAS CITY, MO.

### The CHADWICK NINE

"Each Production an Achievement"

-1-

#### "THE FIRE PATROL"

A Hunt Stromberg Production  
With Madge Bellamy, Johnny Harron,  
Anna Q. Nilson, Bull Montana

-2-

#### "MEDDLING WOMEN"

Starring Lionel Barrymore

-3-

#### "THE PAINTED FLAPPER"

with James Kirkwood and  
Pauline Garon

-4-

#### "I AM THE MAN"

Starring Lionel Barrymore  
Written and directed by Ivan Abramson

-5-

#### "THE TOM BOY"

With an All Star Cast

-6-

#### "SUNSHINE OF PARADISE ALLEY"

From the Famous Stage Play by Denham  
Thompson

-7-

#### The Third Lionel Barrymore Special

(Title to be Announced)

-8-

#### "FLATTERY"

A Tom Forman Production

-9-

#### "THE ROMANCE OF AN ACTRESS"

By Landgon McCormick,  
Author of "The Storm"





Mr. Mac, formerly with the Kansas City Paramount exchange, is to open up a new theatre in Clinton, Mo., according to Movie Row gossip.

Jimmy Foland, well-known sage of Movie Row tells a funny story about going fishing last week. "They bit fine," Jimmy declares, "But my, how I like frog's legs."

These out-of-town exhibitors were seen on Movie Row the past week: C. M. Pattee, Pattee Theatre, Lawrence; Tom Weary, Farris Theatre, Richmond, Mo.; Lee Gunnison, Crystal Theatre, Atchison, Kans.

Truly B. Wildman, manager of the Kansas City Enterprise office, is wearing the usual Wildman smile this week. "Lots of 'em signed up out in the territory last week," he says.

C. L. McVey, manager of the Dreamland Theatre at Herington, Kans., was a Movie Row visitor this week.

Fees Bros., managers of the Best Theatre at Parsons, Kans., have stepped into the A. H. Blank hand wagon for 1924-25, according to trade gossip. They have bought that company's entire new product, it is announced.

The week just closed was characterized by a period of brisk buying and many exhibitors were on the Kansas City market. Some of them were: Mr. and Mrs. Lee Miller, Best Theatre, Topeka, Kans.; Abe Clammer, Gem, Topeka; Eddie Smith, Coz, Minneapolis, Kans.; and Harry McClure, Strand, Emporia, Kans.

The screen version of Harold Bell Wright's famous "Mine With the Iron Door" is to be released by the A. H. Blank Film Enterprises, October 1, according to M. E. (Marty) Williams, Kansas City manager.

Fred Horn, formerly a salesman for Goldwyn in the St. Louis territory, is now traveling Northern Missouri for Metro-Goldwyn.

T. J. Connors, assistant general sales manager for Metro-Goldwyn from New York, is visiting the Kansas City Metro-Goldwyn office.

G. A. Hickey, district manager for Metro-Goldwyn in this territory, is in New York.

Charles Simpson, publicity man for Metro-Goldwyn in this territory, is giving the newspaper boys a few scoops in Des Moines at present.

Harry Hollander, Kansas City manager for Universal is making a tour of the territory.

Jack Roth, manager of the Liberty

Theatre, Kansas City, Mo., lost no time in obtaining publicity on the fact that the Pathe reel, showing the arrival of the Prince of Wales, was brought to Kansas City by airplane. And the result was profitable at the box office.

Jay Means and "Gibby" Gibbons of the Prospect Theatre, 26th and Prospect, purchased two new Simplex projectors. Mr. Means recently made a similar installation in his Murray Theatre. Both theatres are using the Gardiner Velvet Screen and report that with the new equipment they are giving as near 100 per cent projection as is possible to obtain.

A new house has been opened at Marceline, Mo. It has been named the Snappy Theatre.

Among the exhibitors seen along Movie Row the past week were: Roy Mills, Smithville, Mo.; Manager Brown of the Hippodrome, Leavenworth and Dowden, Oberlin, Kans.

Mr. Dowden has opened the new Legion Theatre at Oberlin, Kans. "Why Worry," Harold Lloyd's feature for Pathe, was the opening picture.

E. D. Shepard has sold his Rustic Theatre at Southwest City, Mo., to D. S. St. John. The Rustic is a 200 seat house.

The Laclede Opera House at Laclede, Mo., has reopened after having been closed for the summer. H. D. Standley is the owner.

A new Simplex projector with incandescent lamp equipment was purchased Monday by R. W. Rorabaugh of Lebanon, Kans., for installation in his Owl Theatre. The new equipment will replace an alternating current arc.

If you are interested in replacing your present projection equipment with machines of a later model, it is suggested that you refer to the page opposite. The Yale Theatre Supply Co., is now offering some excellent rebuilt projectors at moderate prices, and easy terms can be arranged.

Goolem, Mo., Sept. 15—Special to Reel Journal.—Harry Hollander, Universal's Kansas City exchange manager was the guest of the local theatre manager association last night. In a brief speech, Mr. Hollander spoke on "Modern Barberism." He stated that there was a barber shop in Goolem that could easily be converted into a picturehouse. The entire town is agitated.

A new Gardiner Velvet Screen has been installed in the Strand Theatre at Emporia, Kans. The Gardiner is becoming a very popular motion picture screen in this territory and it seems to be the choice of many exhibitors.

P. O. Jones, manager of the Royal Theatre at Carrollton, Mo., was a Kansas City visitor last week.

Jack Roth, manager of the Liberty Theatre, immediately booked "The Breath of Scandal," one of the Preferred specials for 1924-25, after he had seen a screening of the picture recently. The picture will run at the Liberty in October.

Film Classics announce the booking of "Find Your Man" with Rin-Tin-Tin, one of the Warner "20" for 1924-25, at the Liberty Theatre, starting the week of September 21. The same week, the Newman will play another Warner picture, "How to Educate a Wife."

A. D. Brawner, owner and manager of the Jewell Theatre at Hooker, Okla., was in Kansas City, Wednesday, transacting business with the exchanges. Mr. Brawner also placed an order with the Yale Theatre Supply Company for a new Simplex projector with incandescent lamp equipment which will be installed at once. He reports business is improving rapidly in that section of Oklahoma, hence his decision to add another Simplex Mazda machine, which completes a pair of them in the booth at the Jewell.

Cleve Adams, F. B. O. division manager, spent a few days at the local branch office and then departed for Denver. Mr. Adams reports business to be unusually good in the Central Western Division.

Enterprise has six new Jack Perrin Western features.

Saw Bill Gable of Beloit, Kans., on Movie Row. Bill asked if we were coming to the exhibitors convention at Topeka. Sure thing, Bill!

Friends of R. G. Liggett were sorry to hear that his mother, who had gone to Sweden for her health, had passed away.

Ben Taylor is the new city salesman for Fox. Ben has been out of the film business for about a year. He was formerly with Universal.

The Memorial Hall at Atchison, Kans., will open this season at an early date, showing high class feature photoplays. C. M. Warner, manager of the Hall just recently placed his order with the Yale Theatre Supply Company for two Simplex projectors, equipped with Incandescent Lamphouse and the new style Cinephor condenser system, which will be installed at once. A new Gold Fibre screen is also a part of his equipment.

The Kansas City Costume Co. has opened headquarters, at 1109 Broadway and is making available to theatres its large supply of costumes for their use in prologues and special presentation. Earl Leas is the designer and manager.

The Legion Theatre at Norwich, Kans., was destroyed by fire.

Ricardo Cortez, one of the featured players in "Feet of Clay," a Paramount production, passed through Kansas City on his way to the Coast last Friday. He was greeted at the station by members of the local Paramount office.



---

---

# 28 Rebuilt Projectors at Money-Saving Prices!

We offer for immediate sale 28 used machines which we have recently replaced with **NEW SIMPLEX PROJECTORS**. All have been thoroughly overhauled and rebuilt in our own shops and are guaranteed in first-class condition. The increasing popularity of the Simplex has stocked us up on used machines of other makes that must be moved.

**19 POWERS** Models 6-A and 6-B; motor driven, 110 volts A. C. and D. C., and with both Mazda and carbon arc lamps. Any kind of a Powers you want—priced right.

**4 MOTIOGRAPHS** Model D; motor driven for 110 volts A. C. or D. C., complete and ready for installation. All good ones. Here's your chance.

**5 SIMPLEX** Two are late models, with Type "S" lamphouses; special high-speed movements and many extras; finished in battle-ship grey with nickel-plated heads. All are motor driven for 110 volts A. C. or D. C.; completely overhauled and guaranteed. You can't go wrong on a Simplex.



Here is your opportunity to buy a pair of **guaranteed used machines** at the right price and our easy-to-pay purchase plan will enable you to do it with but a very small cash down payment. It pays to buy rebuilt machines from a responsible dealer. You are sold satisfied on both price and quality when you buy from us.

A line from you stating the kind of machine you are interested in will bring our proposition.

## Yale Theatre Supply Co.

*Simplex Distributors*

108 West 18th Street

Kansas City, Mo.

---

---

# Another smash

Following on the heels of "Fools in the Money" which played absolute

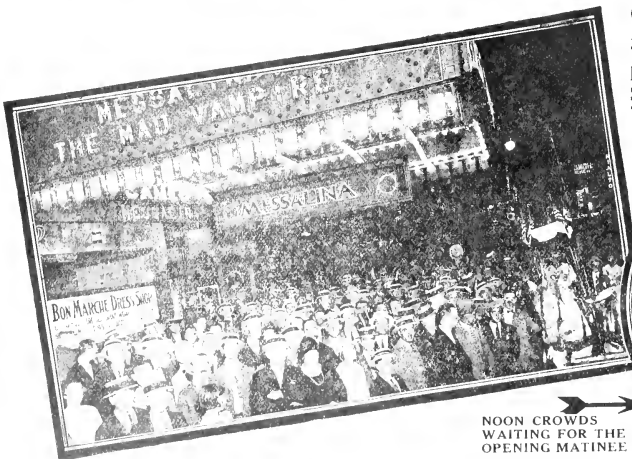
# MESSALINA

Produced by

Now Packing 'em in at the Cameo while this

CROWDS  
AWAITING  
THE FIRST  
EVENING  
SHOW AT  
THE CAMEO

Thematic  
music cut sheets  
available on this  
picture.



NOON CROWDS  
WAITING FOR THE  
OPENING MATINEE

# ing Success!

B.S.Moss's Cameo Theatre, 42nd Street and 43rd Street, Broadway, N. Y.  
at that theatre comes

# MESSALINA

CO GAUZZONI

isement is being written---Monday, Sept. 1st

WITH only 600 seats, The Cameo took in 2,447 cash paid admissions opening day (an accomplishment in a 600 seat house) and has averaged nearly 2,000 cash paid admissions daily each day of the run. Never has any such a picture of the class of MESSALINA ever taken such money before on Broadway or else where, proving that MESSALINA is the box-office spectacle it was. With us, money talks,—we don't know what talks with you . . . unless it is cash receipts.

## Watch Next Week's Trade Paper Ad

In next week's double truck ad we will publish some of the statements of the dramatic critics, newspapers, trade press and As one newspaper said—"THE THRILLING CHARIOT RACE IS ALONE WORTH THE PRICE OF ADMISSION"—you can imagine what a tremendous picture this is when we tell you that the Chariot Race is only one of a dozen huge thrills in MESSALINA. Your F. B. O. salesman will tell you more. Do business on MESSALINA now. Don't delay.

## FILM BOOKING OFFICES

OF AMERICA, Inc.

ower Bldg., Kansas City, Mo.  
12 Olive Street, St. Louis, Mo.

127 S. Hudson, Oklahoma City, Okla.  
106 S. Cross St., Little Rock, Ark.

## WOMEN'S CLUBS SPONSOR MRS. REID'S "BROKEN LAWS"

"Women are the natural law enforcers. The home and the school must train the future citizen in law observance." This is the opinion of Mrs. Henry V. Peabody, chairman of the National Committee for Law Enforcement.

It is with the hope of planting this thought in the hearts and minds of America's mothers that Mrs. Wallace Reid is bringing to the screen "Broken Laws," a film dealing with law observance and the responsibility of mother love, she declares.

Mrs. Reid has had the advice and counsel of prominent men and women throughout the country, and manuscripts of the story by Adela Rogers St. Johns have been submitted to a number of nationally known authorities on the subjects touched on in the film.

It is a picture which will appeal strongly to children, telling a story which children will understand. There is nothing morbid or censorable in "Broken Laws."

The parent roles are played by Mrs. Reid, Percy Marmont, Jackie Saunders and Ramsey Wallace.

## EDUCATIONAL OFFICIALS SEE BIG YEAR AHEAD

With the fall and winter season just under way, Educational officials are predicting the biggest year ahead in the history of their organization, and claim that indications already point to a better season than the record-breaking 1923-24. Already first run contracts have been signed in practically every key city in the United States and Canada, it is announced.

The instant success of the new series of Larry Simon special comedies, Walter Hiers comedies, Bobby Vernon's and the single-reel Earl Hurd Pen and Ink Vaudeville series are responsible for the bright outlook seen by Educational, according to C. F. Senning, Kansas City manager.

The first of the Christie series, "Savage Love," has already been released, and "Bright Lights," the first Bobby Vernon, has already had a successful pre-release run at Crandall's Metropolitan Theatre in Washington, D. C.

## FOR SALE

5 Sets of Scenery,  
4 Border Lights,  
3 Circuit Dimmers,  
Switchboards, Lines,  
Gridirons, Blocks,  
Complete Stage  
Equipment.

Strand Theatre  
CHILLICOTHE, MO.

Released August 31st

CARL LAEMMLE  
presents



The picture  
of the  
hour that  
will be the  
sensation  
of the  
year!

FEATURING

## CLARA BOW

Forrest Stanley  
Myrtle Stedman

Robert Agnew  
Huntly Gordon  
Walter Long

From the Sensational Magazine Story by William MacHarg—Directed by Louis Gasnier

"Wine" is the picture of the hour!

It sparkles with the intoxication of youth, it is stimulating entertainment, it bubbles with action, it whirls with pretty girls. It is one of the greatest money pictures of the year! It is impossible to over-state the box office value of this production. It has everything.

The story by William MacHarg, which created a sensation among the million readers of Hearst's International Magazine, is a literary masterpiece.

In the remarkable cast are Clara Bow, famous for her work in "Black Oxen"; Robert Agnew, Forrest Stanley, Myrtle Stedman, Huntly Gordon, and Walter Long. An imposing array of artists!

The story presents the problem of a rich and cultured man who needs money and who goes to the assistance of a bootlegger in order to recover his losses. He needs money that his daughter may have the advantages she had been led to expect.

Then he finds the influence that is making his fortune is ruining the life of his daughter.

It is a tense, romantic and dramatic story in gorgeous settings. The madness of youth is depicted as never before—with deft touches of direction and narration that lift the tale of jazz-mad youth out of the obvious.

The story is fresh and potent. It is merciless in its attack. It lifts the curtain that hides the machinations of the bootleggers and exposes to the youth of the land the perils that lie in the paths they are treading.

Are you a slow-walker? If so, this picture is going to make a pile of money for you. Universal's advertising material has the lure that will draw the crowds to this absorbing spectacle.

Nationally advertised in The Saturday Evening Post.

ONE OF UNIVERSAL'S FIRST BIG 12 JEWELS FOR 1924-25

UNIVERSAL FILM EXCHANGES, Inc.

KANSAS CITY, MO.  
Harry Hollander, Manager  
1710 Wyandotte Street

ST. LOUIS, MO.  
E. L. Alpersen, Manager  
3320 Olive Street



# CHARLES HUTCHISON

"Hurricane Hutch"

IN

# 6

## Super-Feature Melodramas

First Release **"SURGING SEAS"** Now Ready

Cast Includes GEORGE HACKATHORNE, DAVID TORRENCE, EARL METCALF and EDITH THORNTON

2nd Release, "HUTCH OF THE U. S. A."

4th Release, "SILENT WIRES"

3rd Release, "POISON"

5th Release, "AFTER DARK"

# 8 LEO MALONEY 8

WESTERN FEATURES DE LUXE

FIRST RELEASE READY FOR BOOKING OCTOBER 15TH

—ALSO—

### 2-REEL COMEDIES

JOE ROCK

SID SMITH

MONTY BANKS

### 1-REEL COMEDIES

THE GUMPS

OUT OF THE INKWELL

FELIX THE KAT

### 1-Reel Classics of the Screen

#### CINEMA STARS

First Release Oct. 10

Two a Month

1-Reel "Did This Ever Happen to You"

First Release Oct. 15

One a Week

### 100 DRAMAS AND WESTERN FEATURES

Now Ready for Booking

DISTRIBUTED BY

## CRESCENT DISTRIBUTING CO.

117 WEST 17TH STREET

KANSAS CITY, MISSOURI

## ITS "ESCHMANN MONTH"

FOR F. N. THIS OCTOBER

**\$8,000 in Prizes Offered to Salesmen  
Leading Exchanges.**

First National Pictures has designated the month of October as Eschmann Month and will conduct a sales contest with prizes of more than \$8,000 in cash to the three branches having the highest standing. The prize money will be divided among the three District Managers whose divisions rank highest; the managers of the three leading branches and every member of their personnel.

Eschmann Month is a result of the sales achievements of E. A. Eschmann, General Manager of Distribution for First National Pictures, during his first year in that capacity. The plan originated among his assistants in the Distribution Department as a compliment to him and to show their appreciation of his conduct of the department and the great increase in sales which have marked his year's regime. His contract with First National was recently renewed.

The Sales Contest will start on September 14 and will continue for eight consecutive weeks, ending on Saturday, November 8.

For the purpose of the contest, the quotas assigned to the various branch offices for the last quarter of 1924 will be used. Branches will be credited with sales as follows: 60 per cent, sales or contracted business, including both open market contracts and franchise datings; 40 per cent, billings—that is, pictures actually played and paid for during the eight weeks of the contest.

Sales, or contracted business, to be eligible in the contest, must bear a date between September 14 and November 8, inclusive, and must carry play dates maturing on or before January 31, 1925.

Fixed cash prizes will be awarded to the managers of the three winning districts and branches, to the assistant manager, each salesman, head booker, head cashier and bookkeeper of each branch. The largest prizes, naturally, will go to the winners of the first prize. To all other employees in the branch ranking first will be awarded a sum equal to a full week's salary; to other employees in the second branch, a sum equal to 75 per cent of a week's salary; and to other employees in the branch standing third, half of a week's salary. In case of ties, duplicate payments will be made.

**"HOT WATER" LATE LLOYD  
COMEDY, OFFERED NOV. 2**

New York, Sept. 20.—Harold Lloyd's latest screen production, "Hot Water," will be released November 2, according to an announcement made this week by the Pathe Exchanges, Inc.

His newest production is an entire departure from his most recent release, "Girl Shy," inasmuch as it carries no running story, and almost the entire action takes place within twenty-four hours. The basis of the picture is the trouble of a newlywed, a mother-in-law, a turkey won in a raffle, a brother-in-law, who was born lazy and hasn't changed a bit since the day of his birth.

PERFECTION PICTURES  
PRESENTS

**EVA NOVAK**  
AND ASSOCIATED PLAYERS

WILLIAM FAIRBANKS CLAIM McDOWELL  
KATE LESTER WILFRED LUCAS  
CARL STOCKDALE RALPH DEPALMA  
PHIL MCCOLLOUGH JACK BYRON  
LAURA WINSTON MARK FENTON

8 SPEED ACTION THRILLERS

"BATTLING FOOL"  
"THE FATAL KISS"  
"WOMEN FIRST"  
"RACING FOR LIFE"  
"THIS FEARLESS LOVER"  
"A FIGHT FOR HONOR"  
"THE BEAUTIFUL SINNER"  
"PAINTED MONEY"

COLUMBIA  
PRODUCTIONS  
Room 806 - 1600 B'way, N.Y.C.

**F. B. O. STARS RECOVERING FROM FILMING MISHAPS**

Los Angeles, Sept. 22.—Fred Thomson, F. B. O. Western star and Richard Talmadge, stunt man of the same organization, both of whom sustained serious injuries while at work a few weeks ago, are rapidly recovering.

Talmadge has already left the hospital but is compelled to wear a brace on his neck until the two splintered vertebrae mend completely. He will be in shape, however, to start a new production under the auspices of Abe Carlos within three weeks.

Fred Thomson has not been so fortunate. The Western star and famous athlete, who sustained a compound fracture of the right thigh, will have to remain in the hospital for a few weeks more. The fracture is slowly knitting and Thomson is impatient to quit the hospital, join his beloved "Silver King" and resume where he left off the fateful afternoon he was run over while staging a stunt for his latest F. B. O. production "Thundering Hoofs."

**"VANITY'S PRICE" HAS PRIVATE SCREENING IN K. C.**

A private screening was held this week at the Kansas City F. B. O. Exchange, when a selected group was shown "Vanity's Price," a current release from the story by Paul Bern, noted scenario writer, who adapted "Name the Man," "The Marriage Circle" and other screen successes.

The cast includes Anna Q. Nilsson, Stuart Holmes, Wyndham Standing, Arthur Rankin, Lucille Ricksen and others. Roy E. Clurehill, manager for F. B. O., believes that "Vanity's Price" is the most elaborate and most entertaining subject his office has handled in a long time.

W. P. Cuff of the Strand Theatre, Chillicothe, Mo., reports that his new theatre and hotel building will soon be under construction.



Rin-Tin-Tin, the wonder dog star in Warner Bros. Classics of the Screen, and his master. "Find Your Man" is the first of his three new pictures.

No. 4

Why everybody says  
**UNIVERSAL PICTURES**  
are the best buy in sight

BOOTH TARKINGTON'S  
GREAT STORY OF AMERICAN LIFE

The  
TURMOIL

UNIVERSAL JEWEL  
presented by  
Carl Laemmle



With one of the most impressive casts ever assembled

**A Hobart Henley Production**

A gripping, vital drama.

**Morning Telegraph**  
"One of the most awe-inspiring scenes that has come to the screen is found."

**Weekly Film Review**  
"Tensely dramatic. Clever depiction of thousands of family circles. A climax of real power"

**Motion Picture News**  
"A palpable hit! Unadulterated good stuff. Bears the genuine 'human nature' brand. A cast of sterling value."

**Exhibitors Herald**  
"Absorbing" **Moving Picture World**  
"Holds the spectator's undivided interest all the way"

**Harrison's Reports**  
"Must be seen to be appreciated a gem"

**Liberty**  
"Compact and moving and gripping. Exceptionally human."

**The Celluloid Critic**

Nationally Advertised  
in The Saturday Evening Post

**Universal Film Exchanges, Inc.**

KANSAS CITY, MO.  
Harry Hollander, Manager  
1710 Wyandotte Street

ST. LOUIS, MO.  
E. L. Alperson, Manager  
3320 Olive Street

# PROGRAM

7TH SEMI-ANNUAL CONVENTION OF THE MOTION PICTURE THEATRE OWNERS OF KANSAS

MONDAY, SEPTEMBER 22, 1924.

OPEN AT 10:00 A. M.

## Closed Meeting

Convention called to order—President R. R. Biechele.

Address of Welcome by the Mayor of Topeka.

Response to Speaker by President R. R. Biechele.

## First Order of Business

Roll Call.  
Reading of Minutes of Previous Session.

Appointment of Special Committees  
A Call for Resolutions.

Reading of Directors Minutes.  
Report of Registration Committee.

Semi-Annual Report of President.  
Note—Committees Report 1:30 P. M.

Communications.  
Announcements.

**Report for Buffet Luncheon—12 o'clock.**  
Note—Convene at 1:30 P. M. Sharp.

Reports of Special Committees.  
Report of Treasurer.

Discussion of Affiliation of Kansas City.

In addition to the Allied Presidents who will no doubt make brief talks during the session, invitations have been extended to the following state officials:

Governor Jonathan M. Davis, Attorney General Chas. B. Griffith, Richard J. Hopkins, Justice of the Supreme Court, Senator Arthur Capper, Lieut. Governor Ben S. Paulen.

These men will no doubt all speak at the banquet which will be held on the Roof Garden, Monday, September 22, 7:30 P. M.

Western Missouri and Kansas organizations.

Revision of Constitution, By-Laws and Rules.

Discussion of Dues.  
Report of Ways and Means Committee.

Meeting of Allied Representatives at 4 o'clock.

Discussion of present so-called Uniform Contract.

Discussion of unfair opposition.  
Discussion of Block Booking.

Discussion of Arbitration.  
Discussion of Music Tax.

Communications.  
Announcements.

**Banquet on Roof Garden 7:30**

**TUESDAY**

**Convene at 10:00 A. M.—Closed Session**  
Unmishled Business.

Reports of Special Committees.  
**Buffet Luncheon 12:00 o'clock.**

**Convene at 1:30—Closed Session**  
Unmishled Business.

## "MESSALINA" OPENS AT N. Y. "CAMEO" WITH BIG CROWDS

"Messalina," the colossal Italian film conceived and produced by Enrico Guazzoni, known as the Griffith of Europe, and released in America by Film Booking Offices, opened at B. S. Moss' Cameo Theatre, New York on Sunday, August 24, for an extended engagement, according to Roy E. Churchill, Kansas City manager.

At 11 o'clock in the morning of the opening day, the mob at the Cameo was so large that the doors were closed at 12. Crowds continued to storm the theatre all day, and the management was forced to close the doors four times that day. The same capacity business continued all week. The New York newspaper critics were most enthusiastic in their reviews:

Mordant Hall of the New York Times says:

"Great throngs of people, stupendous settings and valiant exterior are to be seen in 'Messalina.' The crowd scenes in this production are directed with wonderful skill."

Mabel McElliott in the Daily News says:

"The crowd scenes in the Circus Maximus are stupendous."

Other critics were equally favorable.

## PATHE ADDS McCORMICK TO EXPLOITATION DEPT.

S. Barret McCormick has been appointed Special Exploitation Manager in charge of the two forthcoming Pathe features, "Dynamite Smith" and "The Battling Orioles."

He was at one time a Denver newspaper man and entered the motion picture field by managing two Denver theatres. Since then he has managed the Circle Theatre at Indianapolis. He also managed the Allen Theatre at Cleveland and opened the big McVickers Theatre at Chicago. He comes to the Pathe Exchanges, Inc. from the Tivoli Theatre at Washington.

## WILL HAYS LAUDS THE HAROLD LLOYD PICTURES

At the ninth annual A. M. P. A. Luncheon recently at which Will Hays, Arthur Brisbane and Harold Lloyd were the honored guests, Harold Lloyd came in for the highest praise ever publicly given any picture star by the man who is the directing head of the entire film industry.

The occasion was in Will Hays' speech to his press agents and advertising men on their duties in the upholding of right standards in the publicizing of motion picture product and players. Reaching the question of clean pictures, Mr. Hays turned to the screen comedian.

"Mr. Lloyd, you do not make pictures," began the generalissimo with finger extended, while Lloyd under the stress of having every eye in the room directed towards him blushed like a schoolboy. "Mr. Lloyd, you do not make pictures—that any man would hesitate at any time to bring his wife, his children, or his friends to see on the screen."



Percy Marmont starring in "The Legend of Hollywood," for Producers Dist. Corp.





# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## AMERICAN MANNERS

F. B. O.—Richard Talmadge

NEWS—Not much plot or continuity—and star moves too fast to appear convincing. But, it is a lively picture capitalizing Talmadge's ability as a stunt artist. It is staged realistically and contains a wealth of action. Anyone enjoying action pictures will like this release. Talmadge has a following. Should draw with average patrons.

FILM DAILY—This one should hold them especially the crowd that like action pictures with a stunt star on the order of Richard Talmadge. He certainly spares no effort to amuse his audience and thrill them as well. There isn't an idle moment in the entire film. Will surely hold them if they like speed. Furthermore, here's a title that should be easy to exploit.

TRADE REVIEW—For those who like melodramatic thrills and action geared up to the highest speed notch, "American Manners," will undoubtedly prove as lively an hour's amusement as could be wished for. It's one of those harum-scarum plots that cannot be taken seriously, but there isn't a dull moment in the entire film and considered as an attraction for the hot weather period when one doesn't want to think too hard, it ought to go over great in the average house. "American Manners" is Richard Talmadge's most remarkable acrobatic offering.

WORLD—Those fans who like their motion picture dish well seasoned with acrobatic action will fall all over themselves in applauding Richard Talmadge in "American Manners". From start to finish the hero keeps moving. Certainly, it is action clear through, and he takes all kinds of chances for the sake of satisfying thrills. Helen Lynch as the heroine is beautiful and elicits the sympathy while Arthur Mette as the dumb secret service man is one of several characters who supply fine comedy relief.

## FLIRTING WITH LOVE

First National—Colleen Moore, Conway Tearle

TRADE REVIEW—Colleen Moore steps down from the flapper stage and shows that she is a real actress of ability in "Flirting with Love." In her former pictures she has had little opportunity to show any real emotion, and it was an agreeable surprise to find that she can shed tears with the best of them. In this picture there is never any doubt as to how the story will end but there are many deft touches that keep up the suspense and add interest. It has the ingredients for a successful box office attraction and the exhibitor will make no mistake in booking it.

HERALD—This is a comedy drama

based on the story "Counterfeit" concerning an actress who tricks a scientist studying dual personalities. The highlights of action are the incident of the "reformer" who closes the show, the heroine's pretense that she is an amnesia victim, discovery of her plan to humiliate the "reformer." Acting of entire cast likely.

NEWS—A story that is little lacking in its dramatic climaxes, but nevertheless fairly interesting. It reveals Miss Moore and Mr. Tearle at their best, and though it has little of comedy relief, it makes up for its shortcomings by the splendid manner in which the roles are enacted. Both the stars and the character of the story make it a certainty that it will prove alluring in houses of every class.

FILM DAILY—Colleen Moore handles the part. Her reputation and her recent successes such as "Flaming Youth," "Painted People," will undoubtedly bring them in. Title has good possibilities.

WORLD—Realizing that too many society flapper parts will eventually land her in the artistic graveyard, Colleen Moore's managers have sought a different type of story, but they made a poor selection. However, the play is elaborately mounted, and the public may reverse this critical judgment but it looks like the play would appeal only to Miss Moore's admirers.

## DYNAMITE SMITH

Pathe—Charles Ray

NEWS—A rugged melodrama, somewhat primitive in action, and likely to cause the squeamish to be somewhat shocked in a few of its episodes. Has some inconsistent flaws, but these are balanced by a progressive line of action and rich characterization. Finely acted and staged. The names of sponsor and stars should draw them, and certainly the plot keeps moving with progressive action and does not waste a single scene.

WORLD—"Dynamite Smith" looks like a real Charles Ray come-back to his old form and should please his fans everywhere. The locale of the story is in a newspaper office and among the saloons and waterfront dives of old San Francisco back in 1898. Ralph Ince has directed this picture under the ablest supervision has capably directed the scenes and expertly handled the story. There is plenty of pathos, and comedy is not overlooked.

FILM DAILY—This one will star another great characterization such as made him famous in "The Corsair." This fan audience will enjoy this immensely. Ray returns to the type of role that brought him a box office triumph.

## PATHE ANNOUNCES NEW "TRUE DETECTIVE" SERIES

Pathe announces this week the forthcoming release of a series of four two-reelers based on true detective stories written by Ross D. Whytock, famous war correspondent and newspaper man. The stories were made under the direction of William Presley Burt.

The titles of the four pictures, running in the sequence in which they will be released, are: "Bucking the Buckle-ship," "Out of the Storm," "The Girl and the Gangster" and "On Leave of Absence." Nellie Burt, formerly of the legitimate stage, her most recent production being "Six Cylinder Love," takes the leading part supported by Leslie Austin in leading man.

Other members of the cast are: Ed Roseman, Jack Hopkins, Elsie Daysport, Dick Sherris, Bertha Wilsie and Morgan Jones.

The date of release for the first of the series, "Bucking the Buckle-ship," is October 26th.

## NEWS NUGGETS

First National's J. K. McDonald production, "A Self-Made Failure," with Ben Alexander, Lloyd Hamilton, Matt Moore and Patsy Ruth Miller, has been selected by Motion Picture Magazine as the best screen comedy of the month.

Joe Bonomo, famous as the world's champion strong man, and noted as professional wrestler, film stunt expert, and teacher of physical culture, has been signed for five years by Universal as a serial feature player.

Harry Garson announces the complete cast for his first "Lefty" Flynn Western for Film Booking Offices, "The Forgotten City"

Gloria Grey, Charles Crockett, Frederic Peters and Dobby Hooster are in the cast.

Harmon Weight entered to Berlin on the second week of work on the new Associated Arts production "Hard Cider," slated for early autumn release by F. B. O.

Dobby Hooster, veteran character actor, who scored in Emory Johnson's "The Spirit of the U. S. A." has been signed by Harry Garson to appear in his first Lefty Flynn Western for F. B. O., "The Forgotten City"



## BOX-OFFICE REPORTS

F. B. O.

**Hound of the Baskervilles**, All Star cast—A very good picture. Will please most any audience.—Opera House, M. M. Wilson, Mgr., La Crosse, Kans.

**On Time**, Richard Talmadge—Another winner. Good, entertaining picture.—E. C. Allen & Son, Crescent Theatre, Neodesha, Kans.

**In Fast Company**, Richard Talmadge—100 per cent entertainment, good clean-act action-thrill-drama.—E. C. Allen & Sons, Crescent Theatre, Neodesha, Kans.

**The Mailman**, Ralph Lewis and Johnnie Walker—A very good entertaining picture.—E. C. Allen & Sons, Crescent Theatre, Neodesha, Kans.

**Let's Go**, Richard Talmadge—A 100 per cent entertaining picture with lots of thrills and good stunts.—E. C. Allen & Sons, Crescent Theatre, Neodesha, Kans.

**Blow Your Own Horn**, All Star—A good comedy thriller.—E. C. Allen & Sons, Crescent Theatre, Neodesha, Kans.

**Drums of Jeopardy**, Elaine Hammerstein—Good mystery drama. Fair business at regular admission.—Oscar Reinert, Elite Theatre, Humboldt, Kans.

### FIRST NATIONAL

**Hottentot**, Douglas MacLean—Good picture and pleased the crowd. Will have to advertise it to get them in. Print and accessories good.—J. W. Evans, The Royal, Tonganoxie, Kans.

**Scars of Jealousy**—Picture itself was good and pleased all who saw same.—W. R. Alspaach, DeLuxe, Bucklin, Kans.

**Voice From Minaret**, Norma Talmadge—Good picture, but perhaps not as good as some of Norma's pictures. Print and advertising good.—S. C. Day, Royal, Burden, Kans.

**Meanest Man in the World**—Subject pleased. Print and advertising good.—R. R. Winship, Majestic, Phillipsburg, Kans.

**Sonny**, Richard Barthelmess—Excellent condition. Very good show. Pleased 100 per cent. Print and advertising good.—W. R. Alspaach, DeLuxe, Bucklin, Kans.

**Mighty Lak A Rose**, Dorothy Mackaill—A good picture and pleased a large per cent of those who saw it. Film in good condition.—D. B. Reist, Empire, Adrian, Mo.

**Marriage Cheat**—Good picture and has big drawing power. Print good. Accessories good as usual.—D. Filizola, Empress, Ft. Scott, Kans.

**Mighty Lak A Rose**, Dorothy Mackaill—Positively the biggest and best picture we have played in many, many months. Sure wish all pictures could be as good as this one. We are too close to State Fair, therefore business was fair. Print excellent.—Hinery Grief, Opera House, Windsor, Mo.

**Nomads of North**—A good picture. Fine scenery. Print in good shape. This is the kind that builds up business. Lon Chaney takes well with us. Print and advertising good.—T. A. Brown, Crystal, Sumnerfield, Kans.

**Bob Hampton of Placer**, Wesley Barry—Film in good shape. Excellent picture.—F. M. Wilson, I. O. O. F. Hall, Wheatland, Kans.

### FOX

**Hell's Hole**, Charles Jones—Opinions divided. Personally thought it fine. Good attendance. Print good.—Oscar Reinert, Elite Theatre, Humboldt, Kans.

### METRO-GOLDWYN

**Strangers Banquet**, Chaire Windsor—**The Eternal Three**, Hobart Bosworth—Oscar Reinert, Elite Theatre, Humboldt, Kans.

**The Eternal Three**, Hobart Bosworth—Pleased all, and drew good for two nights.—Sam Minich, Cater, Marceline, Mo.

**Thy Name Is Woman**, Barbara La Marr, Ramon Novarro and Wm. V. Moon—Very good picture, but entirely too long. Pleased our so-called "better set".—Sam Minich, Cater Theatre, Marceline, Mo.

### PARAMOUNT

**The Heritage of the Desert**, All Star—Extra fine, lots better as entertainment than "The Wanderer of the Wasteland".—Sam Minich, Cater, Marceline, Mo.

**Big Brother**, Tom Moore and Edith Roberts—Extra good. Will please all. Little Mickey Bennett steals the show, though. He does the best work I have ever seen any kid actor do, bar none. This is "Paramount Week" and going over good.—Sam Minich, Cater, Marceline, Mo.

### STANDARD

**Left Hand Brand**, Neal Hart—Western fans liked it. Capacity.—Oscar Reinert, Elite, Humboldt, Kans.

### UNIVERSAL

**A Society Knackout**, Jack Dempsey—This one is good. Much better than the first.—Sam Minich, Cater Theatre, Marceline, Mo.

**Fight and Win**, Jack Dempsey—Didn't register here at box office or as entertainment. People walked out on it.—Sam

Minich, Cater, Marceline, Mo.

### VITAGRAPH

**No Defense**, William Duncan—A very good picture.—E. Rodgers, Township Hall, Palco, Kans.

**Code of the Wilderness**, John Bowers—This is the best picture I have ever run. Just enough of everything. Bowers is a real star and the others all did fine work. Pleased 100 per cent.—G. P. Johnson, Cozy, Louisburg, Kans.

**On the Banks of the Wabash**, All Star—A very good picture, well acted. Words of action and tense moments. Business very good.—Alamo Theatre, K. L. Darnall, Kansas City, Mo.

**Man Next Door**, Alice Calhoun—A good story well acted. Fair house.—K. L. Darnall, Kansas City, Mo., Alamo Theatre.

**Black Beauty**, All Star—Everyone should run this picture, because it has a good story and children like to see "Black Beauty".—Bryan Hawkes, Amnush Theatre, Archie, Mo.

**No Defense**, William Duncan and Edith Johnson—A good program offering at "let live" rental. Duncan a good hit here.—Elite Theatre, Moranville, Kans.

**Where Men Are Men**, William Duncan—This picture a scream. In fact anyone of the Vitagraph pictures I have ever handled went over big. Am preparing for specializing on them. Everyone educational in some way.—J. F. Hurley, Jr., Mabley Theatre, Jefferson City, Mo.

**The Man Next Door**, Alice Calhoun—Film good and a very good picture. It pleased about 100 per cent of our patrons. Exhibitors can't go wrong on this picture, as it pleases old and young.—Chas. D. Kittel, Idle Hour Theatre, Seymour, Mo.

**The Man From Brodrey's**, All Star—Best one we have had. Went over big. Number of comments on it. Warren Kerrigan hard to beat.—Vitagraph Theatre, Watson, Mo.

**Masters of Men**, All Star—An A-1 picture and should go anywhere, but I just can't get them out here. This picture has action and is good all the way through.—Strand Theatre, Ransom, Kans.

**A Front Page Story**, Edward Horton and Edith Roberts—A dandy picture and one that pleases an average audience. Not a special, but good program. Lost money, however, but no fault of picture. Just can't get 'em out.—Strand Theatre, Ransom, Kans.

Mail in Your Film Report Today For the Next Issue

### THE REEL JOURNAL.

19th & Wyandette Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....

Star ..... Producer.....

Remarks .....

Title .....

Star ..... Producer.....

Remarks .....

City .....

Theatre .....

Exhibitor .....

If Every Exhibitor Does His Duty There Will be No Mediocre Pictures

# PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. Kansas City, Mo. 531 Douglas Bldg. Los Angeles, Calif.

### Show Printing--

We can satisfy you not only in price but give you quality also in all kinds of printing.

The  
**KEYSTONE**  
Press

19th and Wyandotte Streets  
Kansas City, Mo.

Smiling  
Service!



Archie  
Josephson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

\$1.50 up  
without Bath  
200 ROOMS  
\$1.75 and up  
with Bath

## BOX-OFFICE REPORTS

written by the ex-  
hibitors are your  
best guides to  
good pictures.

—SEND US  
YOUR REPORTS

**K Engraving & Colorplate Co.**  
8th and Walnut - Kansas City  
Perfect Plates for all  
Printing Purposes  
"on time" service  
**Main 4707**  
J. L. STEVENSON, M. S. BOGGER

## HUGE SETS UNDER WAY FOR "PHANTOM OF THE OPERA"

Plans for "The Phantom of the Opera," the super-production which Universal heads say will outdo "The Hunchback of Notre Dame," are being speeded up at Universal City, camera work will begin in the near future—just as soon as Kuper Julian, who is to direct the Universal masterpiece, has selected a few more of the players who will support the star, Lon Chaney.

The latest acquisition to the mass of material and equipment, and to the unusual personnel assembled for the big picture, is an elephant, purchased especially for the picture. It is "Minnie," a five-ton elephant, and perhaps the best known elephant in America. She has been famous for years in vaudeville and as the central figure of Max Gruber's Circus. Recently she has been the mascot of the Kansas City Shriners.

Her departure from Kansas City was an event, the entire Shrine, with band and patrol, turning out to escort the elephant to the train. She also was welcomed to Universal City with ceremonies. At the Universal studio, she takes the place of "Charlie," well known to all film fans, who recently went mad and inflicted fatal injuries on his keeper, Curley Stecker. The Humane Society condemned "Charlie" to death.

## "U" CHANGES RELEASE OF "THE FAST WORKER"

Universal announces this week the interchange of one of its big specials for 1925 into position on the schedule of releases for fall, 1924. The only other change in the fall schedule is the advancing of the release date of "Wine," which was turned out August 31. "The Gaiety Girl" starring Mary Philbin, will take the date formerly assigned to "Wine," that of December 21.

The new Denny picture which has so impressed Mr. Laemmle that he ordered this interchange by cable is "The Fast Worker," a fast moving farce drama adapted from George Barr McCutcheon's story, "The Husband of Edith." In it for the second time in her life Laura La Plante is co-starred. The billing on the picture will read: "Carl Laemmle presents Reginald Denny and Laura LaPlante in 'The Fast Worker,' adapted from 'The Husbands of Edith,' by George Barr McCutcheon. Directed by William Seiter."

The cast includes Ethel Grey Terry, Lee Moran, Muriel Francis Dana, Richard Tucker, Margaret Campbell, John Stepping, Clarissa Selwynne, T. D. Crittenden and Betty Morrissey. "Captain Fearless," a story of the Maximilian regime in Mexico, will be released in the second series of the 1924-1925 Jewels.

## CURRENT RELEASES

### STANDARD

The Danger Rider, Art Mix (5).  
Hello Bill, Bobbo Dunn comedy (2).

### PATHE

Lost Dog, Spat Family comedy (2).  
Dixie, Chronicles of America (3).  
Pathe News, Nos. 82 and 83.  
Into the Net, Serial, No. 10 (2).  
The Danger Lure, Grantland Rice Sportlight  
Pathe Review, Nos. 40 (1).  
Noah's Outing, Aesop Fable (1).  
"Wandering Washlines," Mack Sennett (2).  
Topics, No. 40.

### UNIVERSAL

Hit and Run, Host Gibson (6).  
Peachants and John Smith, Hysterical History (1).  
Wolves of the North, No. 3 (2).  
Andy's Jump Comedy, No. 10 (1).  
What An Eye, Century (2).  
An Eye Fall, Western (2).  
International News, Nos. 83 and 84.

### FIRST NATIONAL

In Hollywood With Potash and Perlmutter, all star (7).

### EDUCATIONAL

Cheer Up, Cameo comedy (1).  
Her Boy Friend, Larry Semon (2).  
Crazy Plastic Comedy (2).  
King-grams, two each week.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### PICTURE SHOW FOR SALE OR LEASE

I have a good picture show building, well equipped with new machine and well located. Will sell or lease. Halliburton Motor Co., Brunswick, Mo.

### WANTED TO TRADE

Two 16-inch "Current" wall fans and one full-sized ceiling fan for alternating Current side wall fans. Fans in good condition. Write what you have. Empress Theatre, Osawatimic, Kans.

### THEATRE FOR SALE

Picture show in town of 100. Only show in town. Four towns to draw from without picture houses. Progressive farming, dairying and strawberry community. A bargain if sold before Nov. 1. If interested, write Box 10, Humansville, Mo. 9-23

### WANT MOVIES

Can deliver buyers, need all price theatres. Write full information, W. J. Miller, Exclusive Theatre Broker, 321 Securities Bldg., Des Moines, Ia.

### AT LIBERTY

Manager, nine years experience, desires permanent position, motion picture or combination house. Best of references. Salary or percentage. 806 W Van Horn, Independence, Mo.

### POWERS STAND WANTED

Used Powers 6A Stand complete, lampshow and lamp. Must be in good condition. Write details and cash price. R. E. Atkins, Lyric, Elvville, Illinois.

### THEATRE FOR SALE

First class theatre, fully equipped, also piano and pipe organ, in adjoining town. No opposition. If sold soon will sell at a bargain. Also one for lease in Missouri town. Address "D"—Reel Journal.

### WANTED

Booth for one machine. Must be in good condition and priced right. Roy A. Ayers, Baylis, Illinois.

### WANTED TO TRADE FOR PICTURE SHOW

A good modern residence in county seat town. Want picture show. Also have 160 acres creek-bottom farm would put in. Box 102, Walnut, Kans.

# "3 WOMEN"

AN ERNST LUBITISH PRODUCTION

**WARNER BROS.**  
Classic of the Screen

Played to the  
BIGGEST week  
in Many Months  
at the Liberty  
Theatre, Kansas  
City, last week.

READ



what Jack Roth  
has to say about  
this production.  
Then follow his  
wisdom—

Save  
TWENTY  
Dates for the  
Warner  
TWENTY



Sept. 16th, 1924.

Mr. Al. Kahn,  
Film Classics, Inc.,  
115 West 17th Street,  
Kansas City, Mo.

Dear Mr. Kahn:

It is very gratifying to inform you that Ernst Lubitsch's production, "THREE WOMEN," Warner Bros. Screen Classic which was shown at the Liberty Theatre last week, closed Saturday night with one of the biggest weeks that the Liberty has had in many months. Our Friday receipts exceeded the opening on Sunday.

In my opinion, "THREE WOMEN" can be classed as one of the outstanding productions of the year. You are to be congratulated on so fine a release among the first of your 1924-25 product.

Sincerely yours,

*Jack Roth*  
Managing Director.

**FILM CLASSICS, Inc.**

115 West 17th St.

AL. KAHN, Gen. Mgr.  
M. A. KAHN, Mgr.

Kansas City, Mo.

*The***Reel  
Journal****The Film Trade Paper of the Southwest****OCTOBER 12***Remember the Date!*

It's the release date of

**"DYNAMITE SMITH"**

FEATURING

**CHARLES RAY**

One of the foremost critics says:—

"Charles Ray scores in the Pathe Picture marking his return to type of role that made him famous and should please fans everywhere."

**Pathe Exchange, Inc.**

111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.

**NATIONAL TIE-UPS** and House  
Packing Ex-  
ploitation will back up our first **GOTHIC PRODUCTION**  
The Picture Millions of American Women are waiting for

# VANITY'S PRICE

## → Do This—

Get a copy of the Exhibitors' Trade Review dated September 13th but out September 6th. In that issue appears a complete exploitation section specially gotten up with tie ups with National Advertisers in connection with "VANITY'S PRICE." By using this special section you can get a whale of a campaign in your town, costing you nothing and producing big results.

## → Then Do This

Ask your F. B. O. salesman to show you the stills on "VANITY'S PRICE" so that you can get an adequate idea of the gorgeousness of this de luxe production. Also ask to see our press book packed with sure-fire high-pressure advertising and additional exploitation ideas to help you put it over.

## Film Booking Offices of America, Inc.

Snowier Bldg., Kansas City, Mo. 127 S. Hudson, Okla. City, Okla.  
3312 Olive Street, St. Louis, Mo. 106 S. Cross, Little Rock, Ark.

Thematic Music Cue Sheets Available on This Picture  
Produced at the F. B. O. Studios, Hollywood, Calif.



with  
Anna Q. Nilsson  
Wyndham Standing  
Lucille Ricksen  
Stuart Holmes  
Arthur Rankin



*The Great American  
Love Drama!*

Has just finished a run to capacity  
business at the Mainstreet Theatre,  
Kansas City, Mo.

Ace of the Journal-Post says:  
"I enjoyed it hugely, really I did.  
It's corking good entertainment  
and well told. There is comedy  
mixed with a share of pathos  
and the mixture is intriguing."

It's Another  
Box-Office Treat  
From First  
National



A First National Picture

Associated First National Pictures, Inc.

KANSAS CITY, MO.  
1712 Wyandotte Street  
E. C. Rhoden, Branch Mgr. Harry Weiss, Branch Mgr.

ST. LOUIS, MO.  
3319 Locust Street

PUBLISHED EVERY  
SATURDAY AT  
NINETEENTH  
AND  
WYANDOTTE STS.  
KANSAS CITY, MO.  
Telephone  
Delaware 9763



SAINT LOUIS  
Representative  
DAVID F. BARRETT  
3748 Meramec St.

Official Organ  
M. P. T. O. of Kansas  
and Missouri

## To Strengthen Organization

Exhibitors Convention Body Raises Fund for Membership Drive; Kansas and Missouri Amalgamation Ratified.

The seventh semi-annual convention of the Motion Picture Theatre Owners of Kansas opened Monday morning, September 22, at the Hotel Kansas, Topeka, to what appeared to be a meeting striving for stronger organization rather than for the purpose of declaring resolutions and adopting them.

Although the morning session was rather slow in starting, because many members had been delayed by late trains and several matters of important business deferred to a later meeting, the convention was in full swing by five o'clock, when with the aid of Al Steffes of Minnesota, A. H. Cole of Texas, Jack Martin of Chicago, and presidents of other state organizations, the body raised a fund of about \$7,000.00 for the purpose of financing a membership drive. A committee of three, consisting of L. M. Miller of Wichita, A. F. Baker of Kansas City and J. W. Watson of Kansas City, was appointed in charge of this membership drive. There was much enthusiasm and expressions made that the organization could not be an organization without memberships and without sufficient funds.

There were about one hundred exhibitors present from Kansas and Western Missouri. The first morning's session was taken up largely with the appointment of committees and the later sessions devoted strictly to the business of organization. The usual "whereas" and "resolving" was noticeably absent and the convention body voted the convalescence as being one of the most successful ever held by the organization.

One of the big accomplishments of the meeting, which has long been pending, was the ratification of the amalgamation of the Kansas City, Mo., Western Missouri and Kansas organizations into one body, which it was voted, will be known as the Motion Picture Theatre Owners of Kansas and Missouri.

It was agreed that the present officers and directors of the M. P. T. O. of Kansas remain in office for the increased organization until the next regular convention and that in addition seven new directors from Missouri be elected to serve on the board. These directors are: C. T. Sears, Star Theatre, Nevada, Mo.; W. P. Cuff, Strand, Chillicothe; S. E. Wilhoit, Princess, Springfield, Jack



R. R. BIECHELE  
President of the M. P. T. O. of Kansas  
and Missouri

Truitt, Sedalia, Sedalia; Hugh Gardner, Fotosho, Neosho, and Rubie Finkelstine, Kansas City. At the Tuesday morning session J. W. Watson, Benton theatre, Kansas City, Mo., was named as temporary chairman of the board of Missouri directors.

The remainder of the session was devoted to adoption of resolutions which were an expression of appreciation to the senators and representatives for their fair minded attitude relative to laws detrimental to motion picture theatre patrons, the motion picture industry and the theatres; the seeking and the need for lower film rentals to help exhibitors suffering from a depressive business condition; the deploring of waste in production and distribution and false publicity; the need for a parcel postage system for the efficient receiving and returning of film such as that enjoyed by Omaha, which will result in a saving of about 50 per cent on film and accessory shipments; clean and well conducted theatres; and shorter length features. Block booking was mentioned, but definite action was deferred as no objections from the floor were voiced. Exhibitors were warned to protect themselves against unfair

competition and the free show evil, which has been flagrant in Minnesota and which have been attempted in this territory.

Committees appointed are: Resolutions, A. R. Zimmer, Marysville, Kans., R. H. Holmes, Emporia, Kans., Willard Frazier, Paola, Kans.; and R. G. Liggett, Kansas City, Kans.; Auditing, M. B. Shauberg, Salina; Walter, Wallace, Leavenworth, A. F. Baker, Kansas City; Ways and Means, L. M. Miller, Wichita, A. F. Baker, Kansas City, M. B. Shauberg, Salina, E. E. Frazier, Pittsburg, Charles Bull, Wichita; Entertainment, C. M. Smith, Fred Meyn and C. E. Cook, Kansas City; Membership, A. R. Zimmer, Marysville, Kans., E. E. Frazier, Pittsburg, Kans., R. G. Liggett, Kansas City; Special Committee, W. H. Weber, Great Bend, Kans., C. M. McVey, Herington, Kans., W. J. Galde, Beloit, Kans.

In his address of welcome at the opening session of the convention Mayor Earl Akers of Topeka urged the exhibitors to protect themselves against politicians who are seeking to levy taxes on admissions and theatres to take the place of the admission and seat taxes recently repealed. "This is a day of organization," declared Mr. Akers, "a time when organization is everything. If you are not organized yourselves, you will find others organized against you."

Mr. Akers also urged a better understanding with legislators to protect theatre interests. He praised highly the theatre owners of Topeka for their efforts to give the people the very finest kind of pictures. A. R. Zimmer, Liberty Theatre, Marysville, Kans., responded to the Mayor's address.

President Biechele, anxious to get down to business, eliminated the usual preliminaries and formalities of reading minutes of previous conventions and meetings, which he declared the exhibitors had already been acquainted with through bulletins sent them.

Governor Jonathan M. Davis of Kansas addressed the convalescence at the opening of the afternoon session at 2:30. The governor paid high tribute to the industry saying, "Exhibitors are from day to day carrying more of a responsibility to give the public what they want. They are becoming a factor in public life equal

(Continued on Page 7)



LIONEL  
BARRYMORE

in

“I Am  
the Man”

America's Greatest Actor in the  
Outstanding Success of  
his Career.

Supported by an excellent cast

SEENA OWEN  
JOE STRIKER  
GASTON GLASS  
FLORA LE BRETON  
MARTIN FAUST

A Powerful Photodrama of  
Human Conflict That Will  
Prove a Positive Box-Office  
Gold Mine.

INDEPENDENT FILM COMPANY

*“Distributors of Chadwick Pictures”*

JOSEPH SILVERMAN, Manager

115 WEST 17TH STREET

KANSAS CITY, MO.

The CHADWICK NINE

“Each Production an Achievement”

—1—

“THE FIRE PATROL”

A Hunt Stromberg Production  
With Madge Bellamy, Johnny Harnon,  
Anna Q. Nilson, Bull Montana

—2—

“MEDDLING WOMEN”

Starring Lionel Barrymore

—3—

“THE PAINTED FLAPPER”

with James Kirkwood and  
Pauline Garon

—4—

“I AM THE MAN”

Starring Lionel Barrymore  
Written and directed by Ivan Abramson

—5—

“THE TOM BOY”

With an All Star Cast

—6—

“SUNSHINE OF PARADISE ALLEY”

From the Famous Stage Play by Denman  
Thompson

—7—

The Third Lionel Barrymore Special

(Title to be Announced)

—8—

“FLATTERY”

A Tom Forman Production

—9—

“THE ROMANCE OF AN ACTRESS”

By Landgon McCormick,  
Author of “The Storm”



# The Sensation of the Age! You Can't Stop It!

IN WICHITA

IN KANSAS CITY

## We Can't Stop It!

**3 More Days Only!**  
To Satisfy the Demands and  
to Prevent Thousands of  
Disappointments  
**The First Time**  
in the history of the Palace that a Picture  
has shown more than one week—

# "The COVERED WAGON"



To the Thousands Who Were Turned Away  
LAST WEEK—*Here's Your Chance*  
PRICES ANY TIME, 50c

Shows: 11:30, 2:15, 5:00, 7:15, 9:00, 9:15, 10:00  
Orchestra Accompaniment  
Matine: Extra Performance 2:00 and 5:15

# PALACE

Never in the history of the picture business has there been such a sensational record maker.

**YOU CAN'T STOP IT!**

And you can't book it too soon, for dates are going like wildfire.

**SET YOUR DATES NOW!**

KANSAS CITY  
110 West 18th Street



FAMOUS PLAYERS-LASKY CORPORATION  
ADOLPH ZUKOR, President



ST. LOUIS  
3721 Washington Blvd.

FRANK L. NEWMAN'S  
**ROYAL** 1022 MAIN STREET

Again this week!

—all attendance records in the history of the Royal were broken last week by this epoch making masterpiece.

James Cruze's Production of  
EMERSON HOUGH'S

# "The COVERED WAGON"

With Warren Kerrigan, Lois Wilson,  
Chas Ogle, Tully Marshall,  
Ernest...

cast of 3,000 actors, 300  
600 oxen, 1,000 Indians.

The Strand Theatre Corporation  
EMPORIA, KANSAS

September 18th, 1924.

Mr. Ben Blotcky,  
Manager, Famous Players,  
Kansas City, Mo.  
Dear Ben—

Thanks for your letter. Consider the business done by this picture in Emporia phenomenal and if anyone could have told me it was possible beforehand would certainly have branded them as liars. Don't want to appear pessimistic, but don't believe there will be another "COVERED WAGON" for many, many years.

Tell any exhibitors who haven't played it to be sure and bill the whole country side — it seems everyone has heard of it and will drive a hundred miles to see it.

Yours sincerely,  
*Wm. J. ...*  
Strand Theatre.

WJW

IN EMPORIA



## Allied Exhibitors Re-Elect Steffes; Plans Laid to Expand Nationally

All Steffes was unanimously re-elected president of the Allied Exhibitors Association at their convention held at the Hotel Kansas, Topeka, Kans., at 10 o'clock Monday night, September 22. Mr. Steffes openly declared that the organization was making no headway and said, "If we want to continue, we've got to do differently. If not we'll have to disband."

The various state presidents present at the meeting disapproved Mr. Steffes' declaration that the Allied was not making progress and there was much open discussion and several instances cited that showed that the organization was making progress. All agreed that the organization was going through the same stage that all organizations have gone through in getting soundly organized and belief was expressed that with time the Allied would be strong and big and nation-wide in its movement.

F. A. Cole, president of the Texas exhibitors association, said, "We have made a start in the first big thing that every organization must do and that is organize each individual state. If in the next year we can take a dozen states and make real organizations of them we will have done more than the M. P. T. O. A. has done in four years. I feel that we are in a great measure responsible for the renewal of the admission and seat taxes. We're not taking all the credit, but we did have much to do with its success."

After all present expressed their opinions, which were nearly all alike, Steffes again insisted that some drastic measures were needed, not only to keep the organization going, but to give it expansion by taking in other states; to reorganize their efforts, or else disband. Steffes placed the measure largely in the hands of all gathered and it was definitely decided that, first, each state unit be assessed \$100 to be placed in the treasury of Allied under the care of the president, who would act as treasurer also, so that they might have some funds with which to work and that as this money is used up each state be assessed for bringing up the balance to the original total quota; second, that instead of calling a national meeting of independent exhibitors from all over the country that they continue their plan of firmly organizing state units, individually; and third, that instead of re-electing officers every sixty days as originally planned, that this be done once a year.

R. R. Biechle, president of the Motion Picture Theatre Owners of Kansas and Missouri, was appointed a member of the Committee that is to meet with Will Hays anent the drafting of a new uniform contract. H. M. Ritchey, was re-appointed secretary of the Allied by All Steffes.

The next meeting of the Allied was left up to the president. This will be called probably around November 15 and in some state that is not now an Allied member. Before closing Steffes declared, "Every independent exhibitor is willing and ready to go into a national organization if it is not founded on politics."

The state presidents attending the Allied conclave were: F. A. Cole of Texas; Jack Miller of Chicago; Chas. Nathan of

Illinois; Al Steffes of Minnesota; Mr. Neal of Indiana; R. R. Biechle of Kansas and Mrs. Smith, secretary and treasurer of the Iowa exhibitors association.

## FILM REPRODUCING MONEY BANNED IN KANSAS CITY

Because a dollar bill was reproduced in the picture, an advertising film shown at the Electric Theatre, Kansas City, Kans., has been ordered withdrawn by O. Q. Claiborn, United States Commissioner. The film showed a man extracting a dollar bill from his wallet, which, a subtitle said, would establish credit at the store advertised.

W. H. Davenport, head of the secret service bureau in Kansas City, sent to investigate the film, reported that it violated the law by reproducing United States currency.

## CAPITOL ENTERPRISES NOW OPERATING 24 HOUSES

Capitol Enterprises, operating a chain of theatres in Kansas, have increased their activities by the acquisition of four theatres in that state under deals concluded last week.

The company has acquired the Hiet-trick, Peoples and Mainstreet theatres at Chanute, and the Wareham at Manhattan, Kans. The officers of the Capitol Enterprises are Samuel L. Harding, president; Phil L. Ryan, vice-president, and David H. Harding, secretary and treasurer.

The company is also building a theatre at Lincoln, Nebr.

## AL KAHN RETURNS FROM WARNER EXECUTIVE MEETING

Al Kahn, president of Film Classics, Inc., returned Wednesday from New York, where he attended an executive meeting of the Franchise Holders of the Warner Bros. productions.

These meetings, Mr. Kahn stated, are held four times a year for the purpose of discussing with producers the forthcoming productions and for co-operative purposes between the Franchise Holders and Warner Bros. Plans are also laid at these meetings for future productions.

Mr. Kahn further reported that H. M. Warner was present at the meeting having just returned from the Coast. When questioned about the Warner Bros. theatre plans, Mr. Warner said that they were not desirous of building theatres in any of the exchange centers where Warner productions were being sold. Only in cities where Warner Bros. cannot get first run representation will they build theatres to give their productions first class presentation.

The entire twenty productions scheduled for 1924-25 will be finished and ready for exhibitors, according to Mr. Kahn, by not later than February 1, 1925. The first nine have all been completed and are now in the final stages of tiding and outfitting.

Thomas H. Ince has wired First National Pictures, Inc., that he has just completed cutting his pietrization of Kathleen Norris' novel, "Christine of the Hungry Heart," which George Archainault directed for him.

## "PHANTOM OF THE OPERA" UNDERGOES FINAL REVISION

New York, Sept. 26.—With the script department augmented by several new consultants, work of final revision of the scenario of "The Phantom of the Opera," Universal's forthcoming starring vehicle for Lou Chaney, has started recently.

The first continuity was adapted from Gaston Leroux's novel, and scenic details were worked out by Ben Carre, consulting with Julian, Sydney Ullman, and Elmer Sheely. The big cellar scenes have been practically finished, and the work on the reproduction of the Paris Opera has been going on steadily.

Chaney's introduction as "The Phantom" has been altered, and other points in the action were shifted to even the tempo of the play.

"The Phantom of the Opera," will be Chaney's successor to "The Hunchback of Notre Dame" and will present the star in another strange and mystifying make-up. It deals with the sinister activities of the strange "ghost" that haunted the Paris Opera in 1890.

## BERT ROACH NOW SLATED WITH CENTURY COMEDIANS

Bert Roach, who for several years has been featured in Universal one-reel comedies, has moved his paint box together with his trick beard and hat over to the Century studios in Hollywood. Bert is noted for his particularly humorous portrayal of the hobbo comedian and has made quite a name for himself in the last three years in this role with Neely Edwards.

Roach will be featured in Century Comedies, his first one being "Be Yourself," with Al Alt, Bessie Welsh and the famous Century Follies Girls.

## "BOB" GARY NOW EXPLOITEER FOR UNIVERSAL EXCHANGES

R. C. "Bob" Gary has resigned from the publicity department of Famous Players-Lasky Corporation to take charge of the publicity for Universal's Central West territory. Gary replaces Jean Belasco, who left last week for Chicago, where he will manage Universal's Randolph Theatre.

"Bob" is enthusiastic about his position with Universal, stating that their new season's product gives him opportunity for some of the greatest exploitation he has ever put over—and he's put over a lot of them.

## CHANGE TITLE OF FIRST "LEFTY" FLYNN FOR F. B. O.

The title of Manton B. (Lefty) Flynn's first production for F. B. O. has been changed from "The Stranger from Nowhere."

Supporting Mr. Flynn in this production are Gloria Grey, remembered for her roles in "A Girl of the Limberlost," and "The Spirit of the U. S. A." for F. B. O. Others in the cast are Charles Crockett, Frederic Peters, and Daddy Hooster.

Herbert Lubin has added to the Sawyer Lubin organization, Max Cetti, in the capacity of reader.



JACQUELINE  
LOGAN *in*

*The* HOUSE  
of YOUTH

From the popular novel by  
MAUDE RADFORD WARREN

Directed by  
RALPH INCE

Dainty Jacqueline was never more provocative or charming than as this girl of today who conquered her folly and lived down the dire results of her modernism.

The drama of metropolitan night life—  
The wild gaiety of youth—  
The pain and glory of young love—  
The strength and weakness of modern civilization—

*Have You Booked the Sterling 17?*

YOU BANK YOUR MONEY  
WHEN YOU BUY THEM  
DO IT NOW!



Producers Distributing Corp.

Formerly W. W. HODKINSON CORP.

KANSAS CITY—111 West 18th St. ST. LOUIS—3312 Lindell Blvd.  
L. W. ALEXANDER, Branch Mgr. C. D. HILL, Branch Manager

# New Yorkers Drink Sumptuously On 17,000-Ton Floating Cafe at Anchor 15 Miles Off Fire Island

Where Open Saloon Is Running on City's Ocean Highway



The map of the north shore of Long Island shows the approximate location of the 17,000-ton ocean liner converted into a floating cafe which is anchored off Fire Island. The vessel is reached by motor and speed boats from the shore and the New York coast.

## FLOATING COUNTRY CLUB BEYOND 3-MILE IMAGINATION

Out on Ocean, Real in Nature de Luxe's Food  
Yacht-Dishies in Gulf Stream of Climate  
Wash Marmalade Cakes and Pastry of  
By WASHINGTON BEVEL

## SEA-ROOM PALACE IS MILES OUT THOUGH YON STEUBEN

A Floating Restaurant Is 15 Miles Off  
Fire Island, Where It Serves  
By JAMES W. WELLS

## COAST GUARD ACTS TO CLOSE CABARET

15 Miles Off Fire Island  
By JAMES W. WELLS

## Uncle Sam Shooked but Helpless At Sumptuous Floating Barroom Found on Liner Off Fire Island

Said to Fly British Flag and  
Distributor Jazz and  
Booze Also

English Consulate Officially  
Denied Prohibit Statute  
By SEYMOUR WEISS

## LAWYER LORELEI LURES TO LIMIT

She of the Blue Seas  
May Be a Victim  
By JAMES W. WELLS

## MAY PROTEST TO BRITAIN

Protestants Say the Law Is Being  
Broken  
By JAMES W. WELLS

## U. S. Orders Coast Guard To Ferret Out Cabaret Ship

Inquiry Designed to Learn  
Name of Liner Where  
Whiskey Is Drinking  
Britain May Be Asked  
Officials Contend  
Laws Are Broken  
By SEYMOUR WEISS

## 'RUM-JAZZ SHIP' NOT EVEN SIGHTED

Coast Guard Patrol  
Off Fire Island  
By JAMES W. WELLS

## WANT DRY BAN OFF 2 BROADWAY CAPES

By JAMES W. WELLS

## Romany Lorelei, Hull Sinks Over, Finds Ocean Wet

By JAMES W. WELLS

## PALATAL FLOATING SALOON ANCHORED OFF FIRE ISLAND HAS NIGHTLY REVELS

By JAMES W. WELLS

## COAST GUARD ACTS TO CLOSE CABARET- 15 MILES OUT AT SEA

Clutter Ordered to Search for  
Palatial Floating Barroom  
Off Long Island Coast  
By JAMES W. WELLS

## CABARET OFF L. I. SHORE ON VESSEL

Prohibiting officials in New York  
allegedly have observed today and  
announced their intent to searching for  
the saloon...  
By JAMES W. WELLS

## BIG FLOATING HOTEL IS REPORTED OFF COAST

...  
By JAMES W. WELLS

## Floating Jazz Bar 15 Miles Off Coast

...  
By JAMES W. WELLS

## 'RUM-JAZZ SHIP' NOT EVEN SIGHTED BY MARINE PATROL

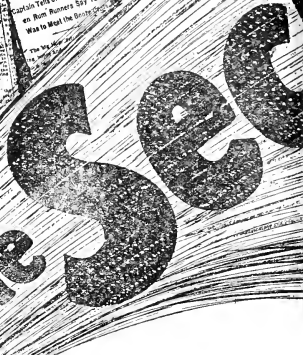
...  
By JAMES W. WELLS

## SEA-GOING BAR OFF FIRE ISLE

...  
By JAMES W. WELLS

## COAST GUARD ACTS TO CLOSE CABARET

...  
By JAMES W. WELLS



Every worthwhile news paper in every large city has featured this remarkable publicity—millions literally have "eaten it up."

Millions are talking about it! NOW is the time to let your patrons know that you are going to show this sensational picture! A great picture with a great cast

# Universal—the best

KANSAS CITY—  
1710 Wyandotte St.,  
Harry Hollander, Branch Mgr.

# UNIVERSAL FILMS

# It's Out!

New York American

### To the Public:

In order to clear the mystery created by my nameless ship, now outside the 12-mile limit, I have decided to offer everybody a chance to inspect it. If you want to see this ship's rolling crew and its unusual equipment, if you would join the gay, jass-mad crowds on its decks, taking noisy parties morning perfect to mid-

Twelve Mile

DAILY MIRROR

### To the Public

In order to clear the mystery created by my nameless ship, now outside the 12-mile limit, I have decided to offer everybody a chance to inspect it. If you want to see this ship, its rolling crew and its unusual equipment; if you would join the gay, jass-mad crowds on its decks, taking noisy parties morning perfect to mid-

The World

### TO THE PUBLIC

In order to clear the mystery created by my nameless ship, now outside the 12-mile limit, I have decided to offer everybody a chance to inspect it. If you want to see this ship, its rolling crew and its unusual equipment; if you would join the gay, jass-mad crowds on its decks, taking noisy parties morning perfect to mid-

The New York Times

### To The Public

In order to clear the mystery created by my nameless ship, now outside the 12-mile limit, I have decided to offer everybody a chance to inspect it. If you want to see this ship, its rolling crew and its unusual equipment; if you would join the gay, jass-mad crowds on its decks, taking noisy parties to mid-

THE NEW YORK HERALD  
New York

### To the Public

In order to clear the mystery created by my nameless ship, now outside the 12-mile limit, I have decided to offer everybody a chance to inspect it. If you want to see this ship,

## Picture Firm Uses Floating-Bar Story as Publicity for Film

An advertisement signed by the "Captain of the Twelve Mile Limit," which appears in the amusement columns of newspapers to-day, is publicity for a forthcoming picture of the Universal Pictures Corporation, an officer of that firm acknowledged last night, and not an advertisement for the floating cabaret discovered by Sanford Jarell, of The New York Herald Tribune staff.

In fact, Robert H. Cochrane, vice-president of the Universal Pictures Corporation, stated: "It is to be understood distinctly that the man who signed the letter—"

outside the twelve mile limit, I have decided to offer everybody a chance to inspect it, its rolling crew and its unusual equipment; if you would join the gay, jass-mad crowds on its decks, see the joy lit ferries taking noisy early morning parties to mid from it, go to the manager of your favorite motion picture theater and whisper "Show me WINE." He will do the rest.

Captain of the Twelve Mile Limit  
— C.H.

MOVIE GOVETS SAFE SHIP.  
Having captured the ship, the movie goers will be able to see the ship's rolling crew and its unusual equipment, if you would join the gay, jass-mad crowds on its decks, taking noisy early morning parties to mid from it, go to the manager of your favorite motion picture theater and whisper "Show me WINE." He will do the rest.



featuring  
**CLARA BOW**  
**FORREST STANLEY**  
**ROBERT AGNEW**  
**M'RYLE STEDMAN**  
**HUNTLY GORDON**  
**WALTER LONG**

DIRECTED BY  
**LOUIS GASNIER**

**Buy in sight!**

**EXCHANGES, Inc.**

ST. LOUIS—  
3320 Olive Street,  
E. L. Alpersen, Branch Mgr.



Bill Darnall, who several years ago was popularly associated as a Vitagraph salesman in this territory, is now an exhibitor. Got word from Bill, who is at Healdsburg, Calif., managing the Liberty Theatre. And Bill says to tell all his friends "hello."

A. J. McAllister, special representative for Lee-Bradford Productions, was here the past week with the new 1924-25 product, which is to be released on the State Rights market. The productions are: "For Woman's Favor," "Passion's Pathway" with Estelle Taylor, "Pearl of Love" with Gladys Leslie, "Lights of London" with Wanda Haskley, "Love, Life and Laughter" with Betty Balfour, and "The Heart of Alaska" with Maurice Costello. A series of westerns is also among the new Lee-Bradford product.

Two new Motigraph DeLuxe projectors have been installed by the Chas. M. Stebbins Picture Supply Co. at the Mainstreet Theatre, Kansas City first run picture and Junior Orpheum vaudeville house. Manager Jack Quinlan has expressed complete satisfaction with this new equipment. And Clyde Badger of the Stebbins Supply Co. is all puffed up about it.

Glen Dickinson has taken over the Bowersock and Varsity Theatres at Lawrence, Kans. Mr. Dickinson was formerly with the Marshall Theatre at Manhattan, Kans.

"Find Your Man," Warner Bros. Classic featuring Rin-Tin-Tin, opened Sunday, September 21 to a phenomenal business at the Liberty Theatre, Kansas City, according to Jack Roth, manager, who says the business done exceeded his expectations. "The Lover of Camille," third Warner Bros. Classic is scheduled for showing at the Liberty the week of Oct. 12.

"Butterfly," the fourth Universal Jewel of the season will have its premiere at the Kansas City Liberty the week of Sept. 28. The picture is also to be released through the Kansas City exchange this week.

"Dynamite Smith," Pathe's big feature of laughs from Charles Ray, is on the release chart this week.

Messrs. Weber, Great Bend, Gabriel and Austin of Garden City, were among the great number of Kansas exhibitors on the Kansas City market last week.

Frank L. Newman, Stanley Chambers, Miller Theatre, Wichita, and M. B. Shanhberg of the Midland Circuit are the leading exhibitors who have booked the entire Educational product for 1924-25, according to local Educational officials. Seventy-five per cent of the key towns of the territory have been closed. C. F. Seuning says, and he doesn't whisper it.

Charles Bull, Holland, Wichita, Mr. Nell Brinkley, Mainstreet Theatre, Lexington, Mo., C. E. Montrey, Park Theatre, St. Joe and Mr. and Mrs. Christian, Excelsior Springs, just some more of the folks that are keeping the exchanges busy.

Pat Dowling, director of publicity for the Christie Film Company, who passed through Kansas City on his way to Los Angeles Sunday, says conditions throughout the country never looked better. Dowling visited the local Educational office.

Mr. Cantwell, formerly manager of the house in Bucklin, Mo., has bought the Isis Theatre at Brunswick, Mo., from Halliburton Bros.

"Hot Water," the next Lloyd comedy was pronounced O. K. by representatives of the Teachers Association of Kansas City who viewed a private screening last week.

Producers Distributing Corporation has received the first print of "Barbara Frietchie," their big special. Employees who have seen it declare it to be one of the best pictures of the year.

P. D. C. had its biggest week last week and the whole office admit it. L. W. Alexander and C. E. Mayberry, division manager, went out into the territory and scooped up forty contracts, so the story goes.

Truly B. Wildman, Enterprise manager, is still out in the territory.

Newcomer Film Exchange has issued its new fall catalog. Twenty new features have been added.

J. E. Runyan of the Iris, Hutchinson, Kans., and Ben Levy, Hippodrome, Joplin, were in town.

Harry Kirschbamm who is making the Southern Missouri territory for P. D. C., says business is fine with him.

Mr. and Mrs. Sam Blair, exhibitors of Belleville, Kans., were in Kansas City last week.

Many exhibitors were in Kansas City buying fall product the past week. Among them were Lawrence Breuninger, Cozy and Crystal, Topeka; Earl Cramer, Royal Gardner, Kans., and Helen Wirtenberger of the Empress at St. Joseph.

Rube Melcher, the hurry-up. A. H. Bland salesman, put in a short appearance over the week-end to get a new route. He is flirting with Southern Missouri exhibitors this week.

The roars of the crowd that viewed First National's "In Hollywood with Potash and Perlmutter" at the Mainstreet Theatre the past week, is rumored to have loosened several bricks in the adjoining buildings. This was the premiere of the

feature in Kansas City, and a capacity week greeted its appearance.

First National's Frank Lloyd production, "The Sea Hawk," goes to the Mainstreet for its Kansas City premiere this week. The week following brings the feature, "In Every Woman's Life," to the same theatre.

E. A. Davidson, Neodesha, I. A. Wagner, Foreka and Frank Davidson, Royal Theatre, Cherravale, were among the Kansas exhibitors seen on Movie Row the past week.

F. G. Wear of Richmond was a Kansas City visitor last week. He came to buy publicity on First National's "The Sea Hawk," which he is to show in his house soon.

St. Joseph had a good showing on the Kansas City film market. Ed Peskay of the Penn and Montrey of the Park Theatre, were in town buying fall product.

B. T. Vickery of Stover, Mo., the banker-exhibitor was in Kansas City last Saturday transacting business with the exchanges and while here placed his order with the Yale Theatre Supply Co. for a Simplex Mazda lamp unit.

## SELZNICK REORGANIZATION SATISFACTORY TO CAPITAL

According to rumors emanating from national sources, it is understood that the Selznick Distributing Corp. is to undergo a further reorganization in co-operation with capitalists now financing the company. According to unofficial report, \$1,289,409 of the company's debts were absorbed up to September 1, which officials and capitalists regard as very satisfactory.

Rumblings of impending changes have emanated from many sources and it is likely that shifts in both national and sectional personnel are forthcoming. These rumblings are held accountable for a recent unfounded report that the company was closing down, which since has been denied.

According to W. E. Trigg, Kansas City manager, the reorganization proceedings are under way and further changes are likely, but he made no statement concerning any definite action of the company.

## FAMOUS "DEATH RAY" PICTURE FOR RELEASE BY PATHE

The discovery of a death-dealing electrical ray that has astounded the world has been produced in pictures and will be released by Pathe in two reels. Recently newspapers over the world turned over page upon page of publicity to the discovery made by Dr. H. Grindle Matthews of the "Death Ray." This ray or stream of energy carries actually an electric current through the air that would, when developed, be able to demolish armies. The production which the Pathe Exchanges, Inc. will release consists of two reels of material taken in the laboratory of the famous inventor and in the field. The field work was done with the aid of the British Government, English troops being used in the demonstration.

It was during Grindle Matthews recent visit to America that the film was obtained for American distribution.



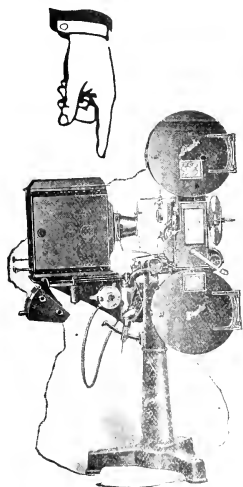
---

---

# Make the Change to Mazda Now!

## Replace Your Carbon Arc Lamps with **SIMPLEX INCANDESCENT EQUIPMENT**

THE SIMPLEX INCANDESCENT  
LAMPHOUSE FITS EITHER  
SIMPLEX OR POWERS  
PROJECTORS



**Economy:** It will save you approximately 50% on your electric current bill. Its first cost soon comes back to you.

**Steadiness:** It produces a perfectly steady intense light. No flickers and flare-ups as in the carbon arc.

**Quietness:** No hissing or singing as in the arc or the motor-generator—absolutely quiet.

**Softness of Light:** Easy on the patrons' eyes. An agreeable softness in the projected picture with uniform brilliancy and color.

**Cleanliness:** Free from carbon dust and intense heat. No gases are liberated for the operator to breathe.

**Simplicity:** Easy to operate. After initial adjustment of the lamp is made no further attention is required. Enables the operator to pay more attention to the screen.

**BETTER PROJECTION AT HALF THE COST!**

### OUR EASY PAYMENT PLAN

makes it possible for you to install the Simplex Incandescent Outfit **RIGHT NOW**, with a relatively small cash down payment. The saving each month will go a long way toward paying out the balance.

**Why Wait! Get Our Proposition Today!**

## YALE THEATRE SUPPLY CO.

*"Your Logical Supply House"*

108 West 18th Street

Kansas City, Mo.

---

---

# READ THIS

From FILM DAILY  
September 14

## "BATTLING BUDDY"

Buddy Roosevelt in  
"BATTLING BUDDY"  
Producer: L. F. Scott, Jr.  
Distributor: Weiss Bros.—S. R.  
As a Whole THINGS HAPPEN  
FAST AND FANCY IN "BATTLING  
BUDDY." GOOD LIVERY WEST-  
ERN. IF THEY DON'T MIND THE  
FAR-FETCHED BUSINESS OF THE  
PLOT.

**Star** Works like a major all the time. Hasn't a minute for a smiling close-up. Another of the western heroes who should meet the approval of the fan crowd.

**Cast** Violet La Plante, Lamar's sister, pleasing. William Lowery, as the villain, leaves most of the crooked work to his gang, which includes Shorty Hendrix and Charles E. Butler. Kewpie King contributes some comedy business that help a lot. Buddy's horse has some innings.

**Type of Story** Western comedy-drama. "Battling Buddy" certainly runs away with itself toward the last couple of reels. The action gets wilder and wilder and reaches its greatest heights when Buddy, on horseback, takes a nose dive off a cliff and lands right in the burning cabin in time to save the girl. Maybe they won't laugh and maybe they will. Director Thorpe had enough good action to build up his picture without resorting to such exaggerated stunts as this. The rest of the picture, in spite of some more or less far-fetched incidents, hold a fine variety of thrills and should satisfy the crowd that goes in for this form of diversion. Certainly Roy Ruddy Roosevelt doesn't spare himself in helping to make it a success. He returns to the ranch to learn that the foreman has planned to put him in an asylum thereby declaring him incompetent and coming in for the share of the ranch himself. How Buddy beats villain's various attempts to get rid of him and at the same time rescues his sweetheart, completes the story.

**Box Office Angle** Good number for the action and thrill lovers. Has speedy development and should hold the average audience for its five reels.

**Exploitation** Here's another action western that you can give to some folks and feel sure enough that its speed will satisfy them. In case they aren't acquainted with Buddy Roosevelt you might do well to play up his name and promise them a western hero who's "aim to go." A trailer of some of his work will suffice to convince them that he can handle the part to perfection.

Then Book It!

# STANDARD FILMS

111 West 18th Street  
Kansas City, Mo.

Don't Forget

## "Days of 49"

## 10,000 COSTUMES IMPORTED FOR "BEN HUR" FILMING

Rome, Italy—More than six months have been spent in assembling 10,000 costumes for the picturization of General Lew Wallace's novel and stage play, "Ben Hur," which is being directed by Fred Niblo for the Metro-Goldwyn-Mayer Pictures Corporation. The costumes were imported from Germany, and are housed here in what is declared to be the finest and best equipped wardrobe ever constructed for this purpose.

Authority for this statement is Adolf Seidel, in charge of the costumes, who has been connected with the Pickford-Fairbanks studios for the past seven years.

Four thousand men, women and children used in a mob scene depicting Jerusalem during the first century—the Caesar Augustus period—were ready for action within one and three quarters-hours after their arrival at the studio.

Ramon Novarro and Carmel Myers are to take the leads.

## COGS SET IN MOTION FOR "ESCHMANN MONTH"

A. W. Smith, Jr., who has been placed in charge of the selling of First National's Special productions by E. A. Eschmann, General Manager of Distribution, announces that his staff of salesmen who are dovetailing their entire time to the marketing of the Specials, will co-operate in putting Eschmann Month over. They will work hand-in-glove with the managers of the exchanges in which they are working during the period of the Eschmann Month contest, without, however, detracting anything from the money rewards that the winning district and the three winning branches and the entire personnels of the latter will receive.

Walter Price will work with the sales force in the Washington, D. C. territory; C. W. Bunn in the Chicago territory; Stanley Hand, recently in the Indianapolis branch, with the St. Louis branch; H. Peers in Minneapolis; A. Hickox in Philadelphia and Tom Brady in Buffalo.

## LEAD FOR "LIFE OF CHRIST" YET UNSELECTED BY F. N.

Hollywood, Sept. 26.—Letters continue to pour in every day at the offices of First National Productions on the West Coast since it was announced that Earl Hudson is to supervise the production of Papin's "Life of Christ."

It would seem that fans throughout the country have many definite ideas on who should be cast in the part of "The Messiah." So far more than a thousand letters, offering suggestions, have been received by Hudson.

Among the established film stars the names of Milton Sills, James Kirkwood and Ronald Colman hold the lead, although hundreds of persons, who admit that they never had stage or screen experience, believe that they should be given the part.

It is not at all improbable, according to Hudson, that a man may be chosen for the role who is yet unheard of in film circles.

## "CAPTAIN BLOOD" BREAKS RECORD AT CHI. PREMIERE

Chicago, Sept. 25.—Vitagraph's "Captain Blood," opening its Chicago run last Saturday at Jones, Lunick & Schaefer's Orpheum, broke the attendance record for that State Street house.

The same conditions obtained on Sunday, even at the morning showings, and have since continued daily. The first performance each day is at 8:45 o'clock, with another showing starting every two hours thereafter until after midnight.

An extraordinary amount of interest had been aroused over the coming of this production, partly because of the co-operation given by the Chicago Daily News. For several weeks that newspaper had been publishing Rafael Sabatini's "Captain Blood" in serial form, and in exploiting it displayed throughout the city 600 24-sheets, besides distributing 50,000 16-page promotional sections. These were in addition to the pictorial posters put up by Vitagraph.

## FILMING OF "AS MAN DESIRES," SPEEDED UP

Production by First National of "As Man Desires" was shifted this week from Hollywood to Santa Catalina Island in the Pacific. The company which left the mainland for "location," under the command of Director Irving Cummings, comprised 105 persons of which 70 were members of the cast.

The island sequence serves as Viola Dana's introduction to the picture. In this feature the popular player enacts the role of a South Seas dancing girl who plays havoc with the principal character of the story when he seeks a haven on the island after fleeing from India to escape a charge of murder.

"As Man Desires" was formerly known as "Pandora La Croix," which was the title of the Gene Wright novel from which it was adapted. The principal members of the cast who are now working on the island location are Milton Sills, who has the leading role, Viola Dana, Ruth Clifford, Rosemary Theby, Hector Sarno, Tom Kennedy and Paul Nicholson.

## TARKINGTON'S "TURMOIL" RELEASED BY UNIVERSAL

"The Turmoil," Hobart Henley's Universal Jewel production of Both Tarkington's famous novel, is being released at all Universal exchanges this week. It is the fourth of Universal's Fall schedule of Jewels, "Wine," the third release, is now playing on Broadway.

"The Turmoil" is a dramatic narrative of the middle strata and the upper crust of American life. Henley is the man who made "The Flirt," a Universal Jewel of a season or so ago, and reported as one of the most successful Universal pictures ever made. It also was adapted from a Tarkington novel. The new Tarkington picture is said to be the equal of "The Flirt." Henley has put the same care in production, the same selection of types and the same fidelity as to settings and characterizations.

George Hackathorne is featured in "The Turmoil." An all star cast is seen in support of Hackathorne. The principal feminine roles are taken by Eleanor Boardman, Pauline Gordon and Eileen Percy.

## WILLARD LOUIS CAST AS "BAXTER" BY WARNERS

"How Baxter Butted In," the strong comedy relief picture of the Warner Bros. product for 1924-25, has just been placed in production at the company's West Coast studios. Willard Louis, Warner Bros. star who scored emphatically in leading support of John Barrymore in "Beau Brummel," and later in the title role of "Babbit," has been cast as "Baxter."

"How Baxter Butted In" is another play from the prolific pen of Owen Davis who, by the way, has just turned out another Broadway success, "The Haunted House" which opened at the George M. Cohan Theatre, New York City, a week or two ago. It enjoyed quite a run on the speaking stage when it was produced and belongs in the same classification, as to type, as "Get Rich-Quick-Wallingford," "Turn to the Right," and the more recent "Show-Off."

Willard Louis, who has been given the title role in "How Baxter Butted In" is admittedly one of the real finds of recent years in the motion picture business. Given roles that fit him he seems destined to rise to stellar heights unparalleled—and "Baxter" fits him like a glove.

## KANSAS SHOWMAN LAUDS "KING OF WILD HORSES"

A. R. Zimmer, manager of the Liberty Theatre, Marysville, Kans., lauds the tremendous box-office value of Hal Roach's spectacular horse production, "The King of Wild Horses" in a letter written to the Pathe Home Office.

The Liberty's manager in his letter is quoted as having said: "Thanks for the best box-office picture in months. 'The King of Wild Horses'—the pulling power of this little attraction is little short of marvelous.

"And best of all, the farmers responded to the mailing list—also the first time in months that we have had anything that would bring them in after chores were done.

"I understand Hardman at Frankfort and Blue Rapids did the same thing with this picture, so it must be the picture and its differentness that appeals to them."

"The King of Wild Horses" was shown at the Liberty Theatre during a period of tremendous heat and still drew big."

## PATHE DENIES LATE RUMOR OF MERGER WITH NEWS FILMS

A strenuous denial of late rumors that Pathe News was involved in a consolidation idea with other news weeklies was made last week by Elmer Pearson, vice-president. The Pathe News has stood for years as an absolutely independent and neutral purveyor of news and is today recognized by exhibitors and the public as a great independent institution, says Mr. Pearson.

"Occupying such a position it could not possibly gain anything by consolidation or acquisition of other news reels and its owners feel they would be violating a great trust were they to in any way impair its absolute independence," the statement read.

## "MESSALINA" GOES INTO THIRD WEEK ON BROADWAY

Roy Churchill, local F. B. O. branch manager, reports that because of the unusually splendid business done by "Messalina," while F. B. O. had this colossal Italian production, conceived and produced by Enrico Gatzoni, at B. S. Moss' Cameo Theatre for a two weeks' engagement, B. S. Moss booked the production for a third week for the little theatre on 42nd street.

Countess Rina de Liguoro, Italy's most beautiful noblewoman, plays the leading role in this production, which cost over \$2,000,000 to produce, and took two years to make.

## "THE SEA HAWK" GOES 'OVER THE TOP' IN BOSTON

The Boston engagement of First National's Frank Lloyd Special, "The Sea Hawk," at Symphony Hall has been so successful that an extension of the run has been obtained. The run of "The Sea Hawk" has been extended two weeks, which will give it eight weeks in Boston.

Norma Talmadge's "Secrets" was the attraction at Gordon's Olympia Theatre, New Haven, last week. It did a wonderful business—opened to a turnout at both afternoon and evening performance and kept up that gait throughout the week.

The picture played 14 weeks in New York at \$2 top admissions.

The Kansas City premiere of "The Sea Hawk" comes to the Mainstreet this week.

## "TEN SCARS MAKE A MAN" COMING SERIAL FROM PATHE

The announcement of the release on October 5th of the closing chapter of the Patheserial "Ten Scars Make a Man" follows closely by word from Pathe that it will launch October 12th the final episode of its latest chapter production entitled "Ten Scars Make a Man."

C. W. Patton, who produced the Patheserial successes "The Way of a Man," "Leatherstocking," and "The Fortieth Door," is the producer of "Ten Scars Make a Man" and has spared no expense to make it a splendid production. The story was written by the playwright Philip Barry.

Allene Ray is the star. In support of Miss Ray are Rose Burdick, Jack Mower, Frank Whitson, Larry Steers, Leon de la Mothe, Harry Woods, Frank Lansing and Lillian Gale.

## F. B. O. WILL HAVE EIGHT BOB CUSTER WESTERNS

To satisfy the insistent demand of exhibitors throughout the country for high class western productions, F. B. O. has signed a contract with Independent Pictures Corporation to make a series of eight westerns for release through F. B. O., starring Bob Custer. These will be unusually rapid-fire and beautiful productions, far above the usual westerns. Bob Custer's horse, an unusually handsome and intelligent animal, will play a prominent role in each picture.

The first story purchased, a Western, was written especially for Douglas Fairbanks and re-purchased for Bob Custer.



Scene from "Vanity's Price," an F. B. O. production, with Anna Q. Nilsson, Wyndham Standing, Lucille Rickson and Arthur Rankin.

# :: Kansas City Trade Directory ::

Here is a List of Leading Film Exchanges and Dealers of This Territory.  
Deal With These Recognized and Established Firms.

## EXCHANGES

### NATIONAL DISTRIBUTORS

### STATE RIGHTS

### EQUIPMENT

ASSOCIATED EXHIBITORS, Inc.  
111 West 17th St.  
Dan Martin, Manager  
J. Schorgl, Booker  
Telephone—Harrison 8645

METRO-GOLDWYN PICTURES CORP.  
1706-08 Wyandotte St.  
C. E. Gregory, Mgr.  
L. J. ALLISON, Booker  
Telephone—Harrison 7030

CRESCENT DIST. CO.  
115 West 17th St.  
R. L. King, Manager  
Telephone—Harrison 4661

COLE THEATRE SUPPLY CO.  
Powers' Machines  
109 West 18th St.  
T. F. Cole, Manager  
Telephone—Harrison 2231

ASSOCIATED FIRST NATIONAL PICTURES, Inc.  
1712-14 Wyandotte St.  
E. C. Rhoden, Manager  
T. O. Byerle, Asst. Mgr.  
Ralph J. Heft, Booker  
Telephone—Harrison 8623

MIDWEST EDUCATIONAL FILM EXCHANGE, Inc.  
130 West 18th St.  
C. F. Seuning, Manager  
R. C. Borg, Asst. Mgr. and Booker  
Telephone—Grand 2886

ECONOMY FILM SERVICE  
The Mail Order Exchange  
No Contracts  
113 West 18th St.  
Bernard C. Cook, Manager  
Telephone—Harrison 8351

CHAS. M. STEBBINS PICTURE SUPPLY CO.  
Motigraph DeLuxe Machines  
1818-22 Wyandotte St.  
C. M. Badger, Manager  
Telephone—Grand 0134

A. H. BLANK FILM ENTERPRISES  
130 West 18th St.  
M. E. Williams, Manager  
R. H. Jones, Booker  
Telephone—Grand 5151

PATHE EXCHANGE, Inc.  
111 West 17th St.  
C. C. Vausehan, Manager  
J. SCHORGL, Booker  
Telephone—Harrison 8645

FILM CLASSICS, Inc.  
115 West 17th St.  
Al Kahn, Manager  
I. GERDTS, Booker  
Telephone—Harrison 4661

YALE THEATRE SUPPLY CO.  
Simplex Machines  
108 West 18th St.  
C. D. Struble, Manager  
Telephone—Grand 2923

FILM BOOKING OFFICES of AMFRICA, Inc.  
Snower Bldg., 18th & Balt.  
Roy F. Churchill, Mgr.  
J. A. Masters, Office Mgr.  
Charles Oliver, Booker  
Telephone—Harrison 3257

SELZNICK DISTRIBUTING CORPORATION  
1820 Wyandotte St.  
W. E. Truog, Manager  
"GIB" JONES, Booker  
Telephone—Harrison 9180

STANDARD FILMS  
111 West 18th St.  
E. J. Warren, Gen'l Mgr.  
Jack Langau, Mgr. and Booker  
Telephone—Grand 1318

K. C. SCENIC CO.  
Drops and Curtains of all Kinds  
24th & Harrison Sts.  
Telephone—Harrison 2735

PRODUCERS DISTRIBUTING CORP.  
111 West 18th St.  
L. W. Alexander, Mgr.  
A. W. Day, Booker  
Telephone—Harrison 0919

UNITED ARTISTS CORPORATION  
7th Floor Davidson Bldg.  
G. F. Navarre, Mgr.  
L. J. Doty, Asst. Mgr.  
Clair Woods, Booker  
Telephone—Grand 1822

PEERLESS FILM SERVICE  
113 West 18th St.  
Bernard C. Cook, Mgr.  
Fred Thompson, Booker  
Telephone—Harrison 8351

EXHIBITORS FILM DELIVERY AND SERVICE CO.  
111 West 18th St.  
E. F. Jameson, Mgr.  
Telephone—Grand 2095

UNIVERSAL FILM EXCHANGE  
1710 Wyandotte St.  
Harry Hollander, Mgr.  
L. E. Harned, Booker  
Telephone—Harrison 5624

VITAGRAPH, Inc.  
3rd Floor Davidson Bldg.  
C. A. Schultz, Manager  
C. W. Allen, Asst. Mgr.  
L. E. Durland, Booker  
Telephone—Harrison 8304

This directory will be published in the first issue of each month.

Changes of copy must be in our office one week in advance of publication date.



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## CAPTAIN BLOOD

Vitagraph—J. Warren Kerrigan

**NEWS**—Vitagraph's most ambitious effort certainly lives up to its fulsome praise. All the romance and adventure of the days when pirates roved the seas are brought forth in a swashbuckling story. Admirably conceived and executed. Carries out spirit of Sabatini's novel. Well staged. Finely acted by Kerrigan and others. Many thrills.

**HERALD**—A historical romance containing many highlights such as thrilling sea fight, ship explosion, slave market, love interest, deeds of daring in pirate days.

**WORLD**—Another novel by Raphael Sabatini has scored a success on the screen. This production has about every angle that spells box office success. A dashing, intriguing, colorful story of adventure, excellent comedy, big scenes that are not merely spectacular but filled with snap and action and a charming romance all combined in a production that is expertly directed and finely acted. Right here we wish to state that "Captain Blood" is Vitagraph's biggest and best picture.

## MEASURE OF A MAN

Universal—William Desmond

**NEWS**—A crude melodrama without much rhyme or reason. Tries to establish a moral, but plot is so unconvincing that it does not get over very well. Line too sharply drawn between virtue and villainy. Action vigorous enough. Types look genuine. Backgrounds and atmosphere o. k.

**FILM DAILY**—As a whole, a backwoods drama of the regeneration kind, not particularly pleasant in some of its phases especially where realism is laid on too thick. Not an especially good number for family trade. Somewhat inappropriate for younger minds.

**WORLD**—This picture is interspersed with hand-to-hand encounters which may register with some audiences while others will consider them overdone. The plot of "Measure of a Man" follows familiar lines but there is considerable action and human interest. We are of the opinion, however, that it could be considerably improved by re-editing.

**HERALD**—Melodramatic story of regeneration type. Moralize. Highlights include gambols of drunkard and range of action between virtue and villainy.

## OPEN ALL NIGHT

Paramount—All Star

**NEWS**—This is a smart sophisticated comedy that carries somewhat of the same sparkle as "The Marriage Circle." It is decidedly off the beaten path in its comedy, which shows treatment of an old theme. The settings are novel and the humor both delicate and broad. Finely played and appropriately staged. Characters do everything but talk.

**FILM DAILY**—This one is something different and original. It is Paul Bern's first effort at directing and he has done some excellent work with characterizations. The presence of Adolphe Menjou and Viola Dana may be sufficient to offset any other box office weakness.

**WORLD**—Genuine farce is about the rarest thing we find in motion picture production. With a nice contempt for "the sticks" or "the provinces" it is assumed that the buholic minds will not enjoy the satiric humor of this production. It's just the old cave man story, done for the hundredth if not for the thousandth time, but a new environment, a discreet handling and splendid acting make it seem brand new. It is splendid entertainment.

**HERALD**—This is a farce comedy story of Parisian night life. The highlights are a six day bicycle race in Paris, vivid acting of Jetta Goudal, Raymond Griffith's portrayal of "Hollywood" thief, smash-up in bicycle race.

## NEWS NUGGETS

In keeping with the change of policy adopted by the Pathe Review, it is announced this week that the second series of feature-length subjects to be released in chapter form will be "Keep Fit."

Samuel Goldwyn announces that he has just signed a contract with Ronald Colman to appear under his banner for five years. Colman sprang to overnight fame in his first picture appearance in "The White Sister" and has just completed work in the Samuel Goldwyn-Grege Fitzmaurice production "Tarnish," released by First National.

Another of Both Tarkington's prize-winning novels will find its way to the screen this winter, when Vitagraph releases "The Magnificent Ambersons." Jay Pilscher is now at work on the continuity for this production, and David Smith, who will direct, is considering possible selections for the various roles.

Gertrude Olmsted, but recently elevated to the ranks of motion picture stardom, shines forth particularly brightly in Emory Johnson's latest F. B. O. production, "Life's Greatest Game," in which Miss Olmsted has one of the best roles of her career.

Tod Browning, director of some of the

biggest box office hits in the history of the film industry, has been engaged by B. P. Fineman, general manager of F. B. O.'s west coast studios, to direct Evelyn Brent in the first of her new starring vehicles, to be produced by Gothic Pictures for F. B. O. release, which will be titled, "The Prude."

William Campbell, one of the best known directors of children and animals in comedy, will direct future Educational-Juvenile comedies. He is already at work directing Jack McHugh, a dozen babies and several animals in his first comedy in his new connection.

Louise Fazenda, long identified with comedy roles on the screen, has been given a dramatic lead in the Warner Bros. production, "The Lighthouse by the Sea" now in work at the company's West Coast studios. The role calls for emotional acting of the highest order and represents a most decided departure for this capable actress who heretofore has been more interested in making her audiences laugh than in making them cry.

Edwin Carewe is en route East from the Coast with a print of his new First National picture, "Madonna of the Streets," made from W. B. Maxwell's novel, "The Ragged Messenger."

## TACKLES BANDIT AND RECOVERS CASH BOX

I. F. Stoker, assistant manager of the Sun Theatre, Omaha, Nebr., though 60 years old, "tackled" a bandit in football style Friday night, September 12, in an alley back of the theatre and recovered the money box containing \$800 which the bandit had just snatched from him.

Taking his 60 years as lightly as though he were twenty, Stoker made a rush for the fleeing robber. It was a short race. Within a distance of 40 feet the older man had overtaken him, and with one hand at his collar wrenched him and twisted him around until he could lay hands on the box. He snatched this and fled with the money, leaving the bandit to escape. While he was pursuing his bandit, the other one fired at him once, and while he was escaping with his recovered money a second shot was fired which he said sent a bullet whizzing past his left ear.

Sawyer-Lubin have announced the purchase of "The Second Chance" by Mrs. Wilson Wodrow, from W. J. Watt. The picture will be released by First National as a starring vehicle for Barbara LaMarr.



## BOX OFFICE REPORTS

### ARROW

**Blue Fox**, Anna Little—This is one of the best serials I ever ran.—W. O. Doyle, Capitol Theatre, Huntsville, Mo.

**Santa Fe Trail**, Jack Perrin and Neva Gerber—This is fine serial.—C. E. Tuttle, Rex Theatre, LaGrange, Mo.

### FIRST NATIONAL

**Dangerous Age**, Lewis Stone—Picture had an especially good cast. Beautiful wedding scenes. A clever ending. This is one picture on which we have made a profit. Print and advertising good.—C. A. Morris, DeLuxe, Moline, Kans.

**Flowing Gold**, Anna Q. Nilsson—Very good picture and seems to please. Print and advertising good.—Fees Bros., Best Theatre, Parsons, Kans.

**Dinty**, Wesley Barry—Good picture and pleased almost all. Print fine.—A. B. McCullough, Community Theatre, Neosho Falls, Kans.

**Her Reputation**, May McAvoy—A very good picture. Sold reasonable. These pictures should build up business. Print and advertising good.—Elland & Son, Empire Theatre, Sterling, Kans.

**The Wanters**, Marie Prevost—Good program picture. The few that turned out in a big rain storm, well pleased. Print fair. Accessories good.—E. N. Smith, Strand, Chillicothe, Mo.

**Thundergate**, Owen Moore—Fair program picture. Print and accessories good.—E. N. Smith, Strand, Chillicothe, Mo.

**Flaming Youth**, Colleen Moore—Good subject. Pleased. Print and accessories good.—R. K. Winstead, Majestic, Phillipsburg, Kans.

**Boy of Mine**, Ben Alexander—Crowd well pleased.—J. M. McCaslin, Picture Show, Kincaid, Kans.

**When a Man's Man**, John Bowers—Fair crowd, but the picture was fine. With this kind of a picture a man can build up a good business. Print, good.—E. H. Interman, Star, Cole Camp, Mo.

**Isle of Lost Ships**, Milton Sills—Picture was very good. Business, fair. Print and advertising good.—Geo. Leathers, Strand, Mt. Vernon, Mo.

**Bad Man**, Holbrook Blinn—Very good comedy western drama. They all liked Blinn very much. Several told me best outdoor picture ever played in theatre. A good bet for any theatre man. Fair hurt me to. Print good. Accessories, very good.—G. P. Johnson, Rex, Ridge-way, Mo.

**Circus Days**, Jackie Coogan—This was a satisfactory offering and pleased our patrons. Also the financial outcome was satisfactory. Print fair.—W. J. Shoup, DeLuxe, Shearville, Kans.

**Jealous Husbands**, All Star—Drew fair crowd considering fair, chauntiquas, reunions, and the Lord knows what not that's been going on for 20 days. Seems to go big with the crowd, so it don't make any difference what I thought. The print and advertising good.—John Sommers, Sommers' O. H., Lancaster, Mo.

**Man of Action**, Douglas MacLean—A good picture and drew well. People well pleased. Print fine. Advertising good.—C. Smith, Community, Edna, Kans.

**Woman He Married**, Anita Stewart—This was a peach of a picture, good print and Anita Stewart was there with any of the stars. Sold reasonable. Print and accessories good.—Elland & Son, Empire, Sterling, Kans.

**My Boy**, Jackie Coogan—A good picture and seemed to please patrons. Played to a good house both nights. Print and accessories good.—A. A. Murphy, Gem, Grant City, Mo.

**Bad Man**, Holbrook Blinn—Good picture. Heard no adverse criticisms. Print and advertising good.—R. R. Gladish, Rex, Higginsville, Mo.

**My Boy**, Jackie Coogan—Good picture.—H. L. Marr, Bone Theatre, Pineville, Mo.

### FOX

**Mona Vanna**, All Star—A picture with 50,000 dagoes in it with nothing to do but fuss with one another.—Sam Minich, Cater Theatre, Marceline, Mo.

### STANDARD

**Huntin' Trouble**, Leo Maloney—Above the average western. Good suspense and action.—C. H. Bates, Pastime Theatre, Kansas City, Mo.

**Long Hand Test**, Lester Cimo—A good comedy western. Seems to have pleased everyone.—E. F. Richards, Wonderland Theatre, Kansas City, Mo.

### VITAGRAPH

**Prodigal Judge**, Jean Paire—Very good picture. Pleased the majority.—W. H. Wilson, High School, Sublette, Kans.

**Pioneer Trails**, All Star—A good special. Pleased 80 per cent. Big sets and excellent. Had good attendance.—Ed. Rodgers, Township Hall, Palco, Kans.

**A Guilty Conscience**, Antonio Moreno—An ordinary feature with a little different story from the usual kind of pictures, that pleased on account of it's novelty. The foreign setting in this picture did not seem to cause resentment as most foreign pictures do.—Harry Roberts, Electric Theatre, Centralia, Kans.

**Fortune's Mask**, Earle Williams—Dark

points nearly all the way through. Not much to this one. I think they were hard up for something to do when they made this one.—Rena May Pitts, Dreamland Theatre, Jetmore, Kans.

**The Man of Might**, William Duncan—This is a dandy. My patrons went wild over it. If all movies were as good as this one we would sure be lots better off.—"Bill" Duncan is sure there with his stuff.—Rena May Pitts, Dreamland, Jetmore, Kans.

**Man Next Door**, All Star—Condition of film good; good picture.—G. G. Lutz, Art Theatre, Cawker City, Kans.

**Little Wildcat**, Alice Calhoun—Condition of film bad. Fair picture but film in bad shape.—O. W. Price, Sammy Theatre, Ada, Kans.

**Man of Might**, William Duncan—Condition of film good, but every reel had to be rewound. Picture not so good.—O. W. Price, Sammy Theatre, Ada, Kans.

**Little Wildcat**, Alice Calhoun—Condition of film good. Something different than what we have had. Everybody pleased.—Vitagraph Theatre, Watson, Mo.

**Leavenworth Case**, Seena Owen and Wilfred Lytell—Not a special by a long way. Just a fair program picture. Pleased 60 per cent.—Strand Theatre, Ransom, Kans.

**The Fighting Guide**, William Duncan and Edith Johnson—A good Western feature that had the spirit in it that entertains all classes. The touches of comedy help to make it snappy and give real tone to the story. Many good comments from patrons on this picture. These stars have never failed us yet.—Harry Roberts, Electric, Centralia, Kans.

**The Single Track**, Corinne Griffith—An excellent program picture. Pleased my Saturday night crowd fine. This with a good two-reel comedy makes a good program and one that will please.—Strand Theatre, Ransom, Kans.

**One Law For the Woman**, Cullen Landis—Very good in some respects, but did not register as a hit here. Doesn't look real to see a little fellow (hero) whip a great big real Bad Man so easily. Photographic bit. Film in A-1 condition.—Sam Minich, Cater, Marceline, Mo.

### WARNER BROS.

**Rabbit**, Willard Louis—Yes, Warners have the Classics. Went over as real entertainment here. I put it on with Jack Dempsey picture.—Sam Minich, Cater Theatre, Marceline, Mo.

## Mail in Your Film Report Today For the Next Issue

### THE REEL JOURNAL.

19th & Wyandette, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....

Star .....

Producer .....

Remarks .....

Title .....

Star .....

Producer .....

Remarks .....

.....

.....

.....

.....

.....

If Every Exhibitor Does His  
Duty There Will be No Mediocre  
Pictures

City .....

Theatre .....

Exhibitor .....

# PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### Show Printing--

We can satisfy you not only in price but give you quality also in all kinds of printing.

**The**  
**KEYSTONE**  
**Press**

19th and Wyandotte Streets  
Kansas City, Mo.

**Smiling Service!**



Archle Josephson, President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish to pay more --and risky to pay less.*

Absolutely Fireproof

\$1.50 up without Bath  
200 ROOMS  
\$1.75 and up with Bath

## BOX-OFFICE REPORTS

written by the exhibitors are your best guides to good pictures.

—SEND US YOUR REPORTS

## EVERYTHING FOR THE THEATRE BUT THE FILM

CARBONS  
MINUSA SCREENS  
COMPENSATORS  
RHEOSTATS  
OPERA CHAIRS  
MAZDA LAMP EQUIPMENT  
MOTIOGRAPH PROJECTORS

**CHAS. M. STEBBINS**  
Picture Supply Co.  
1822 Wyandotte St. Kansas City, Mo.

## "MEDDLING WOMEN" TO APOLLO FOR FIRST RUN

Joe Silverman of the Independent Film Co., distributors of Chadwick Pictures, announces that the Apollo Theatre, will have the first run showing in Kansas City of "Meddling Women," the first of the three Lionel Barrymore productions on the Chadwick program, commencing Sunday, September 28.

Mr. Silverman also states that he has secured another series of eight special feature attractions, which he will announce in full detail in the next issue of The Reel Journal.

## "THE FOLLIES GIRL" UNDER WAY FOR P. D. C.

Exhibitors will be able to advertise and announce a new Virginia Lee Corbin in "The Follies Girl" the Regal Production now being made for release through Producers Distributing Corporation, L. W. Alexander, local manager, announced this week.

Not more than a year ago Miss Corbin was playing child parts, and now with dresses lengthened and hair combed up on her head she is playing a grown-up role in the first starring vehicle for Margaret Livingston.

## SEMON TO WRITE COMIC STRIP FOR DAILY PRESS

Larry Semon has just signed a contract with the McClure Newspaper Syndicate of New York and Philadelphia whereby the comedian will turn out a daily comic strip which will be syndicated to newspapers throughout the United States and Canada.

Semon gave up newspaper work about

ten years ago. He had worked as a cartoonist and artist on the New York Evening Sun and Telegram. He will produce the "featurettes" for Educational release and perhaps another feature picture or two while handling the daily comic strip.

"Her Boy Friend" Semon's first two reel comedy through Educational will reach the screen about the first of October and his first cartoons will also make their appearance in the newspapers about the same date. The cartoons will feature a character similar to that which Semon portrays on the screen.

The question now arises—"What would California's bathing beaches be without Mack Sennett's bathing beauties?"

## CURRENT RELEASES

### ECONOMY

Man from Montana, Neal Hart (5).  
Sheriff Jim, Roy Stewart (5).  
Hero of the Hour, Jack McCall (5)

### PRODUCERS

Chalk Marks, all star (6).  
Desert Blues, Cimino (1).

### EDUCATIONAL

Fast and Furious, Mermaid (2).  
Kinograms, Nos. 801-802.

### PARAMOUNT

Her Love Story, Dwan-Swanson.  
Empty Hands, Jack Holt, Norma Shearer.  
Open All Night, Virginia Diana, Adolphe Menjou

### PATHE

Dynamite Smith, Charles Ray (7).  
The Hanson Cabman, Harry Langdon (2).  
Too Many Menomoe, Charles Chase (1).  
A Lighthouse by the Sea, Asen Falde (1).  
The Goofy Age, Ben Lyon (2).  
Ten Scare Make a Man, Serial (2).  
Tones of the Day, No. 41.  
Patric News, Nos. 84 and 85.

### UNIVERSAL

Rainy Day, Jewel Lorna LaPlante (7).  
Mad You, Deter, Bert Roach (1).  
Passions of War, Serial No. 4 (Wolves of the North).  
The Health Farm Wallon, Jack Dempsey (2).  
Sahara Blues, Century (2).  
Wolves of the Range, Helen Gibson (2).  
International News, Nos. 88 and 89.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### Theatre For Sale

Suburban theatre in Kansas City. Densely populated, overflowing class neighborhood. No competition; first seats; good equipment, stage, popcorn machine, scenery. A bargain for quick buyer. A money-maker, but owner must sell on account of other business. \$3,000 cash, balance easy. Address Box M, Reel Journal.

### Picture Show Wanted

Want a well equipped picture show in town of not less than 3000. M. F. Meade, 1825 Olive St., St. Joseph, Mo.

### WANTED TO TRADE

Two to four inch Current Kull Fans and one full sized ceiling fan for Alternating Current wall fans. Fans in good condition. Write what you have. Empress Theatre, Osawatimie, Kans.

### WANT MOVIES

Can deliver buyers, need all price theatres. Write full information. W. J. Miller, Exclusive Theatre Broker, 321 Securities Bldg., Des Moines, Ia.

### AT LIBERTY

Manager, nine MARS theatres, desires permanent post for motion picture in combination lease. Best references. Salary of percentage. 806 W Van Han, Independence, Mo.

### THEATRE FOR SALE

First class theatre, fully equipped, also piano and pipe organ, in good Missouri town. No competition. If sold soon will sell at a bargain. Also one for lease in adjoining town. Address "D"—Reel Journal.

### WANTED TO TRADE FOR PICTURE SHOW

A good modern residence in county so it would want picture show. Also have 100 acres creek-bottom farm would put in. Box 102, Walnut, Kans.

# RIN-TIN-TIN

The Wonder Dog in



ERIC ST. CLAIR

# "Find Your Man"

DARRYL FRANCIS ZANNUCK'S



JUNE MARLOWE

*Thrilling  
Melodrama*

with the  
marvelous canine star of  
"WHERE THE NORTH BEGINS"  
Supporting Cast Includes  
Beautiful -

**JUNE MARLOWE**

and the Dynamic  
**ERIC ST. CLAIR**

DIRECTED BY MAL ST. CLAIR



Opened  
First Run  
at the  
**LIBERTY  
THEATRE**  
Kansas City,  
SEPT. 21  
to a  
phenomenal  
business.

Get Your  
Dates Now

**FILM CLASSICS, Inc.**

115 West 17th St.

AL. KAHN, Gen. Mgr.  
M. A. KAHN, Mgr.

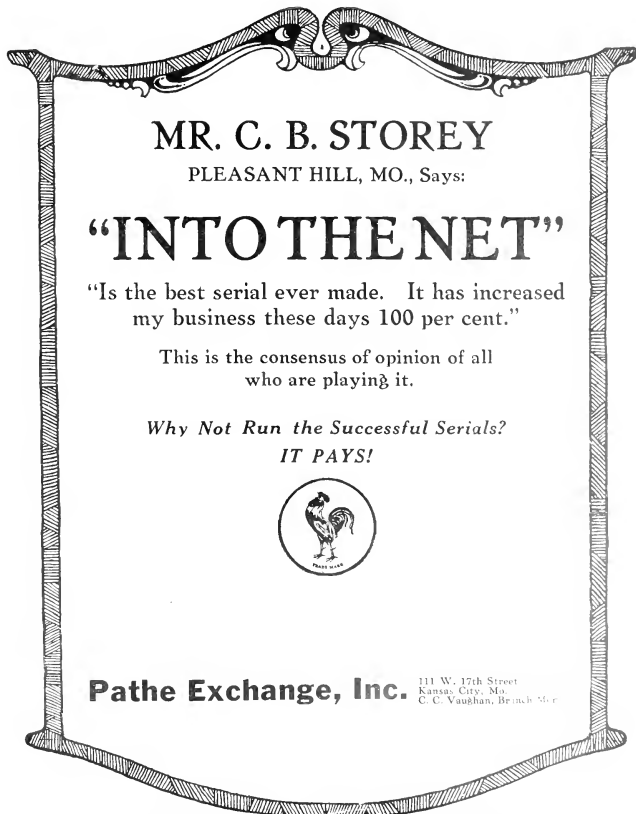
Kansas City, Mo.



*The*

# Reel Journal

**The Film Trade Paper of the Southwest**




**MR. C. B. STOREY**  
PLEASANT HILL, MO., Says:

**“INTO THE NET”**

“Is the best serial ever made. It has increased my business these days 100 per cent.”

This is the consensus of opinion of all who are playing it.

*Why Not Run the Successful Serials?*  
**IT PAYS!**



**Pathe Exchange, Inc.** 111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.

F. B. O.'s "FIGHTING BLOOD" stories

were a whale of a success--

"THE TELEPHONE GIRL" stories

have cleaned up for Exhibitors--

AND NOW comes  
F. B. O.'s brand new  
big box-office  
knockout series



George O'Hara

# The GO-GETTERS

12

HIGH POWERED, HIGH SPEED

Stories with the same cast as in the original "FIGHTING BLOOD" stories-- Geo. O'Hara--AlCooke--Kit Guard and Alberta Vaughn, the most fascinating screen actress in the movie industry.



Kit Guard



AlCooke

Stories by  
George Marion, Jr.  
Directed by  
Del Andrews

EVERY exhibitor in the industry (whether he played the series or not) knows about F. B. O.'s "FIGHTING BLOOD" stories and the sensational success these stories brought to more than 8,000 theatres. In this high speed, high powered brand new series "THE GO-GETTERS" we're presenting a series bigger than the original "FIGHTING BLOOD" stories. With the same cast as in "FIGHTING BLOOD," better stories, more action and thrills, you've got 12 solid weeks of capacity business handed you on a silver platter.

THE scramble for our "FIGHTING BLOOD" stories grew so hectic (after exhibitors saw what they could do with them) that we had to adopt a first come first served policy. We don't want that scramble to occur again so we say to you now in plain English--SPEAK FOR THIS NEW "GO GETTER" series NOW so you can't say you didn't have first chance. Our salesmen are out NOW selling the "GO GETTER" series. If you don't get them, that's your fault. We promise you "the goods" in 100% genuine F. B. O. style. 12 corking stories--12. Grab 'em.

Film Booking Offices of America, Inc.

Snowier Bldg., Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.

127 So. Hudson, Oklahoma City, Okla.  
105 So. Cross Street, Little Rock, Ark.

EXCHANGES EVERYWHERE

Produced at the F. B. O. Studios, Hollywood, Calif.



Frank L. Newman  
has booked

# Welcome Stranger

The Screen Version  
of the  
Great Broadway Play  
By AARON HOFFMAN



## A Cast Beyond Compare!

Eight of the best known  
character artists in pictures  
were especially chosen for this  
production.

It has the most celebrated  
all-star cast of the year.

## A Super-Feature Laughing Hit

And It's Just Finished a Successful Run at Stanley Chambers' Palace Theatre, Wichita, Kans.

GET YOUR DATES NOW

Producers Distributing Corporation

Formerly W. W. HODKINSON CORP.  
KANSAS CITY—111 West 18th St. ST. LOUIS—3312 Lindell Blvd.  
L. W. ALEXANDER, Branch Mgr. C. D. HILL, Branch Manager



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 19th and Wyandotte Sts.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

St. Louis Correspondent  
**DAVID F. BARRETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Scanning the Future

Concerning many fine conditions emanating out of the recent joint convention of M. P. T. O. organizations at Topeka, it would be hard to establish first importance upon any particular achievement. The convention goes down in history as a meeting characterized by intent to business and resolution of purpose.

Certainly, however, the move now on foot to increase the numerical standing of the Missouri-Kansas organization is deserving of support and worthy of commendation. Long ago, it was determined that the relative strength of a bundle of sticks far superceded the individual twig. In this, as in all other matters pertaining to concerted effort, the strength of organization is paramount.

We are not going to attempt to sell the idea of organization in this article. That achievement must fall upon the official solicitors when they call upon the individual exhibitors. But certainly, we would emphasize our sincerity in passing on to our readers—"don't spurn this organization without weighty consideration."

We believe we foresee in the offing one of the strongest exhibitor bodies in the country. An organization which shall stand not as an impediment but as a communicant with the industry. An efficient organization of say, some 500 members! That, at any rate, is something to think about between box-office hours.

## M. P. T. O. FACES GREATEST YEAR, OFFICIALS DECLARE

Union Effected at Convention Paves Way to Powerful Organization.

The harmonious and well oiled organization of one of the strongest exhibitor bodies in the entire country—such seems to be in the cards for the new-born M. P. T. O. of Kansas and Missouri, judging from opinions voiced by officials and members of the new organization, following their convention at Topeka last week. "The perfection of our organization, the realization of its aspirations and functions, seems nearer than at any time in its history," declared R. R. Biechle, president, in a statement made this week.

At the Kansas City office of the organization the same story is being perpetuated. Billings of new dues are being mailed. Notices of an immediate meeting called for the organization committee are being forwarded. Consolidation of the records of the merging Missouri and Kansas bodies is being carried forward.

The launching of a strenuous drive for memberships, which is to be carried on in every section of the consolidated territory, is tentatively planned to start as soon as the organization can be perfected. It was announced that competent paid organizers will be employed to re-present the idea of organization to exhibitors throughout the territory. Officials expect a total membership resultant from the drive of at least 500.

According to C. E. "Doc" Cook, business manager, a directors meeting is to be called shortly to pass upon the constitution and by-laws and to carry on other plans endorsed by the convention en bloc. It is likely that this meeting will be held within the next two weeks, he said.

The eyes of the nation are turned again toward the "Mainstreet" West, the West that turns slowly but surely in the rotations of progress. With the exhibitors of this section tasting the sweets of what appears to be certain and powerful organization, it would appear that the West has due cause to become excited, and to estimate the late convention as an epoch-making gathering.

## MEMORIAL THEATRE OPENS AT ATCHISON, KANSAS

The Memorial Hall Theatre, playhouse of the Atchison, Kans. Soldiers and Sailors Memorial Building, recently completed, made its bow to the public last Monday with a showing of A. H. Blank's late feature, "Innocence." The picture played to excellent opening crowds, near capacity for the entire week, according to reports reaching Kansas City.

The new playhouse is one of the most beautifully appointed in that section of the state, and seats 1200 persons. C. M. Warner is the manager.

M. Christie has returned from Europe and the British scenario department is swamped with new material coming in from various points on the continent by the resourceful producer.

"If I Marry Again" is being made under the supervision of Earl Hudson, with a featured cast including Frank Mayo, Anna O. Nilsson, Lloyd Hughes and Hobart Bosworth.

## NEW MUSIC TAX FIGHT BEGUN IN KANSAS CITY

Another attack was launched by three music companies in the music tax battle against exhibitors in Kansas City last Wednesday. Damages totaling \$750 are sought in suits filed against three exhibitors, the amounts being \$250 each. The exhibitors are L. J. Lenhart, Roanoke Theatre; J. W. Watson, Benton Theatre, and Jack Roth, Strand Theatre. The music companies are Leo Feist, Charles K. Harris and Jerome H. Remick and Company, the suits being filed in the federal court.

"I presume this is a follow up to the decision rendered in the federal court here this spring in suits against several Kansas City exhibitors," said A. M. Eisner, president of the M. P. T. O. Kansas City. "As unfavorable decisions to exhibitors previously had been made in other district federal courts, we were not expecting the court here to establish a precedent. We appealed the cases and intend to take the matter to the supreme court of the United States, unless the decision in the circuit court of appeals is favorable to us."

## "COVERED WAGON" GOES FOUR WEEKS AT ROYAL

After establishing new attendance records for its first and second week "The Covered Wagon," playing at the Royal, remained true to form and established a new third week record, and as a result was presented again this week for its final showing.

The management of the Royal has announced definitely that this will be the final week of "The Covered Wagon."

The presentation at the Royal is enhanced by the original music score rendered by the Royal orchestra under the direction of Louis M. Forbstein and an atmospheric prologue.

## "THIEF OF BAGDAD" OPENS AT KANSAS CITY SHUBERT

Douglas Fairbanks' romantic and dramatic story, "The Thief of Bagdad," is the attraction at the Shubert, starting last Sunday.

It is a new experience to see a Magic Rug soar above the housetops and off into the sky, bearing the thief and the beautiful Princess of Bagdad. Another new and strange experience is presented in witnessing a Winged Horse fly up to and through the clouds, bearing the Thief of Bagdad, of whom all nations for hundreds of years, have been reading in the tales of the Arabian Nights.

The critic of the New York Times sums up the matter when he says it is a "feat of moving picture art which as never been equaled or even approached."

The same colorful atmospheric effects, symphony orchestra, original score, Mohammedan chant and scenic investment presented in New York run are being offered here.

Incidentally "The Thief of Bagdad" will positively not be shown in any other theatre in this city this year, and after the premiere will be shown twice daily, at 2:15 and 8:15.



# Whoopee!!!

## HERE THEY COME

The brand new FRED THOMSON SILVER KING Westerns--8 of them--bigger--better--finer and of incredibly greater entertainment and Box Office power than any of the previous FRED THOMSONS distributed by F. B. O.--Marvellous wild riding, straight shooting--hard hitting westerns surpassing anything on the market. The first of which is the absolute sure fire winner

# "THUNDERING HOOFS"

The best picture FRED THOMSON ever made--Take a red hot tip. Get 'em now--the entire eight.

Story and Continuity by Marion Jackson. Directed by Al. Rojewell.  
Produced at the F. B. O. Studios, Hollywood, Calif.

**FILM BOOKING OFFICES**  
of America, Inc.

Snover Bldg., Kansas City, Mo.  
127 S. Hudson, Oklahoma City, Okla.

106 S. Cross St., Little Rock, Ark.  
3312 Olive Street, St. Louis, Mo.

Columbia Production

8

Reasons  
Why

COLUMBIA PRODUCTIONS possess those qualifications which are absolutely necessary to success and therefore to box office results.

1. A PLAN—Rigidly executed. Box office drawing power.
2. AUTHORS—4 famous novelists.  
4 famous journalists.
3. BOOKS—Stories with enormous circulation, national tie-ups, ready made audiences of millions.
4. STARS—Well known names that satisfy the public demand.
5. DIRECTORS—Of proven ability insuring forceful and artistic productions.
6. PHOTOGRAPHERS—Of the greatest technical ability.
7. MONEY—Every dollar spent wisely. No lavish and unnecessary waste.
8. A PRODUCER'S INTEGRITY—Backed up by a hand-picked, experienced organization.

## TITLES THAT MEAN MONEY

The Foolish Virgin  
The Price She Paid  
Fighting the Flames  
A Fool and His Money  
After Business Hours  
One Glorious Night  
Who Cares  
The Midnight Express

BOOK THEM NOW  
Room 506—1600 Broadway

Columbia Production

## AT KANSAS CITY THEATRES

Week Closing—October 4

## SHUBERT

"The Thief of Bagdad," Douglas Fairbanks.

## NEWMAN

"Fect of Clay," Paramount-All Star.

## LIBERTY

"Butterfly," Universal-All-Star

## ROYAL

"The Covered Wagon," Paramount All-Star.

## MAINSTREET

"The Sea Hawk," First National, Milton Sills.

## PANTAGES

"Daring Youth," Bebe Daniels, Norman Kerry, A. H. Blank.

VETERAN THEATRE OWNER  
DIES SUDDENLY IN K. C.

E. E. Richards, 60, Wonderland Head, in the "Game" 40 Years.

Ernest E. Richards, president and one of the owners of the Richlynn Amusement & Realty Co., was found dead in bed, at 305 West Thirteenth street.

Mr. Richards, who was 60 years old, had been in the theatrical business in Kansas City forty years. Associated with him in the Amusement company were William F. Flynn, former adlerman, and N. F. Flynn. The company operates the Wonderland Theatre and even the Garden Theatre and also the site on which the Pantages Theatre stands. It built the Twelfth Street Theatre.

Mr. Richards apparently had been in good health and last was seen alive at 11:30 o'clock at night by N. F. Flynn, who lived at the same address. Mr. Flynn said he and Mr. Richards came home together from the Wonderland theatre and that Mr. Richards read for a short time before retiring.

When Mrs. A. F. Rader, housekeeper, called Mr. Richards this morning, he did not respond.

The Richlynn Amusement company was organized fifteen years ago among the theatres which it has operated have been the Subway, the Richlynn, the Palace and the Willis Wood.

TRY THIS ONE ON  
YOUR CUSTOMERS

A motion picture which registers 100 per cent "kick" for the modern American girl, ever in search of a thrill, scored last Monday afternoon at the Newman Theatre, Kansas City. Mrs. Two women fainted and were taken from the theatre. The thrill registered during the showing of a "strip" of "Fect of Clay," the presentation at the theatre next week. The particular part of the picture which caused the commotion shows a man battling a shark under water, while his sweatshirt clings helplessly to a floating board.

Milton Sills is to be featured in First National pictures for some time to come. He has been engaged under a new agreement, which Earl Hindson of First National Productions announces will run for a term of years.

"WELCOME STRANGER" OPENS  
AT N. Y. CAMEO, OCT. 12

"Welcome Stranger" the Edward Belasco production released by Producers Distributing Corporation will be presented at the Cameo Theatre in New York for an indefinite run beginning October 12. L. W. Alexander, Kansas City manager, announces.

An extensive publicity and exploitation campaign, that will take the fullest advantage of the civic tie-ups permitted by the title and the story of the production, is being planned, and assurances of cooperation have already been given by several business organizations.

The all-star cast in "Welcome Stranger" is headed by Florence Vidor and Dore Davidson.

ROTHSTEIN IN NEW STUNTS  
FOR "LIFE'S GREATEST GAME"

Nat G. Rothstein, director of publicity, advertising and exploitation of F. B. O. is planning an unusually extensive, high-powered exploitation campaign in connection with "Life's Greatest Game," Emory Johnson's latest production for release through that company.

The new Johnson opus, a melodrama with baseball as its background, is fashioned along the lines of the famous old sporting melodramas which made Drury Lane famous. Featured in the cast are Johnnie Walker, Jane Thomas, Tom Santeji, and Gertrude Olmstead.

"Life's Greatest Game" will be dedicated to the baseball league of each city in which it is shown, thus assuring the exhibitor of co-operation and help from all baseball fans when the production is booked.

Babe Ruth has promised his services in connection with exploiting the picture, while many tie-ups have already been affected. One of the "stunts" Nat Rothstein is contemplating is a huge baseball, fully six feet in diameter, which will be inscribed by prominent baseball officials, to be rolled from Los Angeles to New York, which will take in all the key cities en route.

George B. Satz, director, has started to work on a new serial for Pathe, which is to be made in the East at the Universal Studios in New Jersey and is to be based on a race track story entitled "Gallop Hoofs."

The final scenes of "Reckless Romance," an Al Christie feature length comedy, have been photographed and the final stages of editing.

THE SUPERIOR CHAPTER  
PLAY"Days  
of 49"

The Best Serial on the Market

STANDARD FILM CO.

111 West 18th St.  
KANSAS CITY, MO.

**FIVE F. B. O. RELEASES  
SCHEDULED FOR OCTOBER**

October looms as a big month for F. B. O. with five special productions, scheduled for release, according to Roy E. Churchill, Kansas City manager. The first of the list, "Life's Greatest Game," with an all star cast, opens an extended engagement at the New York Casino Theatre, September 28.

Following the baseball feature comes "The Stranger From Nowhere," a Lefty Flynn production.

On October 12, Mrs. Wallace Reid's "Broken Laws," a feature dealing with law observance and the responsibility of mother love, is to be launched. The picture is being sponsored by Women's Clubs throughout the country, Churchill says.

"The Prude," which is the first of the Gothic pictures to star Evelyn Brent, famous British film star, is set for October 19, release. The supporting cast includes Edward Earl, Pierre Gendron, Ben Deely and Charissa Selwyn.

The third Carlos production, yet unnamed, is scheduled for October 26. Two chapters of the "Go-Getters" series, are also in the offing. They are "And Never The Trains Shall Meet" and "A Kick for Cinderella."

**INDEPENDENT GETS EIGHT  
BANNER SPECIAL FEATURES**

Joe Silverman of the Independent Film Company announces that he has secured eight new Banner Productions for distribution in Kansas and Western Missouri.

Each of these productions, according to Mr. Silverman is a special in every sense of the word and each has a featured star cast containing some of the best names in picturedom. These pictures are as follows: "Empty Hearts," with Clara Bow, John Bowers, Lillian Rich and Charles Murray; "The Man Without a Heart" with David Powell, Faire Binney, Jane Novak and Kenneth Harlan; "The Truth About Women" with Hope Hampton, David Powell, Mary Thurman and Lowell Sneed; "Three Keys," cast not yet named; "Those Who Judge" with Patsy Ruth Miller, Lou Tellegen, Flora Le Breton, Mary Thurman, Edmund Breese and Walter Miller; "Daughters Who Pay" with an all star cast; and two others as yet untitled.

Mr. Silverman believes that he has certain box-office winners in every one of the above named attractions. With the casts they present, the titles and the types of stories, he contends that they lend themselves easily to extensive exploitation and resultant big business at the box-office.

THERE WAS GOLD IN THE

"Days of 49"

There's money in it for you now

STANDARD FILM CO.

111 West 18th St.  
KANSAS CITY, MO.

Released September 28th



Why everybody says  
**UNIVERSAL PICTURES**  
are the best buy in sight

**CARL LAEMMLE**  
presents



Adapted jointly from the great stage success "The Burglar" by **AUGUSTUS THOMAS** and the popular novel "Edith's Burglar" by **FRANCES HODGSON BURNETT**

**BABY PEGGY**

with **GLADYS HULETTE** — **EDWARD EARLE**  
and a cast of popular screen favorites

"Baby Peggy scores in 'The Family Secret' Gives every indication of proving a big hit. There is no questioning its appeal to the masses."

Exhibitors Trade Review

"Baby Peggy shines as star of melodrama rich in heart interest and comedy. The same qualities that were responsible for the success of the novel and play are evident here."

Moving Picture World

"It should please every adult picture-goer Baby Peggy gets the most out of her part"

Harrison's Reports



Directed by  
**William Seiter**  
Nationally Ad-  
vertised in The  
Saturday Eve-  
ning Post

ONE OF UNIVERSAL'S FIRST BIG 12 JEWELS FOR 1924-25

**UNIVERSAL FILM EXCHANGES, Inc.**  
KANSAS CITY, MO. ST. LOUIS, MO.  
Harry Hollander, Manager E. L. Alpersen, Manager  
1710 Wyandotte Street 3320 Olive Street

## "DYNAMITE SMITH" FOR RELEASE OCTOBER 12

"Dynamite Smith," the first of a series of Thomas H. Ince productions, starring Charles Ray for Pathé, heads that organization's schedule of releases for the week of October 12. This production in which Ray stages a comeback to the screen under the direction of the man who developed him and made him a film celebrity is unanimously proclaimed by officials as the supreme achievement of Thomas H. Ince's screen creations and the biggest moment in Charles Ray's career.

Prominent in the support of the star are Jacqueline Logan, Wallace Beery, Bessie Love, Lydia Knott, Mark Hamilton, McRobert Knott, Russell Powell and Alfred Allen.

The October 12 program also includes the opening chapter of the newest Pathé serial story "Ten Stars Make A Man," and follows closely on the successful launching of "The Fortheth Door" and "Into the Net."

The October 12 schedule includes two two-reel comedies, one a Harry Langdon offering, "The Hanson Cabman," and the other a Hal Roach comedy, titled "The Goody Ace."

In addition to a two-reel comedy Hal Roach is presenting a one-reeler featuring Charles Chase in "Too Many Mamas."

## IT'S BRIGHTER LIGHTS FOR K. C.'S BROADWAY

### Many Splendid Attractions Offered on Week's Bill.

Theatrically, at least, Kansas City is nosing her way close to the wire with the best of them. It is seldom Kansas Citians have been afforded the opportunity of viewing so many dynamic, magnificent first run attractions as appeared on the headline sheets of the various downtown houses the past week.

Douglas Fairbank's mystical attraction, "The Thief of Bagdad," comes to the Shubert for its premiere, under the promise that it will not be shown by any other theatre in Kansas City during the season 1924-25.

First National's "The Sea Hawk," a picture which appears to live up to its name in adventure, romance and drama, starring Milton Sills, is the attraction at the Man-trust.

The Newman is making its bid for business hand in hand with Paramount's Cecil B. DeMille production, "Feet of Clay," with an all-star cast.

More romance is promised at the Liberty showing of Universal's "Butterfly," centering around the moth-circling prodigies of Laura LaPlante.

"The Covered Wagon," Paramount's big production from the famous Emerson Hough novel, closes its fourth week at the Royal after shattering all box-office records.

And to round out a series of varied entertainment, Pantages resorts to the flaming youth theme in "Daring Youth," the A. H. Blank special starring Norman Kerry and Bebe Daniels.

### WHEN YOU CLOSE YOUR HOUSE, ADVISE F. B. OF T.

A suggestion to exhibitors in attempting to conclude better service to all concerned, comes from "Duke" Wellington, secretary of the Film Board of Trade.

In brief, "Duke" asks that the Film Board of Trade be notified immediately by each exhibitor who definitely decides to close his house, the date of closing, the reason for such, and the date of reopening. In turn, the Film Board of Trade forwards this information direct to all exchanges.

According to Wellington, some exhibitors advise a certain exchange of their future movements in order to evade running a picture for a certain date. He believes that observance of the above request will circumvent such inconvenience in the part of the exchanges and will protect the standing of the exhibitor.

Mad Bruyette has been engaged to meet Evelyn Brent in "The Prude," one of the series of Gaiety pictures in which the actress is being starred by F. B. O.

Unlucky announces the engagement of Alma Rubens and Percy Marmont for the two-reel comedy "Muscle."

Robert McGowan, arbiter of the screen destinies of "Our Gang," signed a new two-year contract with Hal Roach to direct their mischievous rascals in their film comedies.

## HALF SEASON'S PICTURES COMPLETED BY WARNERS

Production reports from the Warner Bros. studios in Hollywood show definitely that ten pictures—exactly half of the promised output for the season of 1924-25—have already been practically completed. Included in this list are "Three Women," "Find Your Man," "The Lover of Camille," "This Woman," "The Age of Innocence," "The Bridge of Sighs," "The Dark Swan," "How Baxter Butted In," "The Narrow Street," and "The Lost Lady." Further assurance is given that H. M. Warner's estimate of February as the time of completion of the entire twenty is accurate. Warner Bros. distributors will have in their possession prints of each one of the first ten within the next two or three weeks. Dated bookings on many of the pictures have already been secured in leading territories.

Another big Lubitsch production, and "Recompense," from the much discussed sequel to "Simon Called Peter" stand out prominently in the ten that will constitute the second half of the season's product. "Eve's Lover," "The Man Without a Conscience," "My Wife and I," "Trapped in the Snow Country," another Rin-Tin-Tin special; "The Broadway Butterfly," "The Dear Pretender," "The Eloquent Virgin," and still another Rin-Tin-Tin picture as yet unnamed, complete the list.

### NEWMAN KEPT LONG HOURS FOR "FEET OF CLAY"

It was necessary to arrange a new opening hour at the Newman Theatre this week for the showing of "Feet of Clay." Cecil B. DeMille's lengthy production. The opening hour Sunday morning was 10:45 o'clock and the week-day openings at 9:15 o'clock. Auxiliary features were limited because of the length of the feature.

The overture, arranged by Leo Forbstein, orchestra leader, not only drew praise from patrons, but was worth a special story in daily newspapers. The overture, called "Herbertania," was arranged from some of the best known of Victor Herbert's music, including "Rose of Algiers," "The Velvet Lady," "Panamericana," "Century Girl," "Nautica," "March of Toys," and "Kiss Me Again."

John Ince is directing "Cheap Kisses," C. Gardner Sullivan's original story for F. B. O. release, at the Thomas H. Ince studios.



Scenes from "The Price She Paid," a Columbia picture, featuring Frank Mayo, Alma Rubens and all-star cast.

Get Your Share of Profits with

"Days  
of 49"

BOOK IT NOW

STANDARD FILM CO.

111 West 18th St.  
KANSAS CITY, MO.



Something for You, Mr. Exhibitor!

# "CAPTAIN BLOOD"

By RAFAEL SABATINI

A DAVID SMITH PRODUCTION

WITH

J. WARREN KERRIGAN

JEAN PAIGE—CHARLOTTE MERRIAM—JAMES MORRISON

OTIS HARLAN—ALLAN FORREST—BERTRAM GRASSBY

and fifty noted favorites

It has the greatest battle scenes  
ever filmed!

Hundreds in hand to hand com-  
bats!

Big—thrilling—gorgeous—sensational—romantic—clean!

The whole nation is talking about this famous picture. It is a stupendous photodrama by one of the most popular authors of today.

# "The CLEAN HEART"

By A. S. M. HUTCHINSON, Author of "The Happy Warrior" and "If Winter Comes"

WITH

PERCY MARMONT  
OTIS HARLAN

VIOLET LA PLANTE  
GEORGE INGLETON  
MARGUERITE DE LA MOTTE

MARTHA PETELLE  
ANNA LOCKHARDT

*A Story That Will Find its Way to the Heart of Every Picture Lover*

J. STUART BLACKTON PRODUCTION

## "BEHOLD THIS WOMAN"

By E. PHILLIPS OPPENHEIM

A love romance of movieland

with

IRENE RICH HARRY MYERS  
MARGUERITE DE LA MOTTE

A J. Stuart Blackton Production

## "CODE OF THE WILDERNESS"

A David Smith Production

A Story of the Burnt Grass Country

with

ALICE CALHOUN  
JOHN BOWERS ALAN HALE  
CHARLOTTE MERRIAM

## "BETWEEN FRIENDS"

By Robert W. Chambers

J. Stuart Blackton Production

with

LOU TELLEGAN  
NORMAN KERRY  
ANNA Q. NILSSON  
STUART HOLMES  
ALICE CALHOUN

*This Is A Vitagraph Year!*

WATCH!



# VITAGRAPH

ALBERT E. SMITH PRESIDENT

KANSAS CITY  
Davidson Bldg.,  
C. A. Schultz, Mgr.  
ST. LOUIS  
3312 Lindell Blvd.  
A. Danke, Mgr.



Arthur S. Kane, president of Associated Exhibitors, passed through Kansas City this week, enroute to the West Coast, having driven from New York. The local office was favored by a short visit.

Bob Rice has sold his Electric Theatre at Chillicothe, Mo., to Mr. Mmich. The transfer was made October 1.

Mr. and Mrs. R. B. Christian of Excelsior Springs made their usual weekly buying trip to the Kansas City film market this week.

Bob Gary, new Universal exploiter, is in Ottawa, Kans., this week, concocting exploitation stunts for the "Hunchback of Notre Dame," now showing at Charley Goodell's Star Theatre.

Saturday was a good day for "Hollywood." All of Universal's salesmen were in spending a good share of their part of the Kansas wheat money.

Universal bookers complain they're getting hunch-backed. Booking "The Hunchback," we suppose. Rumor has it that not a single open date remains for the feature during October.

Ensley Barlow, manager of the Orpheum Theatre, Joplin, was a Film Colony visitor recently. Business is picking up in his section, he says.

The sharpshooters around Hollywood are wondering what new "flaming youth" theme Paramount is going to put over. The front of the Kansas City exchange is being painted red.

C. M. Pattee, of the Pattee, Lawrence, was in town Tuesday booking film to whet the appetites of the Jayhawker collegians.

J. W. Maple of the Rigney Theatre, Albany, Mo., and Cozy, at Bethany, Mo., and C. E. Terry, Grain Valley, Mo., were on the Kansas City film market the past week.

L. W. Alexander, P. D. C. manager, and Harry Taylor, city salesman, took their selling arguments to Atchison, Leavenworth, St. Joseph and other key cities last week.

The Miller Theatre, Wichita, is playing "Welcome Stranger," the first of P. D. C.'s new product this week. The same feature is booked at the Kansas City Royal for an early showing.

The Barris Theatre at Marionville, Kans., has changed hands, according to advices reaching Movie Row.

Eddie Green, Metro-Goldwyn's high pressure artist, was in town for the week end.

Exhibitors seen on Movie Row recently: Mrs. Brinkley, Mainstreet, Lexington, Mo.; M. W. Hubbell, Hubbell, Trenton, Mo.; W. L. Stapp, Lyceum, Platte City, Mo., and P. W. Pugh, Erie, Kans.

M. E. "Marty" Williams, manager of the Kansas City A. H. Blank office, left Tuesday for a personal exploitation trip into the Kansas key towns. "Marty" is so busy these days the boys say his game of billiards is suffering.

George A. Hickey, district manager for Metro-Goldwyn, returned this week from a business trip to New York.

Frank Newman has signed up for a big block of the Metro-Goldwyn product. The list read, "His Hour," "Tess of the D'Ubervilles," "Yolanda," "Broken Barriers," "Circe," and "The Great Divide." All are to be premiered shortly.

The Liberty falls for the slick stuff and buys Metro-Goldwyn's "The Arab," it is announced. The picture is booked for any early date.

Among the many showmen in to buy fall product were: Sam Blair, Majestic, Belleville, Kans.; C. R. Toff, Electric, Clayton, Kans.; J. A. Quincey, Elite,

Greenleaf, Kans.; D. C. Kennedy, Electric, Glasgow, Mo.; and Manager Harpool of the Cozy and Town theatres, Dodge City, Kans.

C. E. Gregory, local Metro-Goldwyn manager, has returned from Chicago, where he had a conference with E. M. Saunders, Western Division sales manager for that organization.

"If I had a million dollars I'd spend it in making pictures, for I love the work," laughed Ruth Roland of motion picture serial fame in the Union Station in Kansas City last Tuesday night. Miss Roland, who was on her way to New York, readily admits that her "hobby" is real estate and that she is a business woman.

Little did James W. Watson of the Benton Theatre, Kansas City, realize that while he was endeavoring to figure out a two-ball combination in a pool room in Topeka, Kans., last week that he was being elected vice-president of the M. P. T. O. Kansas and Missouri, to serve as supervisor of the Western Missouri section. Taking it for granted he had plenty of time, Watson sought relaxation among the "fiories" before entering the convention room at the Hotel Kansan. And it was not until after the afternoon session of the second day that he discovered he was an official.

More than 30,000 persons paid to see "The Ten Commandments" during the first ten days of its showing at the Shubert Theatre in Kansas City, Manager Ray Whittaker announced. This exceeds the attendance at the same theatre of "The Covered Wagon."

H. E. Corlynn, formerly with the A. H. Blank Enterprises, Kansas City office, is now selling for Fox.

J. H. Blumenfeldt, traveling auditor for the Fox organization, visited the Kansas City office recently.

C. W. Eckhardt, assistant to the general manager of the Fox Film Corporation, dropped in for a two-day visit to the Kansas City office this week.

J. D. Wineland, manager of the Empress Theatre, Webb City, Mo., was in this week buying fall product.

**Something to sell, something to buy, Reel Journal does it, if you try!**



Scenes from "The House of Youth" starring Jacqueline Logan. Directed by Ralph Ince and produced by Regal Pictures, Inc., released through Producers Distributing Corporation.

# Improvement

## The GARDINER VELVET GOLD FIBRE SCREEN

such as this

by actual comparative test in your own theatre, will prove to your complete satisfaction that you can't afford to get along without it. Because you can't improve your picture 100% and fail to help your business!

### It Advertises Your Theatre

The public is quick to respond to such improvement in projection as this. They notice the difference immediately when a Gardiner replaces the ordinary screen and they talk about it to others and the natural result is increased receipts at the box office. Ask any Gardiner user; he can tell you what an important part this screen plays in the profitable conduct of his business.



### THE GARDINER PROPOSITION

enables you to install a Gardiner Screen in your theatre with but a very small outlay of cash, and you have a whole year (12 months) to pay out the balance. And if after you've installed it, you should find that it is not all we claim for it, you may ship it back to us and your initial payment will be refunded. The risk is ours.

Don't buy a screen until you've witnessed a Gardiner demonstration. Ask our representative or write us today. We're ready to show you what screen improvement really means.

## YALE THEATRE SUPPLY CO.

"Dependable Service"

108 WEST 18TH STREET

KANSAS CITY, MO.

**"WOLVES OF THE NORTH"  
RELEASED BY UNIVERSAL**

The current week marks the release of a new Universal chapter play, by far the most pretentious put out by that company in several years. It is "Wolves of the North," a four-chapter serial drama of the north woods fur country, made and starred in by William Duncan.

"Wolves of the North" was adapted from "The Free Trader," a magazine story by Kathleen and Robert Pinkerton. Duncan plays the role of a "free trader" in the serial. Edith Johnson plays in support.

The locale of the picture, among the French Canadian trading posts, gave Duncan wonderful opportunity for settings of great natural beauty. He and George Robinson, the photographer, took full advantage of the snow, the ice and the forest clad hills of the country around McCall, Idaho, where the picture was made. The winter scenes were made early last spring, when the country was deep in snow drifts. The locale is a new one for pictures and is said to surpass the California snow-line locations seen so many times on the screen.

**SHORT SUBJECTS INCREASINGLY  
POPULAR, STOREY DECLARES**

New York, Sept. 25. "The day when an exhibitor calls a booker on the telephone and says: 'Send me out a comedy filler' is past. Today the average show manager selects his comedies and short subject matter with the same care that he does his features," declares J. E. Storey, General Manager of Pathé, Inc.

"The public itself is directly responsible for this change in attitude on part of the theatre manager," Mr. Storey continues. "The box-office proved that the public was beginning to show a preference for those playhouses furnishing them the short subjects that they enjoyed the most and that the comedies that fitted themselves to the rest of the program. Realizing this, the wide-awake exhibitor conducted a survey to ascertain just what types of product these patrons wanted in the way of short subjects.

"Until this time, the exhibitor, with but a few exceptions, had little or no knowledge of what the short subject market afforded in the way of screen entertainment. He had always taken the comedy field for granted. It was merely a field of picture supply that would add another half-hour to his program. When the public definitely demanded certain types of short-subject entertainment and patronized those theatres that supplied the demand, the theatre owner waked up to the realization that he was losing money. That was just a few years ago. In those days even the national trade papers, not to speak of the newspapers, considered the short-subject not worth reviewing. Today, however, the situation has changed completely."


**YOU'LL MAKE MONEY WITH**

**"Days of 49"**

**STANDARD FILM CO.**

111 West 18th St.  
KANSAS CITY, MO.

Released October 12th



**No 6** Why everybody says  
**UNIVERSAL PICTURES**  
are the best buy in sight

# Butterfly

From the popular  
novel by  
**KATHLEEN NORRIS**



**With a tremendous all star cast  
A CLARENCE BROWN PRODUCTION  
Presented by CARL LAEMMLE**

"Butterfly" is one of the finest society comedy-dramas ever made. It is a dramatic adaptation of the extraordinary popular novel by Kathleen Norris, one of America's most popular authors, which has been read by more than six million people.

"Butterfly" (the title role) is played by Laura La Plante, who so distinguished herself in "Sporting Youth" with Reginald Denny. Miss La Plante gives a great characterization of a beautiful, fascinating child-like woman, full of clever, selfish tricks—who is a natural flirt, passionate and head-strong. She is superb, and will be a sensation to any audience.

It was produced by Clarence Brown, the same directorial genius responsible for such tremendous hits as "The Acquittal" and "The Signal Tower."

The picture has been sumptuously produced. The exteriors are full of natural beauty. The interior sets are splendid. The w. men are gorgeously groomed.

The all-star cast is genuine. It includes such stars as Norman Kerry, remembered for his work in "Merry Go Round" and "The Hunchback of Notre Dame"; Ruth Clifford, Kenneth Harlan and T. Roy Barnes, stars of many successful productions.

The story contains excellent dramatic situations with plenty of comedy of the side-splitting variety. It is a modern story of a little imp who, through her passion for flirting, wrecks the lives of her only sister and her dearest friends. A picture of the worst side of a good girl—the best portrayal of a female trouble-maker that has ever been given screen audiences.

And last, but not least, because "Butterfly" contains boundless exploitation possibilities. The opportunities for ballyhoo, window tie-ups, newspaper and stage presentations are unlimited.

NATIONALLY ADVERTISED IN THE SATURDAY EVENING POST

**ONE OF UNIVERSAL'S FIRST BIG 12 JEWELS FOR 1924-25**

**UNIVERSAL FILM EXCHANGES, Inc.**  
KANSAS CITY, MO.  
ST. LOUIS, MO.  
Harry Hollander, Manager  
1710 Wyandotte Street  
E. L. Alpersen, Manager  
3320 Olive Street



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## THE ALASKAN

Paramount—Thomas Meighan

**WORLD**—Like all of the Curwood stories, "The Alaskan" breathes the spirit of the great outdoors. It would seem that the greater emphasis has been placed on action rather than upon logically developing the situations; as a result the action is not always consistent and convincing and the story does not develop any great amount of punch or interest. There is one point in this picture which excels—that is the beauty of the scenic surroundings filmed among the majestic mountains, lakes and rivers of Alberta and British Columbia.

**HERALD**—A story of the far North of pioneers of Alaska and the Yukon and of the second generation's fight with financial forces. Highlights concern Gold Rush days, destruction of Mr. Holgrave, picturesque scenes aboard boat en route to Alaska Action paramount throughout.

**FILM DAILY**—Star will probably stir his admirers although he seems to take himself too seriously. Not likely to disturb Meighan's legion of followers from a box office angle. They'll probably be well satisfied and still, it not another "Back Home and Broke."

**NEWS**—Not up to the calibre of previous Meighan films, lacking the human touches. Carries far too much melodrama and is over-emphasized in action—and overplayed. Contains some well flavored lack of imagination. But it does present highly picturesque backdrops and the lighting and photography are very good. However, wherever Meighan is popular, (which goes for nearly every community), picture should do business.

## NEWS NUGGETS

Thirty-seven players left the studio with the company now making J. K. McDonald's next First National release, temporarily called "Frisivulous Sal," on its expedition to Mt. Rainier.

A floorless studio, equipped to serve for

## ONE NIGHT IN ROME

Metro-Goldwyn—Laurette Taylor

**FILM DAILY**—Not as good entertainment as star's previous pictures, but those who favor films with a dramatic trend will probably concede that it is satisfying. Can only be put over from an advertising angle through the use of the fortune telling trend of the story.

**NEWS**—This is a thoroughly entertaining picture, possessing a plot of real dramatic power, filled with incident and action. We can't imagine anyone but Laurette Taylor in the stellar role of this production. It is her work that makes the picture interesting. Her colorful and convincing characterization is the outstanding feature of the production. It is a real fight to win. The supporting cast has been carefully picked.

**HERALD**—The type of this story presents intrigue in the Italian court and foreign adventures. Beautiful backgrounds are viewed, such as scenes in the palace, delightful portrayal by Laurette Taylor, racing scene, grand bazaar, marvelous settings and excellent portrayals by other members of the cast.

**WORLD**—While the action starts off well in this story, the interest lessens later and never recains its original force. This is due not only to the nature of the story, but to the fact that Miss Taylor has a role that, although does not suit her. Her acting and mannerisms which were so delightful in her portrayal of the little Irish girl in "The O'Hearts," do not seem to fit into the role of the Italian princess. The supporting cast is satisfactory and there are some striking sets and exteriors and some very effective photographic shots.

the "shooting" of exterior scenes whatever the weather conditions may be out of doors, is to be constructed on the Vitagraph lot in California. J. Stuart Blackton, producer, is now supervising plans for the building, which will be unique among studios.

## THE CLEAN HEART

**NEWS**—Here is a picture in which the story is the thing. The big heart touch is very much in evidence, adapted from the story from A. S. M. Hutchison, and directed with fine appreciation by J. Stuart Blackton. It easily stands as his seven triumph, an exceptionally fine picture, one saturated with humanities. Is finely treated to establish its spiritual tone. Has humor and heart appeal. Is rich in atmosphere and carries effective drama. Is finely acted and should draw patronage for any type house.

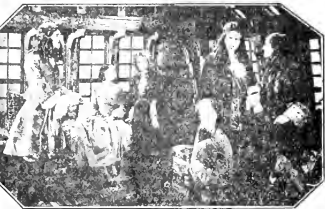
**HERALD**—This is a story of a man's fight against himself. Highlights present the interior of a newspaper office, severe storm with hero caught in cave against rising tide, thrilling drop off cliff, intense love interest and highly developed human elements.

**WORLD**—Like "If Winter Comes," "The Clean Heart" is a decidedly out of the ordinary story. It is well-made, finely directed, attention-holding picture, with strong human interest and moments of fine pathos and comedy, excellently acted. The settings are fine and the photography excellent. This production should please the majority of audiences and especially appeal to high class patronage.

## TIE-UP WITH BOOK CONCERN FOR "THE PRICE SHE PAID"

In the very near future the C. B. C. will release their latest Columbia picture "The Price She Paid," featuring Alma Rubens and Frank Mayo. At the same time Messrs. Grosset and Dunlap will issue a special edition of the novel of the same name by David Graham Phillips from which the story was taken. The novel will have in it illustrations taken from stills of the picture. The possibilities of a very successful team-up for exhibitors with booksellers are unlimited.

There are other books in the Columbia series such as "A Fool and His Money," by George Barr McCutcheon, "Who Cares," by Cosmo Hamilton. These too will be issued in conjunction with the pictures.



Some interesting moments in the Vitagraph picturization of Raphael Sabatini's "Captain Blood." The cast is headed by J. Warren Kerrigan, Jean Paige, James Morrison and Charlotte Merriam



## BOX-OFFICE REPORTS

### ENTERPRISE

**Hell's Half Acre.** Bill Hart good western. Has been run a great deal but in good shape. Keaton comedies are swell. Write Jack Underwood and get a real bargain on his Bill Hart and Roy Stewart. All western. Eagle Theatre, Edgewood, Ill.

### F. B. O.

**What's Wrong With the Women?** All Star. Here is a "hot" that beat 85 per cent of the women in town, and it fits them well. B. of. it and clean up. Eagle Theatre, Edgewood, Ill.

### FIRST NATIONAL

**Totable David.** Richard Barthelmess. Went over time. Proved 100 per cent box office attraction. Film good—A. J. Blackwell, B. of. Theatre, Springfield, Mo.

**Temporary Husbands.** Oscar Moore. Good picture. Should please any audience. Print and accessories good. The Strand Theatre, Chillicothe, Mo.

**Why Men Leave Home.** Lewis Stone. Exceptionally fine photoplay. Played to surprisingly good business. Stalled a meter at this out-of-picture. Let's have another as good—F. I. D. of. Print Theatre, St. Joseph, Mo.

**Girl of the Golden West.** I. Van Kernan. This picture gave a real satisfaction. Give us good film. Very satisfactory at box office. Print in splendid condition. W. J. Sloan, DePue, Spearville, Kans.

**Peck's Bad Boy.** Jackie Coogan. An old picture but good and well liked. Print good, advertising fine. Eagle Theatre, Wichita, Kans.

**Man, Woman, Marriage.** Dorothy Phillips. Good picture. Weather good. Business fair. Picture well liked. Print and advertising good. J. C. McCoy, Dighton, Dighton, Kans.

**Why Men Leave Home.** Lewis Stone. Picture plot of excitement. C. C. Caldwell, Star, Sweet Springs, Mo.

**Oliver Twist.** La Tu. Good. Print in fair condition, advertising satisfactory good. Excellent picture. Mr. W. T. Pope, Patina, Mendon, Mo.

**When A Man's A Man.** John Brown. Splendid picture, played 100 per cent. Print and accessories fine. Mr. W. L. Pope, Patina, Mendon, Mo.

**Mighty Lak' A Rose.** Dorothy Dickoll. A fine production and played 97 per cent of the release. It's a picture that will give picture to the theatre that shows it. Print and advertising good. Palace Theatre, Giddicks, Mo.

**Smilin' Through.** Zouka. Excellent. Satisfactory in every way. F. E. Wilhoit, Jefferson, Springfield, Mo.

**Circus Days.** F. I. D. of. Good. Good little picture. K. B. of. Eagle Theatre, Lind, Lind, Mo.

**Bad Man.** Hollywood. Excellent comedy, played 100 per cent. P. M. B. of. D. L. Lane, St. John, Kans.

**Lilies of the Field.** Carmine Gentile. A splendid production and drew a good business and played all business. Print and accessories good. A. David, Princeton, Neodesha, Kans.

**The Woman Conquers.** Katherine MacDonald. This was a good picture. Print and accessories good.—Empire Theatre, Adrian, Mo.

**The Love Master.** Strongheart—I consider this one of the best pictures that I have ever shown; pleased 100 per cent. I had large attendance. Draws good country class. Print fine.—Joe Buck, Central, Osborne, Kans.

**Woman on the Jury.** Sylvia Breamer. Those who saw it liked it very much. It was considered very good. Print and accessories good.—E. E. Frazier, Grand, Pittsburg, Kans.

**Bond Boy.** Richard Barthelmess—Picture good. Print good.—J. E. Zimmerman, Rex, Bronson, Kans.

**Woman on the Jury.** Sylvia Breamer—Very good picture. Print and accessories good. Fees Bros., Best Theatre, Parsons, Kans.

**Meanest Man in the World.** Bert Lytell. Good clean picture and pleased 100 per cent. Excellent story, cast and well directed. Good business two days. The print first-class. Advertising good.—H. R. Bishy, Isis, Augusta, Kans.

**Perfect Flapper.** Colleen Moore—Picture went over nicely against a 20 people tab show and Fox Special at our opposition theatre. Patrons pleased almost 100 per cent. Many came back second time. I personally consider the picture a real knockout. Colleen Moore getting better all the time. Print and accessories OK. J. Earl Hayes, Grand, Moberly, Mo.

**Those Who Dance.** Blanche Sweet. Good audience picture with the suspense sustained throughout. Print and accessories good.—P. O. Jones, Royal, Carrollton, Mo.

### FOX

**St. Elmo.** John Gilbert—Six reels, and it is all they say about this picture. It played 100 per cent and I cleaned up on it. Eagle Theatre, Edgewood, Ill.

**Big Dan.** Buck Jones—This is a picture that takes them all by surprise. I run it

September 11th and am returning it on October 13th from Monday night clean-up. Book it. Eagle Theatre, Edgewood, Ill.

### PRODUCERS

**Westerners.** All Star—If you like the "Covered Wagon" you will like "Westerners," played by an all star cast. Seven reels of good honest Will West in the days of '49. Book it. It's a real 100 per cent money getter.—Eagle Theatre, Edgewood, Illinois.

### VITAGRAPH

**The Silent Vow.** William Duncan—Absolutely a waste of film, no plot, disconnected and everything else. If this is a sample of Duncan, he surely is a frost.—W. A. Doerschlag, Strand, Ransom, Kans.

**The Courage of Marge O'Doone.** This picture pleased 75 per cent for its condition of film good.—J. E. Zimmerman, Rex, Bronson, Kans.

**The Leavenworth Case.** All Star—Good picture, had a good house, pleased 75 per cent of our Saturday patrons. Admission 10 and 20.—J. E. Zimmerman, Rex, Bronson, Kans.

**Masters of Men.** All Star—We didn't especially care for this picture but have had people stop us on the street all week and tell us how well they liked it. It drew a good house both nights. All of which goes to show a manager can't always tell when a picture is good.—C. A. Southard, Twilight Theatre, Greensburg, Kans.

**When Danger Smiles.** William Duncan and Edith Johnson—A fine little feature of the type people like and was characteristic of these stars who are a sure bet for good acting. Harry Roberts, Electric, Centralia, Kans.

**Lightning Love.** Larry Simon—Not so good as some of Simon's stuff although got some good laughs after we got the film pitched up so we could run it.—Harry Roberts, Electric Theatre, Centralia, Kans.

**Man From Brodney's.** All Star—An exceptionally good picture that will please 98 per cent and make them ask for more like it. A dandy cast of good stars and picture is well directed. Anyone can play this and not have to hide from his patrons. A clever story by a good author, well acted with box office value.—T. H. Lanck, Opera House, Mound City, Kans.

Mail in Your Film Report Today For the Next Issue

### THE REEL JOURNAL,

19th & Wyandotte, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title \_\_\_\_\_  
 Star \_\_\_\_\_ Producer \_\_\_\_\_  
 Remarks \_\_\_\_\_  
 List \_\_\_\_\_  
 Special \_\_\_\_\_ Producer \_\_\_\_\_  
 Remarks \_\_\_\_\_

If Every Exhibitor Does His Duty There Will be No Movie Pictures

City \_\_\_\_\_  
 Theatre \_\_\_\_\_  
 Exhibitor \_\_\_\_\_



### DELMONTE ANNOUNCES CUT IN ADMISSION PRICES

Fred L. Cornwell, owner of the Delmonte Theatre, Delmar boulevard near Clara avenue, has announced a reduction in the price schedule of that house, the top being cut from 65 cents to 50 cents. This meets the competition of William Goldman's Kings Theatre, Kingshighway near Delmar boulevard, which declined to advance its prices when the Delmonte, Missouri and Grand Central raised their schedule a few weeks ago.

In his newspaper announcements Cornwell states that the higher price schedule was a burden on the picture-going public and the Delmonte set out at once to remedy the situation as quickly as possible. This was accomplished, the advertisements stated, by purchasing the entire output for an entire year of the one of the world's largest and most famous film studios, and by contracting heavily in advance for the better pictures of other producers, the management of the Delmonte being able to buy the greatest film dramas at a greatly reduced price, which now makes possible a re-establishment of the general charge to adults at: Nights, Sundays and holidays, 50 cents, with a few choice seats and loges at 65 cents; week day matinees, 35 cents, and children

15 cents at all times. The advertisement states the theatre has contracted for Paramount, Metro-Goldwyn, Warner Bros., F. B. O. and Universal and the best product of other film producers and distributors. "It will be interesting to note who will be able and willing to follow the Delmonte's lead," the ads conclude. The prices meet the Kings competition except the latter house charges but 30 cents at matinees.

### RODEMICH OF GRAND-CENTRAL NOW A MUSIC PUBLISHER

Gene Rodemich, musical director of the Grand-Central Theatre has taken out incorporation papers for the Gene Rodemich Publishing Company, which will maintain offices in St. Louis and New York City, and publish sheet music. It will be a subsidiary of the Jack Mills publishing organization. Rodemich has associated with him in his new venture Mills and Larry Conley, trombone artist in his orchestra. The new concern starts off with two numbers, "Shanghai Shuffle," composed by Rodemich and Conley, and "Honolulu," by a comparatively unknown author.

### "FIRE PATROL" DRAWS LIMIT CROWDS AT ST. LOUIS KINGS

Some idea of the great success now being enjoyed all over the country by "The Fire Patrol," a Hunt Stromberg production, which was released by Chadwick Pictures Corporation earlier this season, may be realized by the enthusiastic comment the press of St. Louis accorded the picture following its opening at the Kings Theatre in that city, last week.

Kings played a capacity business all through the engagement, and the comments of the theatre's patrons were unanimous in according "The Fire Patrol" a place among the great entertaining pictures seen in St. Louis.

"The 'Fire Patrol' is almost too realistic to be comfortably entertaining," said the Globe-Democrat reviewer.

"There is plenty of excitement," said the critic of the Post-Dispatch. "For those who like thrills, 'The Fire Patrol' delivers the goods in surplus cargo."

Jack Roth of the Liberty and Isis Theatres, Kansas City paid the local St. Louis Pathe branch a visit this week. Jack seems to be just as full of pep as ever.

Another Box-Office Serial Attraction  
Pathe Offers

Philip Barry's Great Story

"Ten Scars Make a Man"

with Allene Ray and an all star cast, a worthy  
successor to "INTO THE NET".

**PATHE EXCHANGE, Inc.**

HARRY GRAHAM, Branch Manager

3308 LINDELL BLVD.

ST. LOUIS, MO.

**DOWNTOWN NIGHT LIFE  
REJUVENATED IN ST. LOUIS**

William Goldman who recently took over the Rivoli Theatre, Sixth street near Olive street, running it as a first run house, playing day and date with his Kings Theatre on Kingshighway, declares that down-town St. Louis night life is rapidly coming back. He attributes the rejuvenation to the recent opening of Marcus Loew's State Theatre, Eighth street and Washington avenue, and the Rivoli, which are presenting the public programs that compare favorably with the best that Grand boulevard is able to offer.

Goldman, a showman of many years of experience, expressed the belief that the come-back of down-town St. Louis is not due to a whim of Fate but should be permanent. He states that the people of the city want to come down town at night, and that it was only due to the lack of proper accommodations and quality shows that they declined to do so in the recent past.

The State Theatre has been playing to wonderful business since it opened its doors. Many who have been watching this situation closely attributed this as due to a certain extent to the newness of the house, venturing the opinion that the best time to pass final judgment on the success of that theatre would be November, December and January. However, the strong come-back of the Rivoli under Goldman's management, has given them further food for thought. Some dismiss it by saying that "Bill's lucky." Others say it is showmanship.

**BRIGHT BITS & NEWSY NOTES**

Tom McKean, local F. B. O. manager departed Saturday, September 27, on a business trip to Kansas City, Mo.

Two University City, Mo., policemen surprised a band of seven men in the act of carrying off the 350-pound safe of the Tivoli Theatre, 6340 Delmar boulevard, University City, at 4 a. m., Monday, September 22, and a running battle with the police the would-be robbers escaped. The robbers had broken into the office of the theatre and succeeded in opening the outer door of the safe, but when the inner door blocked them they decided to carry off the safe and its contents, the receipts of the previous Saturday and Sunday shows.

Out-of-town exhibitors seen along Picture Row during the past week included: Sam E. Pertle, Jerseyville, Ill.; C. C. Calvin, Washington, Mo.; C. E. Brady, Cape Girardeau, Mo.; S. F. Roman, Bond, Ill.; Oscar Wesley, Gillespie, Ill.; Mrs. J. W. Rodgers, Cairo, Ill.; Tom Reed, Duquoin, Ill.; W. A. Irwin, Marion, Ill.; W. L. Mullenbeck, Maistre Theatre, West Frankfort, Ill.; W. R. Britton, West Plains, Mo.; Charley Goodnight, DeSoto, Mo.; Bob Clarke, Effingham, Ill.; W. B. Kneedler, Mattoon, Ill.; and F. Davidson, Drealand Theatre, Roodhouse, Ill.

The Olympic Theatre, East St. Louis, has installed a new Mimosa curtain pur-

chased through the St. Louis Exhibitors Supply Company. The house is located at 11 South Main Street, just off Broadway.

"I Am the Man," Lionel Barrymore's latest production will open its St. Louis first run at the West End Lyric on October 8. The picture is being distributed in the St. Louis territory by the Columbia Pictures Corporation.

C. D. Hill, manager for the Producers Distributing Corporation also reports record business and he is predicting that his organization will capture the national contest now underway between the various exchanges of that organization. Recent records show that the local office has shipped up to second place, right on the heels of the Pittsburgh exchange, the leader.

Metro's "The White Sister" has set a new work for total attendance in St. Louis according to available information. After an extended first run engagement at a leading down-town theatre the picture has come back for big showing and has been booked solid by the neighborhood houses. Several had repeated within a very few weeks and others were compelled to forego a second run because all prints had been booked up for weeks. It has been the distinct success of the 1923-24-25 seasons.

*Another Knockout!*

**BEN WILSON**

—IN—

**"Notch Number One"**

With **Merjorie Daw, Reed Howes and**

**YAKIMA CANUTT**

Champion American Cowboy

ONE OF THE NEWEST OF OUR MANY

**Great Westerns**

IT'LL PAY YOU TO

BOOK IT NOW!

**Progress Pictures Corp.**

(Specializing in Western Productions)

TOM LEONARD, Manager

3465 Olive Street

ST. LOUIS, MO.

*Something Different!*

A new play on the marriage angle. The new idea hit with a wallop—a roar of comedy—a gale of laughter—a world of drama.

**"DARING  
YOUTH"**

WITH

**BEBE DANIELS and NORMAN KERRY**

Directed by Wm. Beaudine

One of the most delightful productions we've offered this season.

**ST. LOUIS FILM EXCHANGE**

HARRY HYNES, Manager

3334 Olive Street

ST. LOUIS, MO.



## "DARING YOUTH" HAS EXCEPTIONAL STAR CAST

"Daring Youth" is one of the eight special attractions for release by the St. Louis Film Exchange. And Harry Hynes, manager, points to a new idea to the marriage angle plot as well as a cast of exceptional players as reasons for its assured success at the box-office.

The picture stars Bebe Daniels, possibly one of the most popular film luminaries. Miss Daniels has played before the camera many years, one of her greatest successes having been her role in "The Affairs of Anatol."

Another important member of the cast is handsome Norman Kerry, the stalwart titled lover of "The Merry Go Round." In "Daring Youth" Mr. Kerry has a modern role that offers him equal opportunities with the part that won him his cinema spurs.

Lee Moran, of Moran and Lyons fame, plays a comedy heavy part in "Daring Youth." Other members of the cast include Lillian Langdon, George Pearce and Arthur Hoyt.

George E. McKean, manager of the St. Louis Fox office reports that his sales for the past two weeks have exceeded the best record of any previous two weeks in the history of the local office. This phenomenal record was set without a St. Louis first run and with many houses in Southern Illinois still closed because of the backward industrial conditions in those parts.

## Film Exchange Briefs

Charley Werner's Metro-Goldwyn office put across Goldwyn Week in a way never heretofore attained.

General conditions have improved in recent weeks in this vicinity. Southern Illinois is the only bad spot, and there has been a slight improvement there.

Jimmy Bradford, film salesman extraordinary has joined the sales ranks of the local Producers Distributing Corporation, traveling his old stamping grounds, Southern Illinois. Jimmy is so popular that he could probably be elected Governor if he sought that office. He had a big week.

S. W. Eckhardt, assistant general manager for Fox Films is due to reach St. Louis on October 9th, and will address a meeting of the local sales organization.

Oscar Morgan, Southern District Manager of Pathe spent several days with Branch Manager Graham the early part of the week.

Andy Dietz and D. E. Boswell of Pathe have been staging a clean-up drive on two-reel comedies in Greater St. Lou's.

Mr. Loper of Springfield and Harry Redmon of East St. Louis have arranged to play the new Charley Ray feature "Dynamite Smith."

Mr. Brady of Cape Girardeau has booked the great Pathe serial "Into The Net," also "Ten Scars Make a Man." Jimmy Douglas at Springfield, Ill., writes that "Into The Net" is the best serial he has ever looked at.

Floyd Lewis, special representative for Associated Exhibitors, spent a few days in St. Louis.

George Skouras reports that "Into the Net" is the most successful serial ever played over their circuit.

"The Ten Commandments" opened to capacity business at the American Theatre, Seventh and Market streets, Tuesday evening, September 28. The premiere St. Louis engagement of the production will be limited, which is expected to increase the attendance at each performance.

"Be Yourself," Edward L. Luddy's newest directorial effort for Century comedies, will be adorned by what is said to be the most beautiful collection of costumes ever seen in a two-reel comedy.

Clifford Smith, Universal director of the last ten Jack Hoxie westerns, and who directed more than forty popular Bill Hart westerns, is seriously ill at Lone Pine, Cal., where he has been on location with his Jack Hoxie unit.

## 8 SUPER SPECIAL FEATURES

### "EMPTY HEARTS"

Clara Bow, John Bowers, Lillian Rich and Charles Murray.

### "THE MAN WITHOUT A HEART"

Kenneth Harlan, David Powell, Faire Binney and Jane Novak.

### "THE TRUTH ABOUT WOMEN"

Hope Hampton, David Powell, Mary Thurman and Lowell Sherman.

### "THOSE WHO JUDGE"

Patsy Ruth Miller, Lou Tellegan, Mary Thurman, Edmund Breese and Walter Miller.

### "THREE KEYS"

Cast to be Announced Later.

### "DAUGHTERS WHO PAY"

Cast to be Announced Later.

And Two Other Banner Productions

For Consistent Money-Makers  
Write at Once to

## UNITED FILM SERVICE

SAM WERNER, Manager  
3314 Lindell Blvd. ST. LOUIS, MO.

## Have You Something TO SELL?

## Have You Something TO BUY?

READ  
and  
USE

## Reel Journal Classified Ads

2c Per Word Per Issue  
Minimum Charge 50c

## "DEFYING THE LAW" NEW UNITED RELEASE

"Good product and lots of it is what the exhibitors want," says Sam Werner of the United Film Exchange, "and that's what we are going to give them." And with this statement Mr. Werner announces another new special feature production, "Defying the Law," starring Lew Cody with Renée Adoree and Josef Swickard.

"Defying the Law" is a sea story with a Neapolitan flavor, which as one motion picture critic says, "is refreshing after thousands of reels of 'problem' pictures." And it has a cast that should boost business at the box-office.

Following is a brief resume of what critics have to say of the production: "The feature is the photography, which has been embellished with colorful bits of action. The locale is the wharves of San Francisco, but the atmosphere is Sicilian, Corsican. The current vogue for sea pictures is gratified, and there is in addition enough Chinese smuggling and action scenes to please the most thrill craving. The cast is of first run calibre."—Times Square Daily.

"The story shows originality and it is well done and beautifully photographed. It is above the average program feature and it has been well cast . . . an entertaining photoplay for those who like their melodrama."—The Morning Telegraph.

. . . It is this same flavor of adventure and picturesque romance that, au-

gmented by artistic direction and photography and a cast of first-run calibre, serves to make the picture a good one. The story has been embellished with a dozen different twists and several striking dramatic situations. . . . The competent cast greatly aid Bertram Bracken in the direction."—Variety.

Mr. Werner highly endorses this production. He further states that it is ready for immediate booking.

## GEN'L FILM MFG. CO. VOTES TO REORGANIZE

Stockholders of the General Film Manufacturing Company, 6800 Delmar boulevard, University City, Mo., now in the hands of receivers appointed by the St. Louis County Circuit Court, at a general meeting held Wednesday evening, September 24, voted in favor of a plan of reorganization whereby the company will obtain a substantial working capital and be able to carry out plans for future development.

Under the arrangement accepted by approximately 90 per cent of the stockholders, certain St. Louis financiers are to put \$50,000 additional stock into the company immediately which is sufficient to give the company ample working capital.

The company as now organized has a capitalization of \$600,000 but under the new plan this will be reduced to \$500,000. Stockholders have agreed to surrender two shares of their old stock for one share of stock in the reorganized company. The plan was outlined to the meet-

ing by Judge Walter J. G. Neun, chief counsel for the company.

A. H. Austin and Theodore Bayer, receivers for the company, stated that approximately 90 per cent of the stockholders have already accepted the plan, and the reorganization of the company is assured.

## CHAMPION COWBOY IN "NOTCH NUMBER ONE"

A coming big western star is Yakima Canutt, one of the featured players in "Notch Number One," current release of the Progress Pictures Corporation. Yakima Canutt is the champion American cowboy, who won the Roosevelt Cup last Fall for the greatest display of skill in all kinds of rough riding.

Canutt makes a very fine showing with some unusual thrill stunts in this late Progress release. And Manager Tom Leonard predicts a bright future for this cowboy-star, who, he says, has already won his laurels and is becoming the favorite of many motion picture fans.

An advance screening of "Notch Number One" shows our old favorite, Ben Wilson, as a ranch foreman, falsely accused of shooting his boss, with whose daughter he is hopelessly in love. To save her fiancé he allows himself to be captured and goes to jail. The proving of his innocence by Yakima Canutt is dramatic in the extreme.

The supporting cast includes Marjorie Daw, Reel Howes, famous Arrow Collar model, Billy Lord and Arthur Mackly.

## EQUIPMENT AND SUPPLIES

The General Machine Company, New York City, is putting out a new film mender that is fool-proof in every respect. Good film cement will, of course, weld films, but if the alignment of the film ends is poor the very best weld must fail, due to interference with the sprocket teeth of the film. The pilot system of the General Film Mender locates the film ends accurately and produces a good lasting splice that will go through the machine without breaking. Hand made splices are some times very poorly made and when they are run through the projection machines the sprocket holes do not fit the sprocket correctly and will run off and cause a stop or break right in the middle of the show. These unnecessary stops can be very much avoided by making good splices with a film mender. If you do make them by hand you should be very careful that the sprocket holes match. Be sure and scrape the film on both sides to make a good patch that will not give you trouble and make a lot of noise every time it goes through the machine.—Exchange.

The projectionist should always use a two wing shutter on 60 cycles and not three wing shutters, unless the speed of projection be such as will preclude the possibility of the shutter blades and alterations of the A. C. Current getting into synchronism. The best policy is for the projectionist to always use the two wing shutter on A. C. at all times to get the most light and best results.—Exchange.

Don't Repair Your  
Old Movement--

Spend the money  
for the new

# SIMPLEX

DOUBLE BEARING  
MOVEMENT

••

Exhibitors Supply Co.

SIMPLEX DISTRIBUTORS

for

Illinois, Eastern Missouri and  
Northern Arkansas

3316 Lindell Boulevard  
ST. LOUIS, MO.

## BANNERS

(3 Feet by 10 Feet)

### ON ANY PICTURE

# \$1.50

SIGNS OF ALL KINDS

Exhibitor Sign and Poster Service

3308 Olive Street  
ST. LOUIS, MO.

**HART**  
PRINTING CO.  
3433 OLIVE ST.  
LINDELL  
4930

**PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::**

**BOLLER BROTHERS**

**THEATRE ARCHITECTS**

508 Palace Bldg. 531 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**Show Printing--**

We can satisfy you not only in price but give you quality also in all kinds of printing.



18th and Wyandotte Streets  
Kansas City, Mo.



**HOTEL BRAY**

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish to pay more --and risky to pay less.*

Absolutely Fireproof  
\$1.50 up without Bath  
200 ROOMS  
\$1.75 and up with Bath

Archlo Josephson, President

**BOX-OFFICE REPORTS**

written by the exhibitors are your best guides to good pictures.

—SEND US YOUR REPORTS

**KC Engraving & Colorplate Co.**  
8th and Walnut - Kansas City  
Perfect Plates for all Printing Purposes  
"on time" service  
**Main 4700**  
A. H. PETERSON - J. L. STEPHENS - N. S. GOODGARD

**"TEXAS RANGER" SERIES ANNOUNCED BY F. B. O.**

"The Texas Ranger" series is the title bestowed upon the eight special productions which Independent Pictures Corporation, of which Jesse Goldberg is president, will make for F. B. O., starring Bob Custer. Bob Custer's horse, an unusually handsome and intelligent animal, will play a prominent role in each production.

Reeves "Breezy" Eason has been chosen to direct the series.

The first story, a Western as yet unnamed, was written especially for Douglas Fairbanks and re-purchased for Custer.

Mr. Custer's leading lady, and the supporting cast, will be announced shortly.

**"THE MILLIONAIRE COWBOY" NEXT FLYNN FOR F. B. O.**

"The Millionaire Cowboy" is the title finally decided upon for Maurice B. (Lefty) Flynn's first production for F. B. O. under that company's contract with Harry Garson, director and producer of the series.

This production was originally called "The Forgotten City," and then changed to "The Stranger From Nowhere."

Supporting Mr. Flynn are Gloria Grey, who played in two recent F. B. O. successes, "The Spirit of the U. S. A.," an Emory Johnson production, and "A Girl of the Lumberlost" a Gene Stratton-Porter production, in which she played the lead. Other members of the cast of "The Millionaire Cowboy" are Charles Crockett, Frederic Peters and Daddy Hoosier.

A series of "Quick Shooters,"—Reel Journal Want Ads.

**SIGNAL HONOR PAID TO "BARBARA FRIETCHIE"**

A signal honor has been paid to "Barbara Fritchie," the Regal Picture which features Florence Vidor and Edmund Lowe. It was chosen as the opening attraction of New York's newest motion picture palace, The Piccadilly. "After looking over the field I was convinced that 'Barbara Fritchie' ideally combines the necessary artistic and box-office qualities," declares Lee A. Ochs, manager of the new theatre.

**CURRENT RELEASES**

- FOX**  
Hearts of Oak, Hobart Bosworth (6).  
The Great Diamond Mystery, Shirley Mason (5).  
The Electric Elopement, Sunshine Comedy (2).  
Westward Whoa, Monkey comedy (2).  
The Age of Oil, Educational Subjects (1).  
The Warrens of Virginia, all star (7).  
Winner Take All, Buck Jones (5).  
The End of the Trail, William Farnum (5).  
The Race, Earl Fox (2).
- PATHE**  
Ten Sears Make A Man, Charles Ray (2).  
Topics of Day, No. 42.  
Every Man For Himself, Our Gang (1).  
Pathe Review, No. 2.  
Black Magic, Aesop (1).  
Riders of the Purple Cows, Sennett (2).  
Sporting Rhythm, Rice Sportlight (1).  
Pathe News, No. 86 and 87.
- A. H. BLANK**  
The Mine With the Iron Door, All Star (7).
- UNIVERSAL**  
Daring Chances, Jack Hoxie (5).  
Robinson Crusoe, Historical History (1).  
The Blizzard, Wolves of nRth Serial, No. 5.  
Some Tomboy, Wanda Wiley (2).  
Her Rodeo Hero, Billy Sullivan (2).  
International News, Nos. 87-88.
- P. D. C.**  
Trouping With Ellen, Helene Chadwick (5).
- FIRST NATIONAL**  
Heart Trouble, Constance Talmadge (6).  
In Every Woman's Life, all Star.
- PARAMOUNT**  
Open All Night, All Star.  
Her Love Story, Gertrude Swanson.  
Empty Hands, Jack Holt.

**CLASSIFIED ADVERTISING**

Two Cents per word Payable in Advance  
No Ads Accepted for Less Than 50c.

**Theatre For Sale**

Suburban theatre in Kansas City. Densely populated working class neighborhood. No competition; 630 seats; good equipment, stage, popcorn machine, scenery. A bargain for quick buyer. A money-maker, but owner must sell on account of other business. \$3,000 cash, balance easy. Address Box M, Reel Journal.

**Picture Show Wanted**

Want a well equipped picture show in town of not less than 3000. M. F. Meade, 1826 Olive St., St. Joseph, Mo.

**FOR SALE OR TRADE**

For sale or trade for picture show. Good confectionery in live north Missouri town. Located next door to theatre. A. B. Cantwell, Bucklin, Mo.

**WANT MOVIES**

Can deliver buyers, need all price theatres. Write full information, W. J. Miller, Exclusive Theatre Broker, 321 Securities Bldg., Des Moines, Ia.

**PICTURE MACHINE FOR SALE**

Simplex motor driven incandescent equipment, automatic regulator, slightly used. Two new Century ceiling fans A. C. Priced to sell.—Chas. J. Reboul, Green, Kans.

**THEATRE FOR SALE**

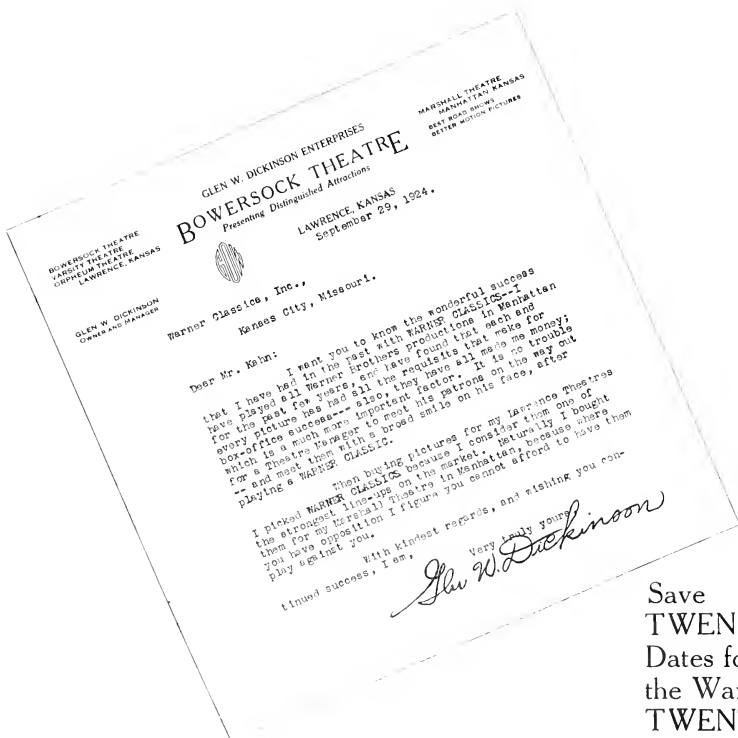
First class theatre, fully equipped, also piano and pipe organ, in good Missouri town. No opposition. If sold soon will sell at a bargain. Also one for lease in adjoining town. Address "D"—Reel Journal.

**WANTED TO TRADE FOR PICTURE SHOW**

A good modern residence in county seat town. Want picture show. Also have 160 acres creek-bottom farm would put in. Box 102, Walnut, Kans.

# "They Have all Made Me Money"

--Says Glen W. Dickinson



BOWERSOCK THEATRE  
LARGEST THEATRE  
CUMPRUM THEATRE  
LAWRENCE, KANSAS

GLEN W. DICKINSON  
OWNER AND MANAGER

GLEN W. DICKINSON ENTERPRISES  
**BOWERSOCK THEATRE**  
Presenting Distinguished Attractions  
LAWRENCE, KANSAS  
September 29, 1924.

MARSHALL THEATRE  
MANHATTAN, KANSAS  
BEST SEEN SHOW  
BETTER MOTION PICTURES

Warner Classics, Inc.,  
Kansas City, Missouri.

Dear Mr. Kahn:

I want you to know the wonderful success that I have had in the past with WARNER CLASSICS--I have played all Warner Brothers productions in Manhattan for the past few years, and have found that each and every picture has had all the requisites that make for box-office success--also, they have all made me money; which is a much more important factor. It is no trouble for a theatre manager to meet his patrons on the way out -- and meet them with a broad smile on his face, after playing a WARNER CLASSIC.

Then buying pictures for my Lawrence Theatre the strongest line-ups on the market. Naturally I bought them for my Marshall Theatre in Manhattan, because there you have opposition I figure you cannot afford to have them play against you.

With kindest regards, and wishing you continued success, I am,

Very truly yours,  
*Glen W. Dickinson*

Save  
TWENTY  
Dates for  
the Warner  
TWENTY

**FILM CLASSICS, Inc.**

115 West 17th St.

AL KAHN, Gen. Mgr.  
D. O. KAHN, Mgr.

Kansas City, Mo.

*The***Reel  
Journal****The Film Trade Paper of the Southwest****The Greatest Line-up  
of Comedy Stars  
Ever Brought Together****LARRY SEMON**

in 4 two-reel

Larry Semon  
Special Comedies**BOBBY VERNON**

in 6 two-reel

Bobby Vernon Comedies

**LIGE CONLEY****RUTH HIATT**

and others

in 18 two-reel

Mermaid Comedies

**JACK McHUGH**

and a host of lovable kids

in 6 two-reel

Juvenile Comedies

**LLOYD HAMILTON**

in 6 two-reel

Hamilton Comedies

**WALTER HIERS**

in 6 two-reel

Walter Hiers Comedies

**AL ST. JOHN****AND OTHERS**

in 6 two-reel

Tuxedo Comedies

**CLIFF BOWES**

and

**VIRGINIA VANCE**

in 24 one-reel

Cameo Comedies

**JIMMIE ADAMS and NEAL BURNS**

in 10 two-reel Christie Comedies

**AND FOR NOVELTY—**

12 one-reel

**LYMAN H. HOWE'S****HODGE-PODGE**

13 one-reel

**EARL HURD****CARTOON COMEDIES****KINOGRAMS**

the news reel built like a newspaper. Issued twice a week.

KANSAS CITY—  
130 West 18th St.,  
C. F. Senning, Mgr.ST. LOUIS—  
334 Olive St.,  
S. J. Hankin, Mgr.

# I Was Afraid To Print This Letter

(No. 404 Straight From the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation)

The most amazing letter Universal has received in years—and it has received many of them—was one which recently came from A. J. Meininger, Manager of ASCHEBROTHERS' MERRILL THEATRE in Milwaukee.

I'm publishing it below so you can get the chance of reading it.

If it had been written by our own advertising department, it could not have said finer things about Universal pictures. In fact, the letter was so highly enthusiastic, that I was actually uncertain whether it had come from our own boys or from Mr. Meininger.

So I telegraphed to make dead sure that the letter was authentic, and I received word back that it was! Now read it:

"Universal Film Exchange, Inc. (Mr. George L. Levine, Manager)  
"Milwaukee, Wis.

"Dear Mr. Levine:—UNIVERSAL CERTAINLY HAS THE PICTURES!  
This phrase is on the tongue of every exhibitor who has been intelligent enough to contract for Universal's current group of 12 Jewels. I cannot recall the time when the market boasted as many pictures as today and the majority of them mediocre. This, however, IS NOT THE CASE WITH UNIVERSAL'S GROUP!

"Thus far, I have had the pleasure of presenting The SIGNAL TOWER, The FAMILY SECRET and The RECKLESS AGE. Each succeeding production surpassed the preceding one both in merit and in box office value. From reports, I understand that the remaining productions in the group: The TURMOIL, BUTTERFLY, The FAST WORKER, ROSE OF PARIS, GAIETY GIRL, K THE UNKNOWN, LOVE AND GLORY, WINE, and The TORNADO will outclass the first three productions by far. For the first time since I have been connected with the motion picture industry I have made it a point to keep close tab on reviews appearing in the various trade papers and I HAVE YET TO FIND ONE ADVERSE CRITICISM ON ANY OF THE UNIVERSAL JEWELS MENTIONED ABOVE. From all appearances I am bound to do a record breaking business with EACH ONE.

"I believe that contracting for this group of Jewels was the most appropriate thing for the management of the Merrill Theatre to do and it is not to be regretted. On the other hand we welcome this as a 'stroke of good fortune'. EVERY UNIVERSAL JEWEL A GEM—if you ask me.

Very truly yours,

"A. J. Meininger, Manager Ascher's Merrill Theatre".

Did you ever read a better letter? And the best part of it is, not merely that the pictures are good *but that an exhibitor is willing to sit down and pour out his enthusiasm in such a whole souled way!*

Take it from me, after you have seen the pictures Mr. Meininger is describing and after you have signed them up, you'll feel the same as he does. UNIVERSAL CERTAINLY HAS THE PICTURES!

## Universal Film Exchanges, Inc.

KANSAS CITY—  
1710 Wyandotte St.,  
Harry Hollander, Branch Mgr.

ST. LOUIS—  
3320 Olive Street,  
E. L. Alpers, Branch Mgr.

**WHAT THE  
NEW YORK  
CRITICS SAY:**

**American**

"Left me weak from laughter and gasping for breath."

**Morning World**

"Brought bigger and better bursts of authentic merriment from your correspondent than any motion picture which he has seen in a year or so."

**Daily News**

"The picture is a gem. The shrieks from the audience last night sounded like a roller-coaster full of kids."

**Mirror**

"Hilarious movie satire keeps Strand audience in uproar."

**New York Times**

"...it is one of the funniest farces it has been our lot to view on the screen."

**Morning Telegraph**

"Hilarious affair from start to finish."

**Evening Sun**

"Indeed, it has been quite a while since the rafters at the Strand have rung with so many vibrations."

# In Hollywood

with Potash and Perlmutter



## *Peacherinos!*

Every one of them. The classiest, niftiest crowd of dazzling femininity ever assembled for one high class, grade "A" Number One Super Special production. The fifty-fifty partners have made a vampire picture that'll make the world roar with glee and yell for more than they see.

**ANOTHER  
LIFE-SAVER  
FROM FIRST NATIONAL**

**A First National Picture**

# FIRST NATIONAL PICTURES, Inc.

KANSAS CITY, MO.  
1712 Wyandotte Street  
E. C. Rhoden, Branch Mgr.

ST. LOUIS, MO.  
3319 Locust Street  
Harry Weiss, Branch Mgr.



Published Every Saturday by  
REEL JOURNAL PUBLISHING CO.

Mainstee Theatre Bldg.  
KANSAS CITY, MO.

BEN SHLYEN  
Publisher and Editor

St. Louis Correspondent  
DAVID F. BARETT  
3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## It's Everybody's Inning

Reports coming from the territory indicate in no uncertain terms that the exhibitor, generally, is having his inning, so far as the metallic sound in the box office is concerned. Proof that such an encouraging condition exists in all parts of the territory is radiated from the activities of the various Kansas City exchanges, most of whom are running capacity.

This is the harvest season in the show business. Peculiar how the instinct in folks to want to be entertained, bristles up with the first cold snap of autumn. But it does.

Now is the time for everybody to get in their best licks. The almost abnormal increase in bank deposits makes certain that there's money to be had. And that's money to the exhibitor, if he just tries to sell his percentage, along with the automobile and furniture men. And of course, the exhibitor's film rentals must come right along to the exchange men.

It's a merry old circle, when somebody gets the dollar a-rolling.

## Screen Advertising

Announcement is made this week that future screen slide advertising is to come under the supervision of the Kansas and Missouri joint M. P. T. O. This marks another important step in the progress of the newborn organization.

It is probable that only through official supervision of screen advertising, (a very lucrative sideline, so

many "advertising men" have found it), will the exhibitor obtain protection from the budding promotion sales artists.

## ANOTHER WAR LOOMS FOR UNITED ARTISTS-PARAMOUNT

Los Angeles, Oct. 5.—Hollywood is speculating on another film war between Douglas Fairbanks, Mary Pickford and Charley Chaplin on one side, and D. W. Griffith, Adolph Zukor and Jesse Lasky on the other. Griffith has seemed certain in his expressions lately on his right to quit the "big four" for Paramount.

While he has been explaining the letter from him to Fairbanks promising fealty to United Artists, members of the latter simply say matters are in the hands of their attorneys. This is interpreted to mean that they are only waiting for a Griffith-Paramount junction to pounce on it. By some outlookers it is believed the threat of legal action will prevent Griffith from making a picture for Zukor.

## PAULINE FREDERICK AT MISSOURI THIS WEEK

Pauline Frederick, who appeared here this week at the Missouri-Shubert in "Spring Cleaning," has not left the screen permanently. She is only bringing to the Midwest and East for a short tour a play in which she has scored tremendously in cities on the west coast.

Just recently Miss Frederick signed a long-term contract with Universal Pictures Corporation, and it is arranging a series of elaborate productions for her.

## ONLY 'EXPLOITABLE' PICTURES OFFERED BY GOTHIC, BAUM

Outlining the production policy of the newly formed Gothic Productions, Inc., Lou Baum, president has announced that only stories of an exploitable character will be chosen.

"The needs of the exhibitor in his efforts to 'sell' his production to the public, will be a paramount consideration in the selection of stories and the development of the productions based upon them," Mr. Baum declares.

"We never lose track of the fact that we are in the 'show business,'" asserted Mr. Baum in announcing the production plans for the coming season. "We have the needs of the exhibitor constantly in mind.

"When he looks our picture low is he going to 'sell it.' How is he going to get the fans into his theatre." It all producers kept those thoughts in mind when choosing a story, exhibitors of today would have fewer worries."

## M. A. TANNER NEW FILM CLASSICS MISSOURI SALESMAN

M. A. Tanner, widely known among Kansas City film men and formerly manager of the Select Pictures, Inc. office in Kansas City, has accepted a position with Film Classics as salesman in the Western Missouri territory.

D. M. Majors, who formerly combed the Western Missouri territory for Film Classics, has gone with the Kansas City F. B. O. organization.

## M. P. T. O. KANSAS AND MO. WARNS EXHIBITORS

Information has been received at the Motion Picture Theatre Owners of Kansas and Missouri headquarters that slide and film advertising men are attempting to renew contracts throughout the State of Kansas and Missouri. All exhibitors were advised some time ago that the contract the Association had with the concern in New York had been cancelled and that war warn exhibitors not to sign any advertising contract of any kind as represented to be approved and endorsed by the Association.

The Association plans to carry out its own advertising program and has made arrangements accordingly. Exhibitors in Kansas and Missouri will be advised of this in the next Confidential News Letter.

Do not sign any advertising agreements of any kind without having made thorough investigation.

## TALKING FILM FEATURE AT NEWMAN THIS WEEK

Talking motion pictures, known as phonofilms, are being shown at the Newman Theatre this week.

The talking movies show President Coolidge, John W. Davis, Democratic nominee for the presidency, and Robert M. La Follette, the Independent nominee, delivering addresses.

As their gestures also are reproduced, screen, their voices also are reproduced.

Balloons for straw votes will be distributed to the audience to be left in boxes as the patrons leave the theatre.

## EDUCATIONAL PROGRAM VARIED FOR OCTOBER

Four two-reel comedies of widely differing natures form the backbone of Educational's releasing schedule for October. These comedies will present such stars as Walter Hiers, Lige Conley, Al St. John and Jack McHugh in typical roles. Four single-reel comedies and novelties will complete the program for the month.

Walter Hiers will make his appearance this month in the first of the Walter Hiers comedies made under the contract negotiated this summer between the round star and Educational Film Exchanges, Inc. This comedy is "Short Change."

"The Toboken Nightingale," the second release of the newly acquired Earl Hard Pen and Ink Vaudeville series, will be the single-reel release for the week.

Lige Conley will be seen in "Fast and Furious," a Mermaid comedy, released during the second week of the month. The single-reel release for this week will be "Desert Blues," a Cameo with Cliff Bowes and Virginia Vance in the leading roles.

The two-reel subject for the week starting October 19th will be "Dirty Hands," a Juvenile comedy with Jack McHugh in the leading role. "Whirligigs," one of the Lyman H. Howe Hodge-podge series of single reel novelty subjects, will complete the week.



# A Melodramatic smash!

WITH A GALAXY  
OF PRE-EMINENT  
PLAYERS

*A powerful drama of a neglected wife and a husband who paid the penalty--*

*A photoplay of marriage that your patrons will never forget*

ADVENTURE--In Tropical Mexico!

THRILLS--A Great Shipwreck!

ROMANCE--A Most Beautiful Love Story!

## "Another Man's Wife"

Adapted by  
Elliott Clawson

Directed by  
Bruce Mitchell



WALLACE  
BEERY

JAMES  
KIRKWOOD



MATT  
MOORE



LILA LEE

Producers Distributing Corporation

Formerly W. W. HODKINSON CORP.

KANSAS CITY—111 West 18th St. ST. LOUIS—3312 Lindell Blvd.  
L. W. ALEXANDER, Branch Mgr. C. D. HILL, Branch Manager

## LLOYD AND VALENTINO SIGNED BY PARAMOUNT

Tremendous Contract Price Believed Involved in Film War.

(Special to Reel Journal)

Los Angeles, Oct. 4.—By the terms of contracts signed Thursday Harold Lloyd and Rudolph Valentino will become stars of the Paramount program.



HAROLD LLOYD

The contracts were drawn up between W. R. Frazer and J. D. Williams, respectively, managers of the actors, and Sidney R. Kent, manager of Famous Players-Lasky. As the competition of Pathé and Paramount for Lloyd's comedies has been intense, the amount involved in the successful bid is believed to be one of the largest in the history of the movies.

A peculiarity of the transaction is that, while it makes Paramount a greater rival than ever of First National in the distribution field, Valentino's first picture under the banner of Ritz-Carlton will be made at the United Studios in Hollywood, where most of First National pictures are produced. As Lloyd has out more picture to make for Pathé, his new Paramount alliance will not take effect until next spring.

The status of both stars as independent producers will remain unchanged, and their pictures will be distributed by Paramount on their merits.

## MOVIE AD MEN INVESTIGATE CRITIC'S RADIO ACTIVITIES

New York, Oct. 4.—Broadcasting of radio revivals of motion pictures is being investigated by the Associated Motion Picture Advertisers, Inc., following recent alleged unfairness displayed by certain New York newspaper critics who have arranged with big Eastern stations to send out their reviews by wireless.

The matter was brought up at the first meeting of the new regime of the A. M. P. A., held Thursday, September 18, at the Cafe Bonlevard, New York, when the newly elected officers, headed by President A. M. Botsford, officially took up

their responsibilities and committee appointments for the year were made.

At this meeting several complaints were made relative to radio reviewing. One was that a certain newspaper reviewer, not satisfied with merely reading his review "panning" a picture then on Broadway, had counselled the thousands of millions of radio listeners, as the case may be, to "stay away" and "not to pay any money at the box-office" when that particular motion picture was shown.

## WM. MEYN, PIONEER KANSAS EXHIBITOR, DIES

The industry has lost one of its pioneer exhibitors in the death Sunday, Oct. 5, of William "Daddy" Meyn, owner of the Photorium Theatre, Kansas City, Kans. Mr. Meyn was ill but a short time. Funeral services were held Tuesday and in honor of this pioneer in the exhibiting industry and in exhibitor organization the offices of the M. P. T. O. of Kansas and Missouri were closed the afternoon of the funeral.

Mr. Meyn was one of the best liked exhibitors in this territory and was for a number of years treasurer of the Kansas exhibitors association. He was recently succeeded in that position by his son, Fred, who operates the Pershing Theatre in Kansas City, Kans. Mr. Meyn was sixty years old.

## UNIVERSAL RELEASES "THE FAMILY SECRET"

"The Family Secret," a Universal-Jewel production featuring Baby Peggy, is being released this week by the Universal Pictures Corporation through all Universal exchanges. It was the last picture made by the little star under her Universal contract. William Seiter directed it. The picture is the fifth "Jewel" for 1924-1925.

"The Family Secret" is an adaptation by Louis Zellner of "Editha's Burglar," Frances Hodgson Burnett's celebrated story, and the Augustus Thomas play, "The Burglar," adapted from the book. It is one of the best known stories in American child literature. The picture, however, is not a children's picture, but has been made suitable for any audience.

The picture has received high praise from reviewers. Both the trade paper reviewers and newspaper critics in the towns where it has been pre-released unite in characterizing it as one of the most human pictures of the season. Baby Peggy is credited with the most finished acting of her screen career. In this picture she is said to show real dramatic instinct of a mature type and to prove that she is not just a child prodigy, but really a little actress.

J. P. Deal and F. J. Wilson have bought the Lyric Theatre, 7th and Main streets from L. A. Irwin.

R. H. Russell has bought the Barris Theatre at Marionville, Mo., from A. H. House, according to news reaching Movie Row.

M. F. Meade has closed the Olive Theatre at St. Joseph, Mo.

## FOUR NEW SIMPLEX MACHINES FOR LAWRENCE, KANSAS

Glen W. Dickinson, owner and manager of the Glen W. Dickinson Enterprises, operating the Bowersock, Varsity and Orpheum theatres at Lawrence, Kans., and the Marshall Theatre at Manhattan, Kans., placed his order last week for four new Simplex Projectors of the latest type, with the new double-bearing intermittent movements, which will be installed at once in the Bowersock and the Varsity, replacing machines of other makes. The Orpheum at Lawrence and the Marshall at Manhattan are already Simplex equipped and the recent purchase makes Simplex the standard equipment in all of Mr. Dickinson's theatres.

Many other improvements are being made in the Dickinson string of theatres in addition to the projection equipment. New decorations are under way and attractive lobby display frames, ticket choppers and money changing devices are being installed. Mr. Dickinson is an apostle of the doctrine that it pays to please the public. He believes that the greatest attraction to the theatre is the theatre itself and the manner in which it is conducted and his success as an exhibitor is evidence that his policy is profitable. More exhibitors could well follow the lead of Mr. Dickinson with both profit to themselves and satisfaction to their patrons.

## F. N. REPORTS INCREASE IN SMALL TOWN SALES

Great improvement in the motion picture business as it affects the small town is reported by First National Pictures, Inc., states that the sales of its previous season's product has greatly increased during the past few months in the smaller towns—the bulwark of this business.

This increase is corroborative evidence of the validity of the prediction of a prosperous new season which E. A. Eschmann made a short time ago, basing his prophecy on the biggest August sales for current product in the history of his company and the very optimistic reports brought to the home office by its branch manager.



OH, FOR THE LIFE OF A SOLDIER  
Some folks say it is too soon yet for stories of the World War, but Harry Langdon has taken a chance and made a comedy around the love affair of an American doughboy with a French peasant girl. It will be a Pathe release.

In all the deluxe productions for 1st run theatres, this season, none can surpass this first Gothic Production--

# VANITY'S PRICE

Adapted from an original story by Paul Bern and directed by R. William Neil--

*As seen in the Moving Picture World*

VANITY'S PRICE is a great box office bet . . . lavishly produced and brilliantly acted . . . the flappers ought to eat up Anna Q. Nilsson's performance in the melodramatic situations hardly be surpassed for intensity and realism . . . acting of rare cast is of high order.

*As seen in the New York Morning Telegraph*

VANITY'S PRICE has many elements to make it a success . . . themes similar to Black Oxen, but it packs a greater wallop and is much more interesting . . . settings are lavish to the nth degree. Anna Q. Nilsson is the most gorgeous creature imaginable. She is superb. Her gowns will drive the feminine portion of the audience mad with envy.

**BACKED BY  
NATIONAL TIE-UPS**

GET a copy of the Exhibitor's Trade Review dated Sept. 13th, but out Sept. 6th. In that issue appears a complete exploitation section specially gotten up with tie-ups with National Advertisers in connection with "VANITY'S PRICE." By using this special section you can get a whale of a campaign in your town, costing you nothing and producing big results.

Distributed throughout the world by

**International Booking Offices of America, Inc.**

1200 Tower Bldg., Kansas City, Mo 127 S. Hudson, Oklahoma City, Okla.  
112 Olive Street, St. Louis, Mo. 106 S. Cross Street, Little Rock, Ark.



STARRING

**ANNA Q. NILSSON**

brilliantly supported by  
STUART HOLMES, WYNDHAM STANDING,  
LUCILLE RICKSEN, ARTHUR RANKIN,  
DOT FARLEY, CISSY FITZGERALD  
and other notable players.

Produced at the F. B. O. Studios, Hollywood, Calif.

Thematic Music Cut Sheets available on this picture.

## FIRST NATIONAL TO RELEASE SIX FEATURES IN OCTOBER

E. C. Rhoden, Manager, Says Product Presents New Theme.

First National is releasing six productions for October, E. C. Rhoden, Kansas City manager, announces.

First is the "Sea Hawk," Rafael Sabatini story featuring Milton Sills, Enid Bennett, Lloyd Hughes, Wallace Beery and others. The "Sea Hawk" stands out as the biggest box office attraction released this year. This has actually been demonstrated by the extended runs given this production in the key cities, Rhoden declares.

"Sundown." First National's Western spectacle will be released October 26th. "Sundown" is the type of production suitably adopted for this territory. A Western epic depicting a cattle herd of 100,000 head, being driven from the United States into Mexico.

October 5th, "In Every Woman's Life" will be released, featuring Virginia Valli, Lloyd Hughes, George Fawcett, Marc McDermott, Stuart Holmes, and Ralph Lewis. It pleased capacity audiences last week at the Mainstreet Theatre.

"The Silent Watcher" a Frank Lloyd production will be released October 10th. It is taken from the Saturday Evening Post story "The Altar on the Hill," by Mary Roberts Rhinehart. All trade paper reviews have been unanimous in declaring this an outstanding attraction. The strong cast includes Glen Hunter, Bessie Love, Hobart Bosworth, Gertrude Astor, Anna Bennett, George Nichols and others.

"Christine of the Hungry Heart" is also an October release. Thos. H. Ince has adapted this popular Kathleen Norris novel for the screen. It is a drama much different from the average.

"Madonna of the Streets" will bring back to the screen a favorite in Nazimova, co-starred with Milton Sills.

In commenting upon First National's releases for October, Mr. Rhoden wishes to call to the exhibitor's attention the variety of entertainment, and to the fact that exhibitors will have a chance to get away from the "jazz type" of pictures that have been flooding the market. "The public is sick and tired of the sex society dramas and unless they get a change it will have an ill effect on the box office," he believes.

## "SECRETS" HAS BIG WEEK AT EMPRESS, OKLAHOMA CITY

First National continues to receive highly eulogistic reports of Norma Talmadge's "Secrets" and the business that it does from satisfied exhibitors, according to E. C. Rhoden, Kansas City manager. One of the latest reports received was from Tom H. Boland regarding its Oklahoma City showing at the Empress Theatre. He wired First National executives:

"Just finished a week's run on 'Secrets' and in the face of strong competition held the crowds out every night. Miss Talmadge's performance was the greatest of all time—in fact we consider it her masterpiece.

"In behalf of myself and the thousands of Oklahoma City people who were lucky enough to see it please convey to her our sincere congratulations."



Truly B. Willman, Kansas City Enterprise manager, made one of his customary trips to the territory last week.

C. F. Senning, Educational manager, is away from his office this week. Senning is touring the state of Kansas.

"The Mine With the Iron Door," A. H. Blank's feature picturization of Harold Bell Wright's popular story, was a feature attraction at the Columbia Theatre, Columbia, Mo., last week. Columbia is the seat of the state's educational plant. Manager Karstetter reports a full house as usual.

C. E. Larson, special representative of A. H. Blank Film Enterprises, Inc., is to be in this territory soon to arrange personal appearances for Baby Peggy in connection with showings of her late features. The first engagement is to be hooked early in November.

Virgil Lowry, Garden City, Mo., and J. D. Wineland, Empress Theatre, Webb City, were in Kansas City this week buying local specials.

A beautiful specially cast plaque of "The Mine with the Iron Door," the late A. H. Blank success, has been received by the Kansas City office. The novelty represents a distinct departure from the customary type poster.

The office of the Kansas-Missouri M. P. T. O. was closed Tuesday afternoon in respect to the family of William Meyns, pioneer Kansas City, Kans., exhibitor, who died Sunday.

The folks always come in 'reg'lar from Kansas. That's the observation of the old timer on Movie Row. Among those from the Sunflower state seen along the film thoroughfare last week were: Mr. and Mrs. Oscar Reinhardt, Elite Theatre, Humboldt; Charles Turner, Panama Theatre, Burlington; and Herb Welsh, Orpheum, Atchison.

George Hodge, Universal booker, has booked a new feature production from an independent producer, "The Stork." The feature played to an enthusiastic audience at the Hodge home last week. It's a girl.

C. W. Wells has sold his Jameson Opera House at Jameson, Mo.

This is a Studebaker year. So says Eddie O'Neil, one of the Pathe breadwinners, who bought a new duplex last week. "Watch me get around to 'em now!" All right Eddie.

The Community Hall Theatre, Onieda, Kans., which has been closed for several months, reopened last week.

The Rex Theatre, formerly the Highland, 31st and Highland streets, has been re-opened by George P. Mack.

Stanley M. Rungland, formerly of Burlington, Kans., has reopened the Snappy Theatre at Marceline, Mo.

D. L. Martin, Kansas City manager for Associated Exhibitors, is making a tour of the territory this week.

E. W. Baderstrom, formerly Pratt, Kans., best bill picture salesman, so far as the public was concerned, is now selling the Standard Films product in the Kansas territory, the Kansas City office announces.

Walt Wallace and "Chuch" Townsend, representatives of the Mensing Enterprises of Leavenworth, Kans., were visitors with Kansas City film men Tuesday.

C. F. Gregory, Metro-Goldwyn manager, has boarded his sea-going camel and gone out into the territory to sell the Arab, so Movie Row gossip declares.

George Costa last week sold his Bonaventure Theatre to F. W. Hewes. The Bonaventure is one of Kansas City's most popular suburban houses.

Claire Pattee, Pattee Theatre, Lawrence, Kans., Laurence Brueninger, Cozy, Topeka, and A. J. Newcomb, Newark's Theatre, Burlington, Kans., were among the showmen seen along Movie Row the past week.

The Yale Theatre Supply Co., local distributors, report that ten contracts for the installation of the new Simplex Incandescent Lamp Units have been closed during the past ten days and installations are being made as rapidly as possible. The new equipment is replacing both direct and alternating current arcs at distances varying from 55 to 127 feet; and it is claimed that the saving in electric current over the carbon arc is in the neighborhood of 50 to 60 per cent.

The attention of those exhibitors who have never considered the possibilities and economy of incandescent lamp projection is directed to the advertisement on the opposite page, where an interesting cost comparison is made, based on a recent local installation.

"Marty" Williams of A. H. Blank Enterprises reports that the Miller Theatre, Wichita, Kans., has contracted for "Captain January," a Baby Peggy special production produced by Principal Pictures Corporation.

J. N. Burdett has closed indefinitely his picture theatre at Ionia, Kans.

"Junior" Hinton, small daughter of George Hinton, former Hodgkinson branch manager at Kansas City and now a Paramount representative, left a grief-stricken father and mother, death unexpectedly taking her. Friends of the mother and father express sympathy in their hour of bereavement.

# \$64.18 SAVED IN! SEPTEMBER!

This letter clinches the argument. Mr. Fulton installed the new Simplex Incandescent Equipment on September 1, 1924, replacing a 70-ampere D. C. arc with a throw of exactly 119 feet; size of picture, 12x16 feet.

His electric light and power bill for the month of August, previous to the installation was \$142.68. His total bill for light and power for September, using the new Incandescent Equipment was only \$78.50—a difference of exactly \$64.18.

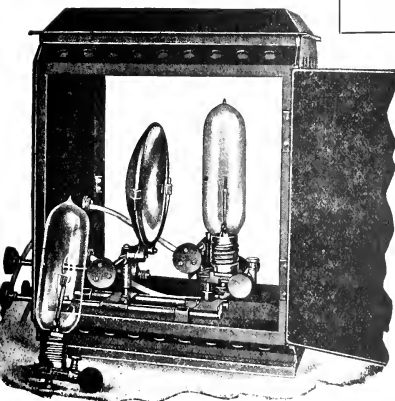
How could he have made \$64.18 easier? At this rate he will have saved on his light bill alone in the succeeding twelve months, the total sum of \$770.16, which in round numbers is \$298.00 more than his Incandescent Equipment cost him; to say nothing of what he will save on carbons and condenser breakage.

Is he satisfied? Just read his letter. You would be satisfied too, with such results as this.

## SIMPLEX INCANDESCENT EQUIPMENT

is a good investment. It not only improves your projection; but a big part of its original purchase price is returned to you each time you pay your electric current bill.

FITS EITHER SIMPLEX OR  
POWER'S PROJECTORS



103 NORTH MAIN

PHONE 2023

## DELUXE THEATRE

*Always a Good Show at Popular Prices*

HUTCHINSON, KANSAS

Yale Theatre Supply Co.,  
108 West 18th St.,  
Kansas City, Mo.  
Gentlemen:

Oct. 4, 1924.

It is now thirty days past that we installed two Simplex Mazda Equipments through your Mr. Reddy. This installation was made under what we think is extreme conditions and only after a thorough investigation of the merits of this type projection. Our screen is 12x16 feet with a throw of 119 feet, with quite an angle of projection the booth being at the rear of the balcony.

We want you to know that we are thoroughly satisfied with our projection and consider the light as thrown on the special mazda screen is superior to our 70 ampere arc on our Argus Crystal Bead screen. The actual saving accomplished amounts to over \$600.00 a month on the light as we operate twelve hours a day, and has already saved \$1375 on lamps over cost of carbons with the same lamps first installed still burning.

We wish to thank you for your cooperation and the courtesy extended in the installation of this equipment and wish to especially thank Mr. Reddy for his help and suggestions.

Yours very truly,

W. D. FULTON.

## Our Easy Payment Proposition

makes it possible for you to obtain all the benefits and the great saving of Simplex Incandescent Lamp Equipment RIGHT NOW, with but a very nominal cash down payment. After that the big saving on your electric current bill will help you make the deferred monthly payments.

Why wait? Delay costs you money. Find out why the new Simplex Incandescent Lamp Unit is so popular with its users everywhere. Write us today advising the make and model of machines you are now using; the kind of screen; the length of your throw and the kind of current you have and we'll be glad to tell you what this new equipment will accomplish for you in the way of **Better Projection at Lower Cost**, and how small an investment is required to get it.

## Yale Theatre Supply Co.

*"Satisfactory Supply Service"*

108 West 18th St.

Kansas City, Mo.

### 300 FANS IN TOWN OF 102, NO HICK! MAYBE

Nearly three times as many picture fans crowd into the Newburg Opera House, Newburg, N. D., as there are residents of the town. H. E. Martin, manager, writes C. A. Schultz, Kansas City Vitagraph manager.

Newburg boasts a population of 102. The theatre seats 300. When "On The Banks of the Wabash" played there, the night of September 6, patrons came from twenty miles around, every seat was taken, and long lines formed out in front.

Mr. Martin says, "I shall always speak a good word for Vitagraph's productions—first, the clean business dealing; second, the splendid productions, and last and best of all, the splendid condition of the films received.

"The Ninety and Nine," "The Man Next Door," "The Midnight Alarm," "Masters of Men," "Pioneer Trails," "On the Banks of the Wabash," "The Man From Brodway's," all are splendid productions and should not go unmentioned. Pass them along!"

"Now I run a small house—seats 300—but every seat is taken Saturday nights with good productions. They stood in line when "On the Banks of the Wabash" was here. A town of 102, but my patrons come for twenty miles. There's a reason!"

Mr. Martin signs himself, "Mayor, postmaster, station agent, express agent, telegraph operator, game warden, etc."

That Barbara Bedford has been engaged by Universal for an important role in "Jazz Parents," the new Jewel production starring Max McAvoy, now being made at Universal City is the word that comes from Universal City.

Official confirmation has been forthcoming from First National that by the middle of next month two of its producing units will have been brought to New York to begin work in the east.

The third of the series of feature-length subjects to be released October 26th in chapter form by the Pathe Review under its new policy will be "The History of Fashions."



Scene from "There's Millions In It" Released by Film Booking Offices.

### SCREEN ADVERTISERS ASSN. PLANS EXTENSIVE CAMPAIGN

Plans for an extensive educational campaign to educate industrial organizations and big national advertisers to use the motion picture screen as a medium for transmitting their sales messages to the American public was decided on at the semi-annual convention of the Screen Advertising Association, a branch of the Advertising Clubs of the World, held at Hotel Statler, St. Louis, Mo., on October 2 and 3. The meeting was attended by some 100 delegates representing distributors and producers of advertising film and allied industries.

Donald D. Rothacker, Rothacker Film Mfg. Company, Chicago, president of the organization in his opening address predicted that the motion picture would eventually replace textbooks in teaching geography, history and other studies in our public schools and institutions of higher learning.

He also predicted a great future for films in propaganda work such as Safety First campaign, the Boy Scout movements, etc.

M. J. Caplan, president of the Metropolitan Motion Picture Company, in an address stated that in England motion picture advertising is given more encouragement by motion picture theatre owners than in America, pointing out that of the 1800 cinema theatres in the British Isles 1700 show advertising films daily as part of their programs.

Speakers at the round table discussions contended that educational and industrial films and other non-theatrical pictures do not come in direct competition with motion picture theatres, but are an asset to such exhibitors as they create new patrons by reaching out into new fields that the entertainment films do not reach at the present time.

Excavation has already begun on the recently announced \$750,000 building expansion program at the Warner Bros. West Coast studios.

The first print of Al Christie's second all-star comedy feature "Reckless Romance" was received this week by Producers Distributing Corporation.

### M. P. T. O. A. CONVENTION TO MILWAUKEE, MAY 11-14

New York, Oct. 8.—(Special to Reel Journal)—Definite approval of May 11th, 12th, 13th and 14th as convention dates for the 1925 convention of the Motion Picture Theatre Owners of America at Milwaukee, Wisconsin has been received at the National headquarters from the members of the Board of Directors. Letters indicating the decision of the special convention in this relation were sent to the directors in all parts of the country and the response was unanimous.

Special preparations are being made for this big gathering of theatre owners and the officials of Wisconsin and Milwaukee will welcome them, while the entertainment features will be of a very extensive character, it is announced.

### EXPLOIT NEW THEME OF "POTASH AND PERLMUTTER"

In exploiting "In Hollywood with Potash and Perlmutter," the second of the "Potash" pictures for First National, Samuel Goldwyn, the producer, believes that exhibitors should realize that their patrons may be under the impression that "In Hollywood with Potash and Perlmutter" is the same picture as the first "Potash."

He suggests that in all preliminary campaigns, exhibitors inform their patrons in their newspaper ads and in publicity that "In Hollywood" is the second of the series; that it is a new picture; and that it deals with the exploits of the famous fifty-fifty partners who go from cloaks and suits to cloaking "beauts" in movieland.

Evidence of the fact that this contention is correct is proved by the showing at the Chicago Theatre which opened up on Monday to fair business, but on Tuesday due to reviews and word of mouth publicity, the receipts jumped \$2,000 and on Friday the crowds were so large that they stood for hours in the driving rain.

### "TOMBOY" INTO PRODUCTION FOR CHADWICK INDEPENDENT

Dorothy Devore, Herbert Rawlinson, Helen Lynch, Harry Gribbon, Bert Roach and Lottie Williams, have been selected for the principal roles in "The Tomboy" the fifth production in the Chadwick unit of nine for this season's independent market, according to Joe Silverman, manager of the Independent Film Co., distributors for Kansas and Western Missouri. According to an announcement from the Chadwick Pictures Corporation this week, "The Tomboy" is expected to go into active production within the next several days, under the direction of David Kirkland, famous in the industry as the producer of many Constance Talmadge productions.

The Chadwick 9 consists of "The Fire Patrol" a Hunt Stromberg production which has received enthusiastic praise all over the country; Lionel Barrymore, in "Meddling Women," "The Painted Flapper," and Lionel Barrymore in "I Am the Man," productions already completed; "The Tomboy" now in production; and "Sunshine of Paradise Alley"; the third Lionel Barrymore picture; "The Street Singer"; and "The Romance of an Actress"; all of which are shortly to be put into production.

# F. B. O.

is delighted to announce  
the coming of

**EMORY JOHNSON'S**  
Mighty New Melodrama

**"LIFE'S  
GREATEST  
GAME"**

with  
**JOHNNIE WALKER**  
and huge cast

**FILM BOOKING OFFICES OF AMERICA, Inc.**

ower Bldg., Kansas City, Mo.  
2 Olive Street, St. Louis, Mo.

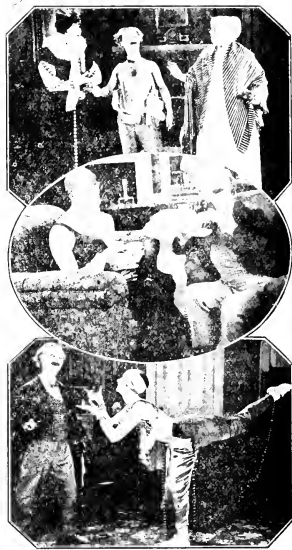
127 S. Hudson, Oklahoma City, Okla.  
106 S. Cross Street, Little Rock, Ark.

Produced at the F. B. O. Studio, Hollywood, Calif. Theatre Music Sheets available on this picture.

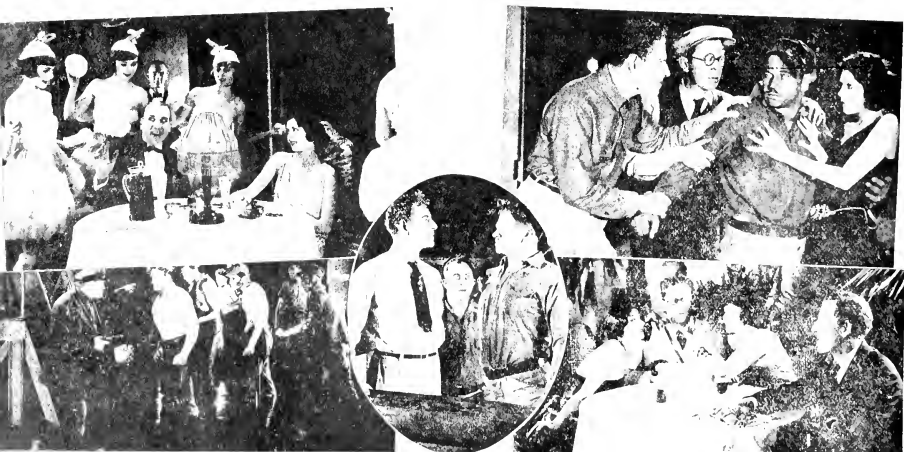
# A Few Camera Glimpses



Just a few of the shots from Vitagraph's "Between Friends," showing Anna Q. Nilsson, Norman Kerry, Lou Tellegen and Alice Calhoun.



Who's Romeo and Who's Juliet! That's what's puzzling Ben Turpin in his late comedy feature for Pathe.



Scenes from "Another Man's Wife," the late Producers Distributing Corporation feat with an All-Star Cast.



# AT LAST!

*Serials Are Coming Into Their Own!*

*HERE IS POSITIVE PROOF—*

**48** Theatres in Kansas City out of 77  
are playing "INTO THE NET"

If these theatres can play a serial successfully--

## WHY CAN'T YOU?

*Our Next Serial  
to Follow*

is a

**Logical Successor**

to

**"INTO THE NET"**

# "Ten Scars Make a Man"

A real Red-Blooded Western  
Released October 12



# TEN SCARS MAKE A MAN

with Allene Ray  
Pathéserial

Play "INTO THE NET" first--then follow with "TEN SCARS MAKE A MAN". You will then have successfully established serials in your town.

*You Can't Go Wrong--Let's Have Those Bookings Today*

## PATHE EXCHANGE, Inc.

111 W. 17th St.

C. C. VAUGHAN, Branch Mgr.

Kansas City, Mo.

### P. D. C. ANNOUNCE THREE FEATURES FOR OCTOBER

"Trouping With Ellen," "Barbara Frietche," "House of Youth" Slated.

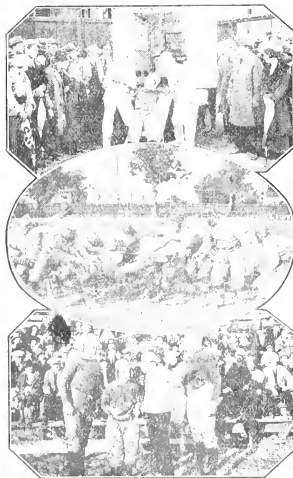
For the month of October, Producers Distributing Corporation has three subjects slated for release, including the Times-Herald special "Barbara Frietche" and "The House of Youth" the first of the Jacqueline Logan starring pictures.

"Trouping With Ellen" from Eastern Productions, Inc., with Helene Chadwick in the stellar role heads the October list and will be released on the 5th. It is a story of theatrical life by Earl Derr Biggers originally published in The Saturday Evening Post. An exceptionally strong cast including Gaston Glass, Tyrone Power, Ernest Hilliard, Riley Hatch, Basil Mathbone, Mary Thurman, Jane Jennings, Charles McDonald, Zona Keefe, Kate Blanke and Esther Banks appear in support of Miss Chadwick.

"The House of Youth" starring Jacqueline Logan is an adaptation by C. Gardner Sullivan of Maude Radford Warren's popular novel of the same title. This is a Real Pictures offering produced under the direction of Ralph Ince, and is set for release on October 19th.

The names of several popular players appear in the supporting cast that includes Richard Travers, Hugh Metcalf, Barbara Tennant, Edwin Booth Tilden, Vernon Steele, Nola Lustford, Lucila Mendez and Elsie Manning.

"Barbara Frietche" the Ince special that is being given a pre-release presentation at the new Broadway Theatre in New York this week will officially be released on October 26th.



Lige Conley, in the Educational Mermaid comedy, "Pigskin," puts a new wrinkle in the ball.

# No 7

Why everybody says  
**UNIVERSAL PICTURES**  
are the best buy in sight



CARL LAEMMLE  
presents  
the picturization of  
**MARY ROBERTS  
RINEHART'S**  
famous novel

## The Unknown

starring  
Virginia  
**VALLI**  
with PERCY MARMONT  
A  
Harry Pollard  
Production

Nationally Advertised in  
The Saturday Evening  
Post.

"K—THE UNKNOWN" is the kind of a picture that comes only a few times in the life of a motion picture company.

Only at long, long intervals does there appear an eclipse of the sun. Time and again, over and over, there have almost been eclipses of the sun. But only once in many, many years do the planets exactly synchronize to the inch, to the second, so that the sun's light is shut off.

So with motion pictures. There are hundreds and hundreds of very good pictures that almost eclipse all others, that almost blot out the memory of all other productions. But only now and then in a generation comes a "K—The Unknown."

Here is to be found the fine synchronization of the work of geniuses that brings forth a genuinely great production.

Mary Roberts Rinehart—the author

Harry Pollard—the director

Virginia Valli, Percy Marmont, Margarita Fischer,

Maurice Ryan, Francis Feemey—the actors

Louis Lighten and Hugo Loring—the scenario writers have all combined, each in the exact degree necessary to produce an extraordinary picture.

"K—The Unknown" will make motion picture history. It is human, right down to the depths of it. It sparkles with the best kind of comedy—the comedy of true characterization which makes people nudge each other and say: "Haven't you seen folks just like that?" Its problems are those that might confront any of us.

It is smooth flowing, logical, absorbing in every moment. It makes every point without obvious effort, advances with precision and ends with a smile.

"K—The Unknown" is a great picture—and when we say "great" we mean "great" as Webster defines it:

"Great: distinguished by extraordinary features; of excellent quality; capable of producing large results; magnificent; imposing."

That's "K—THE UNKNOWN."

ONE OF UNIVERSAL'S FIRST BIG 12 JEWELS FOR 1924-25

UNIVERSAL FILM EXCHANGES, Inc.  
KANSAS CITY, MO.  
Harry Hollander, Manager  
1710 Wyandotte Street

ST. LOUIS, MO.  
E. L. Alpersen, Manager  
3320 Olive Street



Edited by R. C. GARY

## It Pays to Stand in Well With the Newspapers

By R. C. "BOB" GARY,  
Exploiter Universal Pictures Corporation

To my mind it pays to "stand in well" with the newspapers and it is the wise exhibitor that makes friends with them and does all he can to help along local papers, for in return he will get the finest kind of publicity of the sort that reaches the public. There are several ways in which newspaper space can be made to arouse interest in the public aside from the usual theatrical advertisements. Possibly the best stunt in this connection is the "teaser" campaign and there is hardly a picture that cannot be boosted in this manner. Naturally there are some pictures that are more adaptable to this method than others but virtually every film has in it something that can be used to advantage in a "teaser" campaign.

In putting over a campaign of this kind the exhibitor should begin using space at least a week in advance of his play date. "Teaser" advertising may consist of a seven or fourteen line single column ad spread about on several pages or single line in bold face type run at the bottom of as many columns as possible. Such lines or ads must need be of the sort that will arouse curiosity, otherwise they of course are not of the "teaser" variety.

Space can be small at the outset of the campaign and gradually increase until just before the opening when the time comes to "break" and you come out with your splash advertisements stating what the attraction is, etc.

Specimen lines for "teaser" stuff would read something like the following. K—The Unknown is coming, Who is K—The Unknown, K—The Unknown kept his past from her, Do you know who K—The Unknown is? Wine's A Cure—all tonic; Wine's Powerful and Peppy; Wine's a sure winner before dinner; Wine, Oh Boy! Sure Pop! The line can also be used as the headings for larger advertisements.

"Teaser" campaigns have been used time and again, not only in the show business but in other advertisements as well and nine times out of ten it is a successful method.

One of the biggest jobs a showman has is to arouse the curiosity of the public and there is hardly a better way than through a newspaper "teaser" campaign. If advertisements get the public curious the battle is won, for there is hardly anyone who can resist satisfying his curiosity. A well worked out "teaser" cam-

paign is one of the surest ways of getting business for the exhibitor.

It's a good plan to change your copy once in awhile, to make up unusual advertisements, use different type and in other ways change the appearance of the ads. It is the unusual and out of the ordinary that attracts attention. For example, the ad below is a change in advertising which I used for the Pastime Theatre, Ottawa, Kans. It is needless for me to state that this 'ad' attracted attention and was read.

A showman that realizes the great value of his newspapers as an advertising medium also knows that the consistent advertiser is apt to get more attention paid to his stories than otherwise. Exhibitors should pay as much attention

to the preparation of their stories as they do to their advertising.

You will generally find that the exhibitor, who knows the newspapers, buys advertising space from them and works with them and for them is the exhibitor who is doing the business. To my mind, it pays to use newspaper space and it pays to know the editors.

### MILTON FELD GETS UNIQUE PUBLICITY "BREAK"

Seldom has Milton Feld, managing director of the Newman Theatre, Kansas City, hit upon an exploitation angle so unique as that connected with the appearance of the Six Brown Brothers at the Newman. It was Thursday, just when the "standing room only" sign's usefulness was nearing an end for the week, that Mr. Feld discovered it was in Kansas City—so the Brown Brothers said—that a rusty saxophone was purchased in a pawn shop and that famous sextet launched upon an enviable career. The story was worth a half-column in the Kansas City Star.

### AN OPEN LETTER TO THE MAYOR

To His Honor, The Mayor,

W. S. Williams:

Dear Mr. Mayor:

Knowing the multiplicity of duties forced upon you as mayor of this city, the writer does not wish to add to them. The matter being of much interest to your community, I trust you will bear with me for a moment.

You are undoubtedly puzzled by the title of a motion picture that is coming to your city. The writer has been told of your friendliness toward and interest in motion pictures, and he is therefore taking this liberal amount of space to inform you that CARL LAEMMLE presents Victor Hugo's immortal classic "THE HUNCHBACK OF NOTRE DAME" at the PASTIME THEATRE this coming FRIDAY and SATURDAY, OCTOBER 3 and 4.

Knowing that this is the great UNIVERSAL production you cannot be misled. It is the production starring LON CHANEY who long since has become famous upon the screen, as you are aware. This much I'll say and you can flaunt it before my eyes evermore: a more remarkable, epochal, unforgettable, haunting and obsessional piece of eccentric, bizarre, cynical character acting than that contributed to "THE HUNCHBACK OF NOTRE DAME" by LON CHANEY I have never seen on stage or screen. It is the picture that makes you smile while there is yet a lump in your throat.

The management of the PASTIME THEATRE will mail you tickets for yourself and guests that you may see this great picture at the PASTIME. We know that having seen this Universal production you will be better able to meet your official duties next morning with a smile.

Remember, Mr. Mayor, the picture is a UNIVERSAL; the theatre is the PASTIME, and the dates are FRIDAY and SATURDAY, October 3rd and 4th.

I thank you.

Yours, for a prosperous year,

R. C. GARY, The Press Agent.

**EXHIBITORS--Send in your Exploitation Stunts. The Reel Journal will pay \$1.00 for Every Photograph Used.**



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## BARBARA FRIETCHE

Florence Vidor-Edmund Lowe—P. D. C.

**TRADE REVIEW**—This screen version of Clyde Finch's celebrated Civil War drama is beautifully photographed, cleverly acted and should prove a lucrative box-office asset. In its present shape, however, it is best suited to the needs of the larger theatres. Curtailment of the opening and final reels would greatly improve the chances of "Barbara Frietche" as a drawing card in the smaller houses, whose patrons favor direct action in a story, with no delay in getting the romantic stuff under way, and a snappy climax. Lovers of history and those with an approving eye for artistic effect will find much to commend in the prologue and finale.

**WORLD**—This picture is built around one of the most dramatic incidents of the Civil War, the flying of the Stars and Stripes in the face of the Confederate Army, an example of courage so sublime as to cause General Stonewall Jackson to command that anyone who dared to molest Barbara was to be shot; there has been built a romantic story of the love of a Southern girl for a Northern soldier set in probably the most colorful section of our country and most dramatic period of our history.

**HERALD**—Type: Dramatic. Historical romance. Highlights: Conflicting emotions depicted in love episodes of Northern soldier with Southern girl. Good photography of Civil War scenes.

## THE BEAUTY PRIZE

Viola Dana—Metro-Goldwyn

**FILM DAILY**—As a whole, comedy that is a bit slight in plot but has some good laughs and should fit in fine with beauty contest tie-ups, dealing as it does with a national beauty contest. The box office angle will satisfy the average crowd and should be an easy one to put over in view of exploitation and tie-up possibilities.

**WORLD**—A rare combination of sparkling comedy and strong human interest, with plenty of opportunities for the star to present her dainty form in snappy bathing suits and gorgeous silk creations, is "The Beauty Prize." This is Viola Dana's latest vehicle and one in which the vivacious Metro-Goldwyn star finds her elf at home in every particular.

**HERALD**—Type: Human interest comedy. Good action, sparkling comedy and many "bathing beauty" scenes. Good photography.

## LIFE'S GREATEST GAME

Johnny Walker—F. B. O.

**WORLD**—"Life's Greatest Game," Famous Lotion's new picture for F. B. O., is a story centering around the great American pastime, football. In this picture Mr. Johnson, who has achieved success with stories dealing respectfully with firemen, policemen, locomotive engineers,

and other familiar occupations which exert a certain amount of fascination on the public mind, especially with members of the younger generation, turns his attention to the professional ball player. It belongs to the class of human interest melodramas of the old school in which attention has been concentrated on building up situations that strike home because of their heart appeal.

**TRADE REVIEW**—Through melodrama at its fullest, there will be thousands who will proclaim "Life's Greatest Game" as excellent screen material. There are many today who far prefer melodrama to anything else on the silver sheet—and to these the exhibitor should look for support when showing this picture. There are several flaws in the picture that need airing, and especially the curious mixture of things belonging to the present generation, with those of the old. These things tend more to show a

lack of directorial care. American audiences are quick usually to pick on these things mercilessly.

**HERALD**—Type: A baseball epic, centering around the game as played by the father 20 years ago and the son today. Highlights: The baseball games; the ladies' fashions 20 years ago; splendid acting of Jane Thomas, Tom Santschi and Johnnie Walker.

**FILM DAILY**—Johnny Walker has played the son of a policeman, a fireman, a postman, in previous pictures. He makes an equally pleasing and suitable son of a professional ball player. Gertrude Olmstead, a pretty, but inconspicuous heroine, Tom Santschi is the erring father and Jane Thomas the suffering wife and mother. Fred Kirby a slick villain. Does well in the part of "smart ace" who tries to do "frame" a world series game. Likely to do a nice business and it should be easy to bring them in.

## NEWS NUGGETS

Upon the completion of "The Silent Watcher," First National's new Frank Lloyd production from Mary Roberts Rhinehart's story, Mr. Lloyd began preparations for his next picture from May Edgington's story, "Judgment."

Joseph M. Schenck has selected "Her Night of Romance" as the final title for Constance Talmadge's new First National picture which has hitherto been known as "Heart Trouble" and "One Night."

The Perfection series produced by C. B. C. and featuring Eva Novak and William Fairbanks are coming along unusually fast. The "Beautiful Sinner" has been cut and edited and is now ready for release.

Joe Brandt announces the cast on "Women First," one of the Perfection Pictures series of eight. The leads are played by Eva Novak and William Fairbanks.

"Obey The Law," H. H. Van Loan's story glorifying the motor cycle policeman and developed along strong melodramatic lines has been purchased by Harry Garson as a coming "Letty" Flynn attraction to be distributed by F. B. O.

George O'Hara dons the fighting gloves in F. B. O.'s "Go-Getter" Series and returns to the role in which he won recognition and popularity while starring in the "Fighting Blood" series.

"The Garden of Weeds," an adaptation of the successful New York play, has been completed by James Cruze for Paramount, with Betty Compton as the star.

Ned Sparks, formerly a comedian of

several New York stage productions produced under the management of Al Woods, has joined the Educational-Metropolitan Comedy company and will be starred in these comedies.

Gothic Productions, headed by Lou Baum of New York will shortly launch a big melodrama called "Paris After Dark," for F. B. O.

Word comes from the Universal home office that the latest work from the pen of Max Brand, "Dark Rosaleen," a widely heralded story, has been bought by that company for the use of Hoot Gibson. "Dark Rosaleen" is a horse story.

Thomas H. Ince, following the completion of "Christine of the Hungry Heart" from Kathleen Norris' popular novel, and "Idle Tongues" from Joseph C. Lincoln's Cape Cod novel, "Doctor Nye," for First National, will picture "Enticement."

Frank Hagney, who is appearing with Harry Carey in "Roaring Rails," his fourth Hunt Stromberg production, possesses medals and cups representing a total of 105 bicycle races he won in Australia.

Harry Carey is stepping out! Hunt Stromberg announces that his next feature will be a screen version of Bret Harte's popular "Tennessee's Partner" to be known when released as "The Man From Texas."

Word comes from Universal City that the Hoot Gibson unit of the Universal Pictures Corporation on location at Pendleton, Ore., for "Let 'er Buck," is well ahead of schedule on production in spite of a solid week of rain.

**EXHIBITORS ASS'N TO  
HANDLE OWN AD SLIDES**

The M. P. T. O. Kansas and Missouri in the future will handle, within the organization, all slide advertising. That decision comes in the wake of fraudulent attempts in advertising by unscrupulous persons, of unsatisfactory contracts with companies and the conclusion that the project best can be controlled by the association itself. Instead of dealing through an advertising company, contracts will be made between the organization and the advertiser.

Revenue of slides is creating somewhat of a perplexity between units of the organization recently merged—the Kansas City, Mo., Western Missouri and Kansas state sections. Although no official stand in the matter has been taken, it is no secret that the Kansas City, Mo., exhibitors are prone to favor a sectional division of slide revenue. Such sentiment is regarded with alarm by those interested in the compact development of the organization, but it is believed Kansas City, Mo., exhibitors soon will see the folly of such a plan, especially when arrangements of an advertising system, of great benefit to the entire organization, are completed.

The meeting of the board of directors of the new body, scheduled for last Tuesday, was postponed until next Tuesday in order to allow more time to the organization and constitution and by-laws committees in preparing their reports.

Two huge tasks confront the M. P. T. O. K. and M., first: to put the theatre in its proper place; second, to combat unfair legislation in the ensuing state legislatures.

"In many communities the exhibitor, especially in Missouri and Kansas, has become too 'big' for the town," said C. E. "Doc" Cook, business manager. "By that I mean that he ceases to share the civic interests and burdens of his community. It sounds trivial enough, but unless exhibitors wake up and become active members of civic bodies in their communities our fight towards the front is going to be retarded. At each legislature there always are radical individuals who introduce blue laws of unfairness. We must lose no time in proving to the world that we are citizens just as progressive as other business men."

**PICTURES PLAY IMPORTANT  
ROLE IN MISSOURI POLITICS**

Never before in the history of Missouri has the screen played such an important role in politics. No longer does the candidate plead for a hearing on what he has accomplished. He flashes it before the eyes of the voters.

Following an address Monday in Sedalia, Mo., a motion picture review of the regime of Governor Hyde was screened. It featured the progress made in the road program, improvements in state elementary institutions, views of nine new buildings at the State University and the new structures at the state normal schools. It was a brief exhibition of how every promise made by the administration had been fulfilled.

One little want ad may prove your Santa Claus.

Released November 9th



Why everybody says  
**UNIVERSAL PICTURES**  
are the best buy in sight



MARY PHILBIN



ROBERT CAIN



DOROTHY REVIER



JOHN SAINPOLIS



*"The*  
**Rose**  
*of Paris"*

starring

MARY  
PHILBIN

and a great supporting cast

Mary Philbin's rare charm—which brought her such great success in "Merry Go Round"—blossoms forth again in "The Rose of Paris."

The story is from the French novel, "Mitsi," by Delly, and all the romance and intrigue and lure of Paris have been caught by Irving Cummings, the director.

"The Rose of Paris" is a love story of Paris. It combines beauty with action, and Mary Philbin, as the little convent girl, has a hectic time before the happy ending comes.

The picture is beautifully staged, with luxurious sets contrasting the scenes in French dives. It has a cast of genuine actors and actresses including John Sainpolis, Robert Cain, Edwin J. Brady, Doreen Turner, Robert Weiler, Rose Diane, Dorothy Revier, Diane Pascale, Gino Garrado, Charles H. Puffy and T. Buckley Russell.

"The Rose of Paris" will establish a million new records for Mary Philbin. When the man she loves is about to marry another girl, she is captured by the keeper of a Paris night club. Her heart is fast but she is a woman who ought not to marry the man who is the keeper of the club. It is a love story the world has never seen. The "Merry Go Round" appearing little girl who cries for the man she loves is happy.

"The Rose of Paris" has mounted a record-breaking expedition and has gone to her last home, a great national beauty. It is a picture that will entertain the entire family and send them out anxious to see more Mary Philbin productions.

From the French novel "Mitsi" by Delly

AN  
IRVING CUMMINGS  
Production

Nationally Advertised  
in The Saturday Evening Post.

ONE OF UNIVERSAL'S FIRST BIG 12 JEWELS FOR 1924-25

UNIVERSAL FILM EXCHANGES, Inc.

KANSAS CITY, MO.  
Harry Hollander, Manager  
171. Wyandotte Street

ST. LOUIS, MO.  
E. L. Alpersom, Manager  
3320 Olive Street



## BOX OFFICE REPORTS

F. B. O.

**Blow Your Own Horn**, Ralph Lewis and Warner Baxter—A real 100 per cent comedy thriller.—Byron Dixon, Palace Theatre, Altamont, Kans.

**Daytime Wives**, all stars—A very good heart interest drama.—Byron Dixon, Palace Theatre, Altamont, Kans.

**Judgment of the Storm**, All Star—A very good entertaining picture.—Byron Dixon, Palace Theatre, Altamont, Kans.

**The Mailman**, Ralph Lewis—A real heart interest melodrama.—Byron Dixon, Palace Theatre, Altamont, Kans.

**Stormswept**, Wallace and Noah Beery—Good.—E. K. Ruch, Electric Garden, Clifton, Kans.

**Let's Go**, Richard Talmadge—A real entertaining, active comedy.—John E. Travis, Doric, Erie, Kans.

**Only a Shop Girl**, Wallace Beery and Mae Busch—A good entertaining drama.—John E. Travis, Doric, Erie, Kans.

**What's Wrong With the Women**, All Star—An exceptional heart interest drama. John E. Travis, Doric, Erie, Kans.

**Can a Woman Love Twice**, Ethel Clayton—A knockout title and a real exceptional picture.—John E. Travis, Doric, Erie, Kans.

**Third Alarm**, Ralph Lewis—A good heart interest melodrama.—John E. Travis, Doric, Erie, Kans.

**Westbound Limited**, Ralph Lewis—A real picture with a lot of thrills and suspense. John E. Travis, Doric, Erie, Kans.

**The Fair Cheat**, Dorothy Mackail—A very good entertaining comedy-drama.—John E. Travis, Doric, Erie, Kans.

**Human Wreckage**, Mrs. Wallace Reid—A real drawing card which our patrons enjoyed.—John E. Travis, Doric, Erie, Kans.

**Fighting Blood**, George O'Hara—Very good entertaining short subjects.—John E. Travis, Doric, Erie, Kans.

**Silent Stranger**, Fred Thomson—One of the best pictures ever run in town—fully as good as Tom Mix.—L. A. Banks, Silver Star Theatre, Forest City, Mo.

FOX

**Mile-A-Minute Romeo**, Tom Mix—Very good picture. Mix always takes good at this theatre.—pulls them in.—L. A. Banks, Silver Star Theatre, Forest City, Mo.

FIRST NATIONAL

**Voice From Minaret**, Norma Talmadge—A very good picture. Not as good as "Within the Law." Print and advertising good.—R. B. French, Liberty Theatre, Humansville, Mo.

**My Boy**, Jackie Coogan—This one is a racket jack. Drew a good crowd for me on very first night. Print and advertising good. C. C. Penn, Rex Theatre, Massville, Mo.

**Brawn of North**, Strongheart—Drew good crowd and pleased all. W. R. Alsop, DeLuxe Theatre, Bucklin, Kans.

**When A Man's A Man**, John Bowers—Business good, both days. Good audience appeal. Patrons well pleased. The print and accessories good.—E. N. Smith, Strand Theatre, Chillicothe, Mo.

**Brawn of North**, Strongheart—A good warm weather picture. Personally I admire Irene Rich greatly but prefer her in a production which requires better clothes. Print and accessories good.—C. A. Morris, DeLuxe Theatre, Moline, Kans.

**Oliver Twist**, Jackie Coogan—Good. Pleased all who saw it. Print and accessories good.—Opera House, New Hampton, Mo.

**When A Man's A Man**, John Bowers—Print and accessories first class. Grossed more business than any picture since "The Kid." Everyone well pleased. One picture that showed a nice profit. Drew more people than "Birth of a Nation."—W. H. Hardman, Royal Theatre, Frankfort, Kans.

**The Hottentot**, Douglas MacLean—A dandy good picture. Will please everybody. Had a poor crowd but not through any fault of the picture. Print and advertising good.—J. E. Zimmerman, Rex Theatre, Bronson, Kans.

**Torment**, Owen Moore—Good picture. Print and accessories good.—E. A. Rehm, Majestic Theatre, Baxter Springs, Kans. **Self Made Failure**—Fair comedy-drama. Print and accessories good.—R. R. Gladish, Rex, Higginsville, Mo.

STANDARD

**Days of '49**, Serial—This is a great picture. It loughed my Saturday business.—Charles Vaughn, Art Theatre, Kansas City, Kans.

**Days of '49**—This is a fine western.—Hugh Gardner, Fotoshow, Neosho, Mo.

**South of Santa Fe**, Art Mix—This picture was a money getter. It pleased everybody.—Lee Miller, Best Theatre, Topeka, Kans.

**Pot Luck Pards**, Pete Morrison—A good comedy western.—S. Naster, Empire Theatre, Kansas City, Kans.

UNIVERSAL

**Storm Daughter**, Priscilla Dean—A fine picture. Did big business two days. Used a Dempsey with it.—Sam

Minich, Electric, Chillicothe, Mo., and Cater Theatre, Marceline, Mo.

VITAGRAPH

**Ninety and Nine**, Warner Baxter and Colleen Moore—Here is a truly wonderful picture that will get you 100 per cent. Good comments. Appeals to all classes. One of the best fire scenes I have ever screened. Every exhibitor should play this. Give us more like it.—T. H. Lauck, Opera House, Mound City, Kans.

**Smashing Barriers**, William Duncan—An action picture that might suit some houses. But looked too much like cheap hunko stuff in my estimation.—W. A. Doerschlag, Strand, Ransom, Kans.

**Spies and Spills**, Larry Semon—Not much to this. Condition of film fair.—W. A. Doerschlag, Strand, Ransom, Kans.

**When Danger Smiles**, William Duncan and Edith Johnson—A good program picture with enough action to satisfy.—Ray W. Musselman, Lincoln, Kans.

**Fighting Guide**, William Duncan—Just a fair offering and not nearly as good as the other Duncan pictures that I have run. Fans crave him in a fight and lots of action.—Ray W. Musselman, Lincoln, Kans.

**Midnight Alarm**, Cullen Landis, Alice Calhoun and Percy Marmont—A very interesting picture with good box-office pull. Interest similar to serial type and will hold them every minute. One of the best fire scenes in last reel I ever witnessed.—T. H. Lauck, Opera House, Mound City, Kans.

**A Woman's Sacrifice**, Corinne Griffith—A fairly good program picture with good snow scenes. Story very similar to "Gods' Country and the Woman." If you have played one don't play the other. Acting of star good.—T. H. Lauck, Opera House, Mound City, Kans.

**Borrowed Husbands**, Rockliffe Fellowes and Florence Vidler—Good feature and good drawing feature.—Chas. D. Kittel, Hill Hou, Seymour, Mo.

**The Ninety and Nine**, Colleen Moore—Worth the money.—O. W. Price, Sammv Theatre, Ada, Kans.

**Between Friends**, Alice Calhoun—Excellent picture.—Gene Gauntier Theatre, Kansas City, Kans.

WARNER BROS.

**Find Your Man**, Rin-Tin-Tin—Wonderful picture. Sure packs them in.—Sam Minich, Electric Theatre, Chillicothe, Mo. and Cater Theatre, Marceline, Mo.

Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL,  
19th & Wyandotte, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

|               |                       |
|---------------|-----------------------|
| Title .....   | .....                 |
| Star .....    | ..... Producer .....  |
| Remarks ..... | .....                 |
| Title .....   | .....                 |
| Star .....    | ..... Producer .....  |
| Remarks ..... | .....                 |
| .....         | ..... City .....      |
| .....         | ..... Theatre .....   |
| .....         | ..... Exhibitor ..... |

If Every Exhibitor Does His  
Duty There Will be No Mediocre  
Pictures



# The ST. LOUIS FILM MARKET

## MUSIC SOCIETY FILES TWO NEW TAX SUITS

The petition which was filed by Anthony O'Halloran, attorney representing the American Society of Authors and Composers & Publishers in the St. Louis district, alleges that on the night of July 26 the orchestra of the Steamer Bald Eagle jazzed forth the strains of "That Old Gang of Mine" without permission of the plaintiff. O'Halloran charges that this performance was public and not for a charitable or educational purpose, but for the entertainment of the patrons of the Bald Eagle who had paid an admission fee to get aboard and dance to the music furnished by said orchestra.

He is basing the suit primarily on the decision of Federal Judge Thompson of Philadelphia who on July 17 decided in favor of the publishing company in a similar suit against certain motion picture theatres and hotels in that city.

Suit for \$250 damages alleging the use of copyrighted music without the payment of the usual tax has been filed in the United States District Court in St. Louis by Irvin Berlin Company, Inc., against the Eagle Packet Company, Inc. of St. Louis.

## SCREEN ADVERTISERS HOLD INTERESTING CONVENTION

The Screen Advertisers Association composed of film manufacturers, slide and equipment men and representatives of industrial concerns using motion pictures for advertising purposes and to develop plant morale, opened their annual convention in St. Louis, Mo., on Thursday, October 2. The convention continued over Friday.

Douglas D. Rothacker, well-known Chicago film manufacturer now serving his third term as president of the organization presided at the opening of the convention. The Association, which is a department of the Associated Advertising Clubs of the World was organized in St. Louis in 1917.

Mayor Henry W. Kiel of St. Louis welcomed the advertisers at the opening of the convention at Hotel Statler Thursday morning. Others on the program were Clarence H. Howard, president of the Commonwealth Steel Company of Granite City, Ill., who spoke on the use of motion pictures to promote Boy Scout work, and also told of his experience in using film to carry out the inter-organization welfare work in his steel foundry.

Charles H. Hatfield, secretary-manager of the St. Louis convention and publicity

bureau and president of the Community Advertising Department of the Associated Advertising Clubs of the World discussed community advertising here and in Europe.

## IT PAYS TO SPECIALIZE ACCORDING TOM LEONARD

There's a place out there on the face of Tom Leonard when you ask him about business. And he replies characteristically, "It's never been better," shrugging his shoulders who know Tom in the industry without exaggeration. And going no further it is learned that the main cause for good business of the Progress exchange is largely attributed to Mr. Leonard's policy of specializing in western productions.

Progress Picture Corporation has for this season lined up some of the best independent western features including such stars as Ben Wilson, Yakima Canutt, Fritchie Bill, Jr., Buddy Roscoe and Pinto Path series which from type of story, cast, direction and production promise very popular among theatre patrons and a profitable investment for exhibitors.

For the peppy Fall days there are a lot  
of peppy two-reel comedies from

# HAL ROACH

THE SPATS  
OUR GANG  
ARTHUR STONE  
ROACH STAR COMEDY

Laughter insurance for your theatre--Line 'em up now

## PATHE EXCHANGE, Inc.

HARRY GRAHAM, Branch Manager

3308 LINDELL BLVD.

ST. LOUIS, MO.

**FOUR MORE SPECIALS  
FROM UNITED EXCHANGE**

In addition to offering to exhibitors in this territory, assets in feature productions Sam Werner of the United Film Service has recently secured special feature productions that are worthy of more than usual attention. These specials are "Not For Sale," "Between Two Husbands," "For You My Boy" and "Fires of Youth."

"Not For Sale" is a production of high dramatic power and exceptional entertainment power, according to Mr. Werner. It contains rapid action, thrilling climaxes, clean cut and sincere acting and, according to Mr. Werner, will hold and enthrall any type of audience.

"Between Two Husbands" featuring Arline Pretty is a story concerning the problem of a girl who has to choose between two men, one good, the other bad, the good man's attractiveness walled by the concern he gives to projections for the girl's welfare, the bad man picturesque and addressing the girl's desire for romance.

"For You My Boy," starring Matty Roubert, is based on a story written by Willard Mack. It is a picture with a strong dramatic theme dealing with that little depicted subject, father love. The picture is said to have been beautifully mounted and exceptionally well photographed.

"Fires of Youth," starring Billie Rhodes, is a romance of the period of life when the blood is hot and discretion is thrown to the winds. It has many tense moments, but following the best methods of the great masters of drama, for every tear or thrill, there is a laugh.

**BRIGHT BITS & NEWSY NOTES**

The Missouri Theatre, Ste. Genevieve, Mo., is now under the management of William A. Dourge.

Herschel Stuart, managing director of the Missouri Theatre, St. Louis' Paramount first run palace, has arranged a series of Sunday afternoon popular symphony orchestra concerts to be given for the benefit of the Post-Dispatch's Pure Ice and Milk Fund which lacks some \$1,500 to reach its quota for 1924. The first concert was given Sunday afternoon, October 5. Joseph Littau, director of the Missouri's orchestra was in charge. His regular orchestra was greatly augmented for the occasion.

M. F. Weber has purchased the Community Theatre, Raymond, Ill., from C. H. Smock.

Friend Brothers have installed a new Kilgen organ in their Cinderella Theatre, Iowa and Cherokee streets. O. E. Mohr is the organist.

Sam Horton's new \$25,000 picture palace at Albion, Ill., opened for business last Saturday night and has been doing nicely.

George Chester, salesman for the local Enterprise Distributing Corporation's office has been promoted to the management of the Charlotte, N. C., branch.

Accompanied by his wife he departed by motor for his new post on last Tuesday.

Joe Bushorn is the new cashier of the local Enterprise office. He formerly was assistant cashier for Pathe.

Out-town exhibitors in during the week included: Theodore Coleman, Mount Carmel, Ill.; Jim Reilly, Princess Theatre, Alton, Ill.; Tom Reed, Duquoin, Ill.; Mrs. I. W. Rodgers, Cairo, Ill.; George Hamilton, Gen Theatre, Marrassa, Ill.; Curley Dawson, Grand Theatre, Mount Olive; Charley Goodnight, DeSoto, Mo.; H. F. Kilgenfus, New Athens, Ill.; Otto Krigler, Okawville, Ill.

A recent addition to the sales staff of the local Universal office is E. N. McFarland, formerly manager of the United Artists, Omaha, Neb., exchange. He is travelling Central and Western Illinois and Northeast Missouri. From 1919 to 1922 he was connected with the Omaha branch of Paramount under R. D. Thomson who now has charge of the Short Subject department of the St. Louis Universal office. Prior to that he was in the exhibition end of the business having conducted houses in Southeastern Missouri and in Montana. He succeeds A. B. Williams who has left the Universal organization.


Are You Playing These?  
**BUDDY ROOSEVELT**  
**DICK HATTON**  
**BUFFALO BILL, Jr.**  
**BEN WILSON**  
**YAKIMA CANUTT**  
**PINO PETE**  


---

*Westerns of Quality*  


---

 If Not—You're Losing Money!  
 BOOK THEM NOW  
**Progress Pictures Corp.**  
 (Specializing in Western Productions)  
 TOM LEONARD, Manager  
 3405 Olive Street ST. LOUIS, MO.



**BOX-OFFICE TITLES!**  
**CELEBRATED NOVELS!**  
**SUCCESSFUL STAGE PLAYS!**  
**GREATEST ACTORS!**  
**EMINENT AUTHORS!**  
**NOTED DIRECTORS!**

—and the—  
**UNFAILING EXCELLENCE OF**

**Warner Production**

**ST. LOUIS FILM EXCHANGE**  
 HARRY HYNES, Manager  
 3334 Olive Street ST. LOUIS, MO.



## Film Exchange Briefs

C. D. Hill, manager of the local Producers Distributing Corporation's office has received word that his sales staff has shot out into the lead in the \$4,000 Handicap which has passed the ninth week. Pittsburgh is in second place and Boston third. The winner will be given a bonus of \$1500, the second office \$1000 and the third \$500.

Tom McKean of F. B. O., Barney Rosenthal of Columbia Pictures Corporation and Charley Werner of Metro-Metro-Goldwyn's local office had very successful sales trips during the past week. McKean and Rosenthal invaded Central Missouri while Werner was in Southern Illinois and Kentucky.

After sewing up St. Louis solid for Lichtman Month, E. L. Alperson, manager of the local Universal office, together with City Salesman Nicky Goldhammer jumped out into the territory to help the field men make the Month the greatest in the history of the local office.

District Manager G. E. Akers, back from a tour of Kansas City, Denver, Omaha, Sioux Falls and Des Moines re-

ports that the advance sales for Lichtman Month have surpassed any in the history of the organization.

### BARTH AT CARBONDALE ACQUIRED BY RODGERS

I. W. Rodgers, president of the Gem Theatre Co. of Cairo, has completed negotiations for the purchase of the building and Barth Theatre holdings and took possession of the theatre on October 1.

Mr. Rodgers is widely known in Southern Illinois and controls and operates a number of other theatres in Illinois, Missouri and Arkansas. He is president of the motion picture exhibitors of Southern Illinois and southeastern Missouri. It is said that with the addition of Carbondale to the chain of theatres, the city will enjoy some of the vaudeville and road shows of a high class type seen in Cairo. Only the highest class attractions, it is declared, will be shown at the Barth theatre.

Additions will be reconstructed at the Barth Theatre in the furnishing of the ladies' rest room, a men's smoking room and a mezzanine promenade, permitting seating space.

Carbondale will have its second motion picture show when the new management

and ownership take over the Barth Theatre. Mr. Rodgers plans the occupancy of the new office space here, or perhaps the building of a smaller house for the purpose of exhibiting pictures of lesser importance. The location of the second house was not announced, but it was added that it would not be the old Amusement Theatre, the square house location, because of its being in ruins.

The purchase price of the theatre building from Ed Barth was not made public, nor was the price of the theatre owned by Mrs. Jean Dagle.

K. B. Jarrett will manage the theatre here.

Mr. Rodgers has purchased the Taylor Poster Service in conjunction with Mr. Archie Rogers, who was a resident of Carbondale for 13 years prior to his departure three years ago. Archie Rogers will be the resident manager of the poster service. This plant completes a chain of poster advertising plants under Mr. Rodgers' supervision, including Cairo, Anna, Carbondale, Murphysboro, Carterville and to other towns. The poster advertising plant used in conjunction with theatres is a valued asset in advertising—thus will residents of Carbondale ever be confronted with coming attractions at the Barth Theatre.

For the opening attraction at the Barth, Manager Jarrett announces Gloria Swanson in "Manhandled," Wednesday and Thursday, Friday, Leatrice Joy in "Changing Husbands," Saturday, William Farnum in "The Man Who Fights Alone" then on Monday and Tuesday, Cecil B. DeMille's "Feet of Clay."

## United Film Service

The Oldest and Most Reliable Independent  
Film Exchange in the West

RELEASING

# 52

WESTERN FEATURES  
EACH YEAR

TWO-REEL COMEDIES  
SINGLE-REEL COMEDIES

—AND—

A limited number of  
SPECIAL PRODUCTIONS

For Consistent Money-Makers

Write at Once to

## UNITED FILM SERVICE

SAM WERNER, Manager  
3314 Lindell Blvd. ST. LOUIS, MO.

Have You Something  
TO SELL?  
Have You Something  
TO BUY?

READ  
and  
USE

Reel Journal Classified Ads

2c Per Word Per Issue  
Minimum Charge 50c

## PERTINENT POINTERS ON THE WARNER TWENTY

For the benefit of those exhibitors, who are not acquainted with the new twenty Warner Bros. Classics of the Screen, Harry Hynes, manager of the St. Louis Film Exchange, distributors in Eastern Missouri and Southern Illinois, gives some brief and informative data.

The Twenty Classics are as follows:  
"Three Women," first of two spectacular Ernest Lubitsch individual productions.  
Kin-Tin-Tin, the wonder dog, in the season's biggest thriller, "Find Your Man."

"Recompense," stirring sequel to "Simon Called Peter" a book sought by all leading photoplay producers.

"The Lover of Camille," film version of David Belasco's superb play, "Deburau."

"The Narrow Street," the most delightful mystery play ever written.

"Eve's Lover," packed with interest and action—and there never was a better box-office title.

"A Lost Lady," something brand new in the way of motion picture story material.

"The Eleventh Virgin," another sensational novel with a million dollar picture title.

"The Bridge of Sighs," a melodrama possessing all the elements of good entertainment.

"The Dark Swan," daring and unusual—the ideal screen story.

"This Woman," the perfect photoplay from a book read by millions.

"The Dear Pretender," one of the year's "best sellers," already in its fifth edition.

"The Age of Innocence," Edith Wharton's novel which won a Columbia University prize.

"How Baxter Butted In," a rare comedy gem sparkling with cleverness and good humor.

"My Wife and I," Paul Bern's daring drama of domestic discord.

Kin-Tin-Tin in "The Lighthouse by the Sea," startling, original and surprising.

"The Broadway Butterfly," Pearl Keating's powerful story of thrills and heart throbs.

"The Man Without a Conscience," gripping, thrilling, possessing rare audience appeal.

Kin-Tin-Tin in a third big box-office attraction.

Miss Fannie Hurst, celebrated author, is in St. Louis to visit her parents, brought with her word of the death in Lake Placid, N. Y., on September 26 of Miss Rose Shulsinger a former St. Louis newspaper woman who later won her spurs in New York as a motion picture press agent. After leaving St. Louis several years ago she became publicity woman for Marion Davies and later joined the Paramount organization in a similar capacity.

## "TEN COMMANDMENTS" IS THEME OF MANY SERMONS

"The Ten Commandments" the big Paramount super-special production now showing at the American Theatre in St. Louis has furnished the theme for sermons in several St. Louis pulpits since the premiere presentation of the film masterpiece in this vicinity.

On Thursday night, October 2, two of the leading rabbis of the city delivered sermons based on the lessons they learned from watching the picture.

Rabbi Thurman speaking at the United Hebrew Congregation's synagogue, paid high tribute to the masterful manner in which this wonderful subject had been presented on the screen, but he expressed a personal preference for the elimination of the second part of the picture, contending that the opening section should not be marred by the modern interpretation notwithstanding that the latter part was splendidly done.

He also pointed out the possibilities of using other Bible themes for motion picture masterpieces.

Rabbi Leon Harrison of Temple Israel touched on the political lessons taught by the picture, and said that in this day and age we need a new Moses to bring the people back to the Ten Commandments of God.

## EQUIPMENT AND SUPPLIES

The Best  
in Equipment  
and  
Theatre  
Supplies

Exhibitors Supply Co.

SIMPLEX DISTRIBUTORS

for

Illinois, Eastern Missouri and  
Northern Arkansas

3316 Lindell Boulevard

ST. LOUIS, MO.

An extensive study of bulletin boards in many industries throughout the country by the Metropolitan Life Insurance Company has prompted that concern to issue the following suggestions with reference to care of bulletin boards so that they will serve the purpose intended:

"Care of the Bulletin board should be the definite duty of some one person.

"As soon as its object is attained, a posting should be removed. Out-of-date notices hurt the value of the bulletin board.

"It is not necessary to post a new notice immediately to replace one taken down. An interval of blank space emphasizes the next bulletin.

"To impel frequent inspections a bulletin board must carry news.

"Whenever possible first intimation of any change in conditions or routine affecting the employes should appear on the bulletin board.

"Such notices together with announcements of policy will give the board news value.

"News value can be enhanced by posting employes' Lost and Found ads, notices concerning employes' functions, etc."

## BANNERS

(3 Feet by 10 Feet)

ON ANY PICTURE

\$1.50

SIGNS OF ALL KINDS

Exhibitor Sign and Poster Service

3308 Olive Street

ST. LOUIS, MO.



**PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::**

**BOLLER BROTHERS**  
**THEATRE ARCHITECTS**

114 West 10th St. 340 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

**Show Printing--**

We can satisfy you not only in price but give you quality also in all kinds of printing.



19th and Wyandotte Streets  
Kansas City, Mo.



**HOTEL BRAY**

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish to pay more --and risky to pay less.*

Absolutely Fireproof

\$1.50 up without Bath  
200 ROOMS  
\$1.75 up with Bath

**BOX-OFFICE REPORTS**

written by the exhibitors are your best guides to good pictures.

—SEND US YOUR REPORTS

**EVERYTHING FOR THE THEATRE BUT THE FILM**

CARBONS  
MINUSA SCREENS  
COMPENSATORS  
RHEOSTATS  
OPERA CHAIRS  
MAZDA LAMP EQUIPMENT  
MOTIOPHOTOGRAPH PROJECTORS

**CHAS. M. STEBBINS**

Picture Supply Co.

1822 Wyandotte St. Kansas City, Mo.

**DEMY REPORTS OF CONSOLIDATION OF NEWS REEL FILMS**

New York, Oct. 8.—Reports in a New York theatrical paper that several news reel companies were contemplating a merger, to be known as Associated Screen News, are denied by Pathe and Fox in statements labelling the rumors as "ridiculous," "impractical" and "vicious."

"So far as Fox News is concerned," says Truman H. Talley, director in chief of the Fox News picture organization, "it has had no part and will take no part in any such fantastic and suicidal negotiations. . . . No greater injustice could be done the public than to assume that they would be content to see in their theatres week after week in the form of a news reel a standardized, stereotyped and editorialized compilation of convention news pictures."

In his statement to the trade, Elmer Pearson, vice president and general manager of Pathe, says:

"The motion picture industry breaks out now and again with a leprous rash of rumors most of which are so maliciously false and ridiculous that one feels contaminated at even noticing them, much less dignifying them by denials.

"The Pathe News has stood for years as an absolutely independent and neutral purveyor of news and is today recognized by exhibitors and the public as a great independent institution."

**LYNCH HEADS F. I. L. M. BOARD AT OMAHA, NEBR.**

Omaha, Neb., Oct. 8.—The Omaha Film Board of Trade at its annual election elected Clayton F. Lynch of Metro-Goldwyn as president.

Joe Stern of Independent Films was made first vice-president; C. F. Rose, Fa-

mous Players-Lasky, second vice-president; James Rogers, Enterprise Distributing Corporation, treasurer; T. G. Meyers, Pathe, sergeant-at-arms. On the board of arbitration are the following: Ralph Simmons, Mayer Monsky and T. H. Meyers.

Judge K. M. Landis, baseball commissioner and J. A. Heydler, president of the National League are to appear personally in Emory Johnson's big epic of the diamond, "Life's Greatest Game," for release by F. B. O.

One of the fastest records ever made in the filming of a star eight-reel motion picture has just been established by Norma Talmadge in her new Joseph M. Schenck production for First National, "The Lady." In exactly thirty-two days from the filming of the first scene of "The Lady" photography had been completed.

**CURRENT RELEASES**

For the Week of October 18, 1924

- METRO-GOLDWYN**  
The Navigator, Buster Keaton (6).  
Circé, Mae Murray (7).  
**PATHE**  
On Leave of Absence, Ben Turpin (2).  
The Bungalow Boob, Charley Chase (1).  
Ten Scars Make A Man, Serial, No. 3 (2).  
The Sky Plumber, Art Stone (2).  
Pathe Review, No. 43.  
Tales of the Day, No. 43.  
Pathe News, Nos. 92, 93.  
**PRODUCERS DISTRIBUTING CORP.**  
The House of Youth, Jacqueline Logan (6).  
**STANDARD**  
Rough Ridin', Buddy Roosevelt (5).  
The False Trail, Pete Morrison (5).  
**UNIVERSAL**  
The Sunset Trail, William Desmond (5).  
The Man Hunt, Wolves of the North, No. 7 (2).  
Anthony and Cleopatra, Hysterical History (1).  
The Gumps, No. 11 (2).  
Sweet Dreams, Wanda Wiley (2).  
A Race for a Ranch, Billy Sullivan (2).  
Universal News, Nos. 91-92.

**CLASSIFIED ADVERTISING**

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than \$5.

**Theatre For Sale**

Suburban theatre in Kansas City. Densely populated working class neighborhood. No competition; 630 seats; good equipment, stage, popcorn machine, scenery. A bargain for quick buyer. A money-maker, but owner must sell on account of other business. \$3,000 cash, balance easy. Address Box M, Reel Journal.

**Picture Show Wanted**

Want a well equipped picture show in town of not less than 3000. M. F. Meade, 1826 Olive St., St. Joseph, Mo.

**FOR SALE OR TRADE**

For sale or trade for picture show. Good confectionery in live poor Missouri town. Located next door to theatre. A. B. Cantwell, Bucklin, Mo.

**WANT MOVIES**

Can deliver buyers, need all price theatres. Write full information, W. J. Miller, Exclusive Theatre Broker, 321 Securities Bldg., Des Moines, Ia.

**PICTURE MACHINE FOR SALE**

Simplex motor driven incandescent equipment, automatic regulator, slightly used. Two new Century ceiling fans A. C. Fried to sell.—Chas. J. Rebol, Green, Kans.

**THEATRE FOR SALE**

First class theatre, fully equipped, also piano and pipe organ, in good Missouri town. No opposition. If sold soon will sell at a bargain. Also one for lease in adjoining town. Address "D"—Reel Journal.

**WANTED TO TRADE FOR PICTURE SHOW**

A good modern residence in county seat town. Want farm show. Also have 160 acres creek-bottom farm would put in. Box 102, Walnut, Kans.

# Kansas City's Leading Exhibitors

BUY

## WARNER BROS. 1924-1925 PRODUCT

After seeing every producer's product 32 Kansas City Theatres buy new Warner Bros. Screen Classics.

LIBERTY  
ISIS  
APOLLO  
LINWOOD  
ASHLAND  
BELMONT  
ST. JOHN  
BENTON  
MOZART  
MURRAY  
NEW DIAMOND  
12TH STREET  
GAYOSO  
ADMIRAL  
PRINCESS  
PROSPECT

ELLSWORTH  
BONAVENTURE  
QUEENS  
GEM  
COLONIAL  
BANCROFT  
GILLHAM  
BROADMOUR  
ROANOKE  
PENN VALLEY  
MAPLE  
SUMMIT  
NEW CENTRE  
COLUMBIA  
GAUNTIER  
MIDWAY

Last season Warner Bros. Screen Classics were shown in more theatres in Kansas City than any other product on the market--  
It will be repeated this season.

### FILM CLASSICS, Inc.

115 West 17th St.

AL KAHN, Gen. Mgr.  
M. A. KAHN, Mgr.

Kansas City, Mo.

**The****Reel  
Journal****The Film Trade Paper of the Southwest**

THOMAS H. INCE

Presents

**CHARLES RAY**

—in—

**“Dynamite  
Smith”**

With

Bessie Love, Wallace Beery  
and Jacqueline Logan

Story by C. Gardner Sullivan

Directed by RALPH INCE

**A Play That Returns Charles Ray  
to His Beloved Role of the  
Homespun Youth!**A drama of great love, women  
don't hate and an overpowering  
fear that weeps with its colorful  
story from the scarlet depths of old  
Frisco's barbaric coast to that ideal  
white frontier of elemental passion  
that was the Yukon of Gold Rush  
days.**A Production Made Memorable by  
the Reunion of Producer, Star  
and Author****Pathe Exchange, Inc.**111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.

# Don't Miss This One!

(No. 406. Straight from the Shoulder Talks by Carl Laemmle,  
President of the Universal Pictures Corporation)

IF I WERE AN EXHIBITOR I WOULD NOT ASK FOR anything better in the way of a show than "K-The Unknown," not merely because it has all the stuff that is good for the box office but because it rings true and is bound to create a great deal of talk.

IN THE FIRST PLACE, IT WAS WRITTEN BY MARY Roberts Rinehart who, I believe, is the highest paid novelist of modern times—and deservedly so. I never yet have read a book or even a short story by Mrs. Rinehart that failed to grip my attention from beginning to end. "K-The Unknown" is one of the best stories she ever wrote.

IN THE SECOND PLACE, IT WAS DIRECTED BY HARRY Pollard, who also directed "Sporting Youth," "The Reckless Age" and "The Leather Pushers." There is not a director in the business who knows "audience stuff" better than Mr. Pollard and he has packed it into this picture.

AND THEN, VIRGINIA VALLI IS THE STAR. SHE NEVER had a better chance to display her ability, not even in "The Storm" or "The Shock" or "A Lady of Quality" or "The Signal Tower." Percy Marmont plays the title role, and the rest of the cast is excellent down to the most minor part.

IT IS A STORY OF TODAY. IT IS A LOVE STORY. It is sincere, logical and natural. It is dramatic with just enough funny spots to make an even balance. In other words it is as close to perfection as any entertainment you'll ever see.

TAKE MY SUGGESTION AND BOOK IT. THEN BILL IT for all you are worth. I'll guarantee you cannot overstate the case and that no one will fail to be delighted.

IT IS NOT A KNOCK-DOWN-AND-DRAG-OUT MELO-drama. No one is thrown off the cliff. No one is sliced with a buzz saw in the old mill. It is a picture without a "thrill" that will thrill you throughout. Believe me, *Universal has the pictures!*

**Universal Film Exchanges, Inc.**

George O'Hara

Pat Guard



Here are  
 the  
 best known-  
 best loved-  
 widest  
 advertised-  
 most  
 popular  
 series stars  
 in all the world

The

# Go-Getters

These 4 Stars cleaned up for Thousands of Exhibitors in the "FIGHTING FLOOD" and "TELEPHONE GIRL" Series----Now you get them again in their Biggest Winners--"THE GO-GETTERS".

Distributed by

WILM BOOKING OFFICES of America, Inc.

Snover Bldg., Kansas City, Mo. •  
 3312 Olive Street, St. Louis, Mo.  
 127 S. Hudson, Oklahoma City, Okla.  
 106 S. Cross Street, Little Rock, Ark.



Published Every Saturday by  
REEL JOURNAL PUBLISHING CO.

Mainstreet Theatre Bldg.  
KANSAS CITY, MO.

BEN SHLYEN  
Publisher and Editor

St. Louis Correspondent  
DAVID F. BARRETT  
3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.  
Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Tying Up With Radio

It has been nearly six months now since Nathan Burkan and other distinguished gentleman of filmdom made the prophesy that unless radio was eliminated there would be practically no motion picture business within the next few years.

Recent reports from commercial sources herald the coming year as characteristic of increased bank deposits, industrial activities and coincidentally, greater theatre attendances throughout the country. And, on the contrary, already theatre throughout our own territory have "broadcast" reports of greatly increased business. Consequently, we are unable to concur in the opinions of Mr. Burkan.

It would seem however, in this age wherein exploitation is a big word in the industry, that the use of the powerful scope of wireless must surely become one of the greatest media in selling the picture to the public. And surely, the screen, always dominant in accepting the new, will not overlook the many-fold opportunities offered in this powerful new "announcer." As always, competition is the life of trade, and we do not believe filmdom will fail to grasp her proper bid for broadcasting along with other amusement interests.

Suppose we move up five years, sit in our easy chair, and listen to radio signing off "Goodnight folks, be sure to see "Bed Time Stories" at the Blank Theatre next week."

## Hats Off to Mr. Weary

A very effective means of handling the "conscientious objectors" of the Sunday show is contained in a narrative of the recent experiences of F. G. Weary, Richmond, Mo., exhibitor, on another page of this issue. Single-handed, Mr. Weary whipped to a standstill the opposition, and defeated every contesting argument with splendid rebuttal reasoning. Mr. Weary is to be commended and congratulated, especially by those exhibitors who are facing similar problems.

## E. D. BREWER HEADS F. N.'S OKLAHOMA CITY OFFICE

First National announces that it has appointed E. D. Brewer as manager of its Oklahoma City branch succeeding W. A. Ryan, resigned.

The appointment is in consonance with First National's policy of promoting the men in its ranks who have made good, when the opportunity offers. Mr. Brewer has been a salesman in the Oklahoma branch for some time. Not long ago First National promoted R. S. Vehrlé from Assistant Manager to Manager of its Pittsburgh branch.

## U. S. REMOVES TIME LIMIT ON EXISTING THEATRE TICKETS

New York, Oct. 20.—The Motion Picture Producers and Distributors of America, Inc. have received a statement from the United States Treasury Department relative to the ticket situation and the matter of reprinting and overprinting tickets.

The letter, as given out by the Hays office, follows:

"Gentlemen—Reference is made to office letter of August 27, 1924, in which you were advised that this office was extending until October 1, 1924, the time during which tickets printed in accordance with the regulations in effect under the Revenue Act of 1924 could be used.

"You are now advised that the time limit on the use of these tickets has been removed. Theatre proprietors having on hand tickets of admission printed in accordance with the regulations in effect under the Revenue Act of 1921 showing an established price of 50 cents or less, plus tax thereon, may continue until their present supply is exhausted to sell such tickets of admission without overprinting or overprinting, for non-taxable admissions under the Revenue Act of 1924, provided the tickets are sold only at the established price printed thereon. If sold for any other price, they must be overprinted or over-stamped to indicate the true selling price.

"Respectfully,  
"R. M. Estes,  
Deputy Commissioner."

"Soft Shoes" the sixth Hunt Stromberg production for P. D. C., starring Harry Carey was started this week under the direction of Lloyd Ingraham.

## M. P. T. O. KANSAS-MISSOURI ADOPT FINANCING PLAN

Basis of Dues, 1½c Per Capita Per Member, Yearly.

A new financing plan was adopted at the meeting of directors of the newly-merged M. P. T. O. Kansas-Missouri Tuesday. It was agreed that the basis of dues will be one and one-half cents per capita per year. The assessments, calculable from the above source, will go into effect at once.

It was announced at the meeting that a session of the Organization Committee will be called shortly, and at that time, the method of conducting the membership drive will be declared.

A contract made with the Theatre Owners Service Bureau was approved for Western Missouri in regard to that organization's attempt to obtain lower insurance rates for exhibitors of that territory.

In answer to reports that slide advertising men were working in Kansas, it was officially announced that the association has declined to renew its contract with a New York concern. It is proposed to handle slide advertising of members through the organization.

The following committee members were present: Harry McClure, Emporia; S. N. Chambers, Wichita; Charles Bull, Wichita; R. G. Liggett, Kansas City; Charles Sears, Nevada; R. Finkelstein, James Watson, Jay Means, and C. M. "Bones" Smith of Kansas City.

The meeting of the committee on constitution and by-laws, scheduled for an early date, will be postponed until after a thorough consultation with attorneys shall have been made. The association's attorney is to be named shortly, it is known. A committee consisting of Finkelstein, Means and Watson were appointed to investigate the cost of obtaining a legal staff.

## \$10,000 A WEEK TO DEMPSEY FOR LOEW VAUDEVILLE TOUR

New York, (Special to Reel Journal)—Jack Dempsey, world's champion heavyweight has signed a contract with Marcus Loew, whereby the pugilist agrees to appear on the new vaudeville circuit for an engagement of several weeks at the modest salary of ten thousand a week.

Dempsey is also appearing in a series, "Fight and Win," pictures, distributed by Universal.

## WARNER BROS. MAY BUILD FIRST HOUSE IN CHICAGO

New York, Oct. 15.—It is likely that Chicago will be the first city invaded in the recently announced Warner Bros. theatre building campaign.

H. M. Warner, who left Los Angeles two weeks ago on a tour of the country's principal cities to examine proposed theatre sites, has arrived in New York City, only to depart again after conferences with financiers lasting about two days.

Representatives of Lubliner & Trintz, big theatre operators in Chicago, attended the New York conferences and discussed plans having to do with the building of a new theatre there.



# Helene Chadwick

IN

From the Saturday  
Evening Post Story  
by Earl Derr Biggers

Interpreted By a Brilliant Cast Including

|                |                 |
|----------------|-----------------|
| Gaston Glass   | Mary Thurman    |
| Easil Rathbone | Zena Keefe      |
| Tyrone Power   | Ernest Hilliard |
| Riley Hatch    | Esther Banks    |

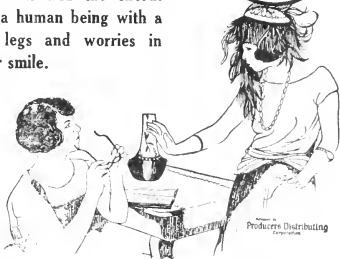
And other notables

YOU'LL find laughter,  
tears, thrills and love in  
this delightful photoplay.  
It's a dandy!



## "Trouping with Ellen"

A Story that lifts the curtain after  
the curtain has fallen and the chorus  
girl has become a human being with a  
heart as well as legs and worries in  
place of a plaster smile.



Producers Distributing Corporation

*Never has beautiful Helene been more charming!*

There are Many Other Attractions of Unsurpassed Box-Office Merit on our 1924-25 Program.

Investigate--and Book Them Now!

Producers Distributing Corporation

Formerly W. W. HODKINSON CORP.

KANSAS CITY—111 West 18th St. ST. LOUIS—3312 Lindell Blvd.  
L. W. ALEXANDER, Branch Mgr. C. D. HILL, Branch Manager

## R. G. LIGGETT OBTAINS GOODWILL OF CHURCHMEN

Not only has R. G. Liggett, owner of the Gauntier Theatre, Kansas City, Kans., and former president of the M. P. T. O., Kansas, succeeded in gaining the unlimited moral support of the church element of his town, but that fact has been broadcasted over the state by the daily newspapers.

The following is an excerpt from the Kansas City Kansan:

"If anyone thinks the church and the theatre are too widely separated to ever be united in a common interest, they should visit the men's bible class of the Immanuel Baptist church any Sunday morning at the Gauntier Theatre, Thirteenth street and Quindaro boulevard. Last February the class had an average of from ten to fifteen men each Sunday. The members entered into an attendance contest that month and the third Sunday following had a class so large that the church auditorium would not accommodate them.

"A meeting place was badly needed and R. G. Liggett, owner, offered the use of the Gauntier Theatre, which was used during the remainder of the contest and still is housing the class. The second Sunday in March the class packed the theatre with an attendance of 1,200 men. The exhibitors desire to bring about a closer co-operation between theatre owners and churches, Mr. Liggett says. Pipe organ recitals have been a feature of the class meetings."

And that's the story of how a single exhibitor created a church attitude of

value beyond estimate to exhibitors.

"If all exhibitors would lend their aid in a similar manner, we would have no further fear of unjust campaigns of blue laws," R. R. Biechele, president of the M. P. T. O., Kansas and Missouri, said.

## EARS DOWN FOR "CONTRAST" ALLEGED SOCIALIST FILM

After being barred from Kansas for three years the picture, "The Contrast," has been admitted to the state by Governor J. M. Davis and the motion picture censorship board. The picture is one of socialistic propaganda, intended to show how much better laboring men live and act when they own the industries and control all operations than under the present system. The picture deals with some extent with the Soviet form of government and is intended to create strife between capital and labor, according to a Topeka, Kans., staff correspondent's story in the Kansas City Star.

The picture formerly was refused admittance to the state by ex-Governor Allen and was not permitted to come into the state until a short time ago by Governor Davis. It was scheduled to be shown Sunday in Pittsburg, Kans., in the high school auditorium, under the auspices of some of the labor organizations.

There is one consolation in being out of the theatre business, at least. Since A. M. Eisner, former president of the M. P. T. O., Kansas City, sold his Broadmoor Theatre recently he has been able to attend a baseball game each day—his greatest hobby.

## W. E. TRUOG RESIGNS AS K. C. SELZNICK HEAD

W. C. Haynes, Formerly With Goldwyn,  
New Manager.

W. C. Haynes, formerly salesman and assistant manager of the old Goldwyn Distributing Company, has been appointed manager of the Kansas City Selznick Exchange, succeeding W. E. Truog, who has resigned, it became known this week.

Truog announced that he would enter another business, but declined to state his future connections. Mr. Haynes' appointment will become effective at once.

No further changes are to be made in the staff of the Kansas City organization, Truog declared.

Haynes is widely known among Movie Row and among the exhibitors of the territory. All extend to him their congratulations.

A vaudeville team at the Orpheum Theatre, Kansas City, last week left town with \$30,000 less than they entered. But there was no robbery or loss. In one of the most unusual real estate transactions of the year, Mr. and Mrs. Irving Newhoff purchased three new 6-apartment buildings at 4714-18 McGee street, the purchase being arranged, not by a realtor, but by the director of an orchestra, whose name was not revealed.

W. C. Sobb, branch manager for Pathe in Salt Lake City, visited the Kansas City office of that organization this week, in passing through en route to New York City.

**Brimful, Loaded to the Guards--  
Action, Thrills, Mystery!**

**"HURRICANE HUTCH"**

Charles Hutchison in

**6** Super-Feature  
Melodramas

**NOW YOU CAN BOOK THEM!**

"SURGING SEAS"

"SILENT WIRES"

"HUTCH OF THE U. S. A."

"AFTER DARK"

"POISON"

2-Reel Comedies

JOE ROCK

SID SMITH

MONTY BANKS

COMING!

LEO  
**8 MALONEY 8**

WESTERN FEATURES DeLUXE

1-Reel Comedies

THE GUMPS

OUT OF THE INKWELL

FELIX THE CAT

**Crescent Distributing Co.**

ROBERT L. KING, Manager

117 WEST 17TH STREET

KANSAS CITY, MO.

## Single Handed, Richmond, Mo. Exhibitor Whips Objectorists of Sunday Show

Resolution Furthering Closing Ordinance Sidestepped by Kiwanians and C. of C.

"In again, out again, back again, Flannagan," such may have been the experiences of F. G. Weary, president of the Richmond, Mo., Chamber of Commerce and manager of the Farris Theatre—but it goes on record that a case of pluck whipped the "blue law" enthusiasts in that city to a standstill.

Recently, Rev. McCullough, Presbyterian minister, succeeded in putting through a resolution from the Richmond Kiwanis Club, condemning the Sunday motion picture show. Two days later, the Kiwanians thought better of it, and in a retracting resolution, openly ascribed to themselves the title of "jackasses" and other derogative nom de plumes.

### C. of C. Turns Shoulder

The next move of the Rev. McCullough was to offer a resolution before the Chamber of Commerce furthering the Sunday Closing ordinance, whereupon, Mr. Weary, as president, resigns, the minister's motion is declared out of order and effectively side-stepped.

Now, Mr. Weary is requested to reconsider his resignation.

In a pamphlet setting forth his views on the Sunday Closing bill, Weary set forth some very convincing arguments, excerpts of which follow:

A very good majority of the people seek some sort of recreation on Sunday. Some like to play golf, some like joy-rides, some like to see a ball game, some like to read the Sunday paper or a magazine, and still others would prefer to see what is usually printed in a magazine, presented on the screen in pictures. Of all of these forms of recreation, we personally can see nothing harmful in seeing a news reel, a high-class story presented in pictures, and something to laugh at, a comedy, than in getting the news from the papers and reading the same story in a magazine or book and in reading the fun supplement in the Sunday paper; or in playing golf; or in going for an outing in a car. The theatre offers a harmless form of recreation that is appreciated by a great many people as is evidenced by the fact that wherever the theatre is open, Sunday is by far the biggest day of the week.

In the opinion of some people the theatre is a place of inquiry, that should not be entered by decent people.

This prejudice is an outgrowth of the puritanical idea that all pleasure is sinful. This theory has long been discarded by most thinking people who believe that we can best accomplish what duty we have to perform by being fit physically and that the average man requires diversion and recreation to be at his best.

As to the objection of commercializing the

Sabbath, the filling stations are open on Sunday purely to satisfy our desire for recreation, and still we have never heard any objection to the filling station being open on Sunday because they were commercializing the Sabbath. The same might be said of all amusements on Sunday. The theatre offers offensive recreation and anyone objecting against Sunday theatres should be consistent enough to take as active a stand against all other business that operates on Sunday.

## K. C. MEMORIAL CORNERSTONE CONTAINS PATHE NEWS FILM

A unique tribute was paid Pathe News here last week when a portion of film was sealed in the cornerstone of the Liberty Memorial. The film, showing scenes of the dedication ceremonies, which took place November 1, 1921, on the site of the memorial, was sent on at the request of the Association in charge of building the memorial, and this week the Pathe News received the following letter of thanks:

"Mr. E. Cohen, Editor,

Pathe News,

New York City.

"May I, on behalf of the Liberty Memorial Association, thank you for your courtesy in presenting us with a copy of the film showing scenes at the dedication of the Liberty Memorial site on November 1, 1921.

"The film arrived this morning and will be delivered in its original container, to Mr. George W. Curtis, Chairman of the Committee on Photographic Privileges. Mr. Curtis will arrange for a bronze container and for the inscription thereon, which no doubt will meet with your approval.

"Yours very truly,

"J. E. McPHERSON, Secretary"

## N. Y. CRITICS APPLAUD "LIFE'S GREATEST GAME"

"Life's Greatest Game," Emory Johnson's sixth production for F. B. O. opened at B. S. Moss' Cameo Theatre, Broadway and 42nd Street, New York, on Sunday, September 28th, for an indefinite engagement. R. E. Churchill, local manager announces.

"Life's Greatest Game" is a melodrama with baseball as its background. The story comes from the pen of the young producer-director's mother, Mrs. Emilie Johnson.

"Life's Greatest Game" was received most enthusiastically by the New York newspaper reviewers. Below are brief excerpts from their reviews:

Luella Parsons in the New York American says: "Life's Greatest Game" is a picture that lovers of the great American game are going to devour hook, line and sinker."

Joseph Flieler in the Morning Telegraph says: "Life's Greatest Game" an enthralling film; a box office recipe . . . an entertaining feature throughout."

Fred MacIsaac in the Evening Bulletin says: "Life's Greatest Game" a nice, clean love story . . . will please baseball fans."

Rose Pelwick in the Evening Journal says: "Baseball scenes in 'Life's Greatest Game' make good picture."

Mildred Span in the Daily News says: "Life's Greatest Game" is enjoyable . . . it should be doubly enjoyable to a baseball fan . . . Johnnie Walker likeable and convincing."

## F. N.'S PRESSBOOK FOR "SUNDOWN" IN THE MAILS

New York, Oct. 18.—First National's exhibitors' press and service book on its epic of the cattle ranges, "Sundown," is just off the presses and is now being mailed to exhibitors, especially to those who have booked the picture for First National's "Sundown" Week, starting on Sunday, October 26th. The branch offices will be supplied with copies of the book also.

The "Sundown" press book contains six newspaper-size pages, the two extra pages being devoted to special feature stories for newspapers. Two posters each are supplied with the one, two and three-sheet size.



Scenes from "This Woman," a Varner Bros. Classic of the Screen

# Terrific Bombshell

On the very eve of the greatest war  
tearing the heart out of players, millions  
fans who love our great National game  
lions are now asking

## IS BASEBALL

Can baseball players be bribed? On every street  
breadth of the land--in every office--in every public  
sational subject of the hour with millions demanding

## DRIVE THE CROOK

On thousands of front pages in newspapers screams This Scandal  
about this sensation in our great National game. What a break  
tage of and focus attention on and absolutely MOP UP with EM  
only OFFICIAL BASEBALL CLASSIC ever made

## "LIFE'S GREAT

Which actually shows tremendous  
has just happened in baseball--t

# Explodes in Baseball

...series comes this terrific sensation  
...ers, executives--stunning millions of  
...because they believe it clean--Mil-

## ON THE LEVEL?

...in every home throughout the entire length and  
...on millions of tongues it is the red hot super sen-

## OUT OF BASEBALL

...will be alive for months--All winter millions of people will talk  
...ands of Exhibitors--what an unparalleled opportunity to take advan-  
...HNSON'S Mighty Baseball Epic of the screen--THE FIRST--and

## TEST GAME"

...amatic scenes; the very thing that  
...empted bribery of big leaguers (See Next Page)

It shows the secret offer of thousands of dollars  
game--It shows the ways and means employed  
National sports--scenes and action that are

# POSITIVELY

All absolutely true-to-life--exactly what thousands  
head lines--that's what your fans will see when you see

# "LIFE'S GREAT

the most pulse quickening--most thrilling melodrama  
scandal and its exposures, but additional heart thro  
the men.

## All Winter long this season

Millions will talk about it--the newspapers will be full of it--thousan  
years for exhibitors. Don't lose a second--run to the nearest Telegra  
cessories already rushed to our 34 exchanges. ACT NOW.

## FILM BOOKING OFFICES

the gambler to a big leaguer to throw a big  
the crooks to contaminate the finest of our

# SENSATIONAL

wspapers are now screaming about in sensational  
s most amazing, most timely super melodrama

# TEST GAME"

Y JOHNSON ever made and not alone the baseball  
melodrama for women and children as much as for

dal will grow and grow

olumns will be spilled on it--It's the one outstanding lucky break of  
ffice and wire your booking. Sensational! posters--sensational ac-

AMERICA, Inc.

Snowier Bldg., Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.  
127 S. Hudson, Oklahoma City, Okla.  
106 S. Cross Street, Little Rock, Ark.



Peelers and Burlock have sold the Palace Theatre at Blackwell, Okla., to F. V. Via.

Charles Francis, of New York has received the staff of the Kansas City Exchange in the capacity of Executive manager.

J. V. Doolittle's Lyman Theatre at Lyndon, Okla., is a total loss from a recent fire, according to advices reaching Movie Row.

Trudy B. Wellington, Enterprise manager, went on her own busy weekly trip to Kansas City.

Mr. Wellington, P. D. C. auditor from the New York office, is making an investigation of the affairs of the Kansas City Exchange.

Things are good at the Peerless Exchange. At least advertising is good. W. C. H. Cook, manager, bought a new 1924 coupe and the cashier, Miss Rose, at once right back and bought a new Mercedes sedan.

Miss Helen Whitely has accepted a position with Vitagraph as head of the contract department, filling the position vacated by Miss Phyllis Woodhill, who has resigned.

Mr. Arthur Vitagraph auditor from the New York office is visiting the Kansas City Exchange this week.

Visitors to the Exchange were: C. R. Cook, Enterprise, Theatre, Southly, Exchange, DeLorain, Royal Theatre, Exchange, M. W. Reynolds, Ophium, Exchange, Frank Ball, Hall and Theatre, DeLorain, S. H. Blum, Augusta, Exchange, Ben Stanley Chambers, M. L. W. Wilson, Harry Gresh, Electric Theatre, Webster, Mo.

J. W. Hildner, First National Ken a week ago, resigned the territory recently.

W. C. Allen, contract Vitagraph man, is on his way out on a trip through the territory this week.

J. W. Hildner, First National, resigned the territory in favor of Ken a week ago, resigned the territory recently.

Mr. W. C. Allen, contract Vitagraph man, is on his way out on a trip through the territory this week.

Mr. W. C. Allen, contract Vitagraph man, is on his way out on a trip through the territory this week.

Mr. W. C. Allen, contract Vitagraph man, is on his way out on a trip through the territory this week.

Olathe, Kan., were along Film Row this week, having tall product.

Frank Cassel, Pathe comedy salesman reports in latest territory trip as one of the best he ever had.

C. C. Vaughn, Kansas City Pathe manager, made a flying trip to Wichita and Topeka this week.

N. W. Houston, Liberty, Columbus, Kan., was a visitor of Kansas City exchanges recently.

C. E. Reynolds, Educational representative, has just returned from a four week's successful trip in Southern Kansas. At least, there's something mighty laudable about Reynolds' makeup.

Educational employees are enthusiastic over a screening last week of the second Simon comedy, titled "Kid's Speed," for release on that company's fall schedule.

C. E. Seaming, Educational branch manager, left Tuesday for a trip through Southern Missouri.

Ben Hill, of the City Hall Theatre, Belton, Mo., was in Kansas City this week.

Harry Hollander, manager of the Kansas City Universal office, covered Wichita and Topeka for his company this week.

G. A. Hickey, district manager for Metro Goldwyn, returned Saturday from a trip to Omaha.

Announcement is made this week of the resignation of Miss Irene McClure, a member of the Kansas City Goldwyn staff for the past seven years. Miss McClure was forced to resign on account of failing health.

Metro Goldwyn has booked "Circus, the Funniest," at the Royal, for the week of October 29, and follows that up with a first showing of "The Arab" at the Liberty the week of November 4, it is announced.

C. C. Vaughn, Kansas City manager of Pathe, has given his salesmen instruction to encourage exhibitors to send in their box office reports to the Post Journal. Mr. Vaughn stated he believed the name of this department was worthy of consideration. Mail in your box office report today.

Mr. McCallough has been named the representative of the Film Board of Trade to be needed "Dill" Wellington has been named. The Film Board of Trade is having the Educational office the week while remodeling is being completed at the old office. Miss McClure has been appointed as executive staff on the week.

## SEIZNICK PLANS REORGANIZING UNDER NEW NAME, DOOLITTLE

\$530,000 New Stock—Distribute Through Old Exchanges?

New York, Oct. 15.—W. C. I. Doolittle, president of the Seiznick Distributing Corporation has announced the completion of tentative plans for the organization of a new company to finance, deal in and distribute motion pictures.

In the new company the note holders and other parties interested in the Seiznick Distributing Corporation will receive recognition and be allowed to participate. The company expects to start with \$500,000 fresh capital and an additional \$500,000 authorized, and expects to fund for ten years the existing Seiznick notes.

It is expected that the new capital will be devoted mainly to financing new productions (including prints, accessories and publicity), which productions will be distributed through the Seiznick organization.

Mr. Doolittle made it plain that the new company was to be a permanent organization, entirely separate from any existing corporation, and that, while he intended to use the Seiznick exchanges, there would be no binding arrangement which would preclude the company from withing or acquiring any exchange's that might become available on advantageous terms. He expressed the hope, however, that sufficient of the Seiznick note holders would join the plan to make it feasible to acquire the Seiznick exchanges. The new company will function under its own name and with its own capital, no matter what exchanges are used.

To secure the investors, to obviate any sudden shifts of control and to prevent any outside domination of the company's policies, a strong voting trust will be created, putting the control, for ten years, in the hands of W. C. I. Doolittle, Walter Jerome Green and Mark Hyman.

The personnel of the new board of directors has not been announced, nor the names of the committee who will formulate the plan and work out its details. Mr. Doolittle has strong assurances of support that the old note holders will fund their debts and that the new financing will be largely oversubscribed.

The plan of organization will be formally announced next week.

## JAMES KIRKWOOD RE-SIGNED BY FAMOUS PLAYERS-LASKY

New York, Oct. 20.—The addition of James Kirkwood's name to the Paramount roster of Famous Players has been announced by Jesse L. Lasky, first vice-president in charge of production of the Famous Players-Lasky Corporation, who revealed that Kirkwood had been signed for the leading male role in "The Top of the World."

"The Top of the World" would afford Kirkwood one of his best dramatic roles. The story is laid in England and South Africa and has to do with the affairs of two men, customs, high roles to be played by Kirkwood.

"The Top of the World" is a Jack Cunningham adaptation of the novel by Ethel M. Dell.



# Simplex Incandescent Projection Equipment

## For Simplex or Power's Machines

--is now replacing 40, 50 and 70 ampere direct and alternating current carbon arcs at screen distances varying from 50 to 130 feet.

--it is improving the quality of projection under the most severe conditions and with utmost satisfaction to both the exhibitor and his patrons wherever it is installed.

--it is eliminating to a marked degree all of the objectionable features of the carbon arc lamp for projection, such as noise, flicker, carbon dust, intense heat in the booth and the dangerous eyestrain to which the patron is usually subjected.

--but the greatest of all its accomplishments is this:

### It is Actually Saving its Users More Than 50% on Their Light Bills--It Pays for Itself!

**FILL OUT AND RETURN THIS INFORMATION BLANK TODAY!**

**Our Easy Payment Terms** enable you to pay for this equipment while it is improving your projection and cutting your electric light bills down to the very minimum.



## Yale Theatre Supply Co.

108 West 18th St.

Distributors

Kansas City, Mo.

YALE THEATRE SUPPLY CO.,  
Kansas City, Mo.

I am interested in replacing my carbon arc lamps with incandescent equipment and would like to have full particulars on your Simplex Unit.

I am now using \_\_\_\_\_ (Make and Model) \_\_\_\_\_ machines, pulling \_\_\_\_\_

\_\_\_\_\_ A C \_\_\_\_\_ COMPENSARC \_\_\_\_\_ amperes D. C., through a MOTOR-GENERATOR. My screen is a \_\_\_\_\_

\_\_\_\_\_ and my throw is \_\_\_\_\_ feet, with size of

picture \_\_\_\_\_ ft. x \_\_\_\_\_ ft.

Name \_\_\_\_\_

Address \_\_\_\_\_

RJ-1925

Name of Theatre \_\_\_\_\_

### Get Our Proposition!

## METRO-GOLDWYN BUYS "ROMOLA"—GISH FEATURE

**Filmed In Italy, Picture Draws Stupendous Bids.**

New York, Oct. 18.—(Special to Reel Journal)—"Romola," Henry Klings' production, made by Inspiration Pictures, with Lillian Gish starred and Dorothy Gish in a featured role, will be released by Metro-Goldwyn Distributing Corporation. The deal for distribution was completed last week by Marcus Loew, president of Metro-Goldwyn, and Charles H. Duell, Jr., president of Inspiration. "Romola" has been a year in the making, filmed entirely abroad.

With practically every large distributing organization in the field bidding for the picture "Romola" was awarded to Metro-Goldwyn on the strength of the showing made by "The White Sister" as handled by this company.

The whole of Italy was scoured by the producers for the most beautiful, picturesque locations possible. Florence, Italy, was the headquarters of the company throughout the filming, and the sets built there for the massive production are among the most elaborate in picture annals. A Florentine town of the Middle Ages was completely built for "Romola," in addition to scores of other mammoth settings.

"We are going to give 'Romola' the greatest campaign of exploitation and publicity that any picture ever had. By the time it reaches the motion picture screens throughout the world 'Romola' will be on the tongue of everyone," concluded Mr. Loew.

## BOB CUSTER, THE STAR IN "TRIGGER FINGERS," F. B. O.

"Trigger-Fingers" is the title of the first of the Texas Ranger series starring Bob Custer, which Independent Pictures Corporation is making for F. B. O. release. Bob Custer's horse, a handsome animal with human intelligence, will play an important role in the production.

Reeves (Breezy) Eason has been chosen to direct the series.

## ORIGINAL STORIES WIN FAVOR OF WEST COAST PRODUCERS

The original story is coming into its own with a vengeance on the coast.

One of the most active producing companies in this respect is Film Booking Offices, whose organization under the supervision of B. P. Fineman, is functioning more actively than ever before.

F. B. O. leads in the original story market with seven recent purchases, some of which have already gone into production.

"The original is unquestionably coming back into its own," commented Mr. Fineman. "We have had most gratifying success with originals and will continue to buy those in which we see strong box office possibilities."

The following original stories have recently been purchased through authorization of Mr. Fineman and put into script form under the supervision of Edward J. Montagne, F. B. O. scenario chief:

"One Parisian Night" by Emile Forst; "The Dangerous Flirt," first starring vehicle of Evelyn Brent; "Vanity's Price," an original by Paul Bern; "Fools in the Dark," starring Matt Moore and Patsy Ruth Miller from the pen of Bertram

Millhanser. "Thundering Hoofs," the first of the new Fred Thomson productions written by Marion Jackson; "Quemado," slated as the second Thomson and "The Millionaire Cowboy," for Letty Flynn from the pen of Darryl Francis Zanuck.

## K. M. LANDIS AND HEYDLER APPEAR IN F. B. O. FEATURE

Two of the nation's foremost celebrities, men who are known from coast to coast in judicial and sporting circles, appear personally in Emory Johnson's big epic of the diamond, "Life's Greatest Game," the most recent photodramatic creation of the famous young director-producer and his talented mother. These men are Commissioner Landis and President Heydler.

Kenesaw Mountain Landis, former Federal Judge of Chicago and for the past several years High Commissioner of Baseball, is one of the leading figures of the United States, both from a legal and a sportsman's viewpoint. Judge Landis attained international fame when he fined the Standard Oil Company \$29,000,000 about a decade ago.

Judge Landis appears prominently in scenes taken at the Polo Grounds in New York during a world's series. This is an integral part of Director Johnson's great picture, and will prove interesting to tens of thousands of baseball fans and men of legal letters throughout the nation.

John A. Heydler, president of the Na-

tional League, is also a man of national repute. Like Judge Landis, his fame as a lover of clean sport and his devotion to the great national game, are well known. President Heydler, seated in his private box, figures in "Life's Greatest Game," as do many of the world's most famous ball players on the field of action.

## NEW LEONARD SERIES TO INDEPENDENT FILMS HERE

Joe Silverman, manager of the Independent Film Company, announces completion of negotiations whereby his company will distribute in this territory the new Benny Leonard series by Henry Ginsberg, entitled "Flying Fists," produced for independent distribution.

The titles of the series of two-reelers are announced as "Breaking In," "Hitting Hard" and "Soft Muscles" for the first three "bouts." The features were adapted from the Sam Hellman series of stories, recently carried in the Saturday Evening Post.

The cast includes, Benny Leonard, Frank Evans, Diana Allen, Frank Allsworth, Billy Mitchell, Tammany Young and Gladys Feldman. Critics throughout the country have acclaimed the new series with unusual enthusiasm, according to Silverman, such of a nature as to intimate that Leonard has virtually administered his characteristic K. O. in the eyes of the press.

**EARL HURD  
CARTOON  
COMEDIES**

offer a new and diverting novelty that will appeal to all. Each release a complete vaudeville show in cartoons. Thirteen one-reel subjects, starting with

**"The  
BONEYARD BLUES"**

Entertaining . . . . . A lot of fun  
—FILM DAILY

Continental Pictures  
The Earl Hurd Studio

KANSAS CITY—  
130 West 18th St.,  
C. F. Senning, Mgr.

ST. LOUIS—  
334 Olive St.,  
S. J. Hankin, Mgr.

## GREAT WORLD DISASTER THEME OF HUGE SCENE

The sinking of the giant ocean greyhound Titanic, sent to the bottom with the loss of more than one thousand lives from the glittering knife-thrust of an implacable iceberg off the Newfoundland Banks, is a disaster of world-wide memory.

It ranks with the destruction of Pompeii and Herculaneum; with the eruption of Mt. Pelee, and with the more recent Japanese earthquake as one of the most horrible peace-time holocausts of history.

Yet, until Mrs. Emilie Johnson, mother of Emory Johnson, conceived the idea of using this heart-stopping disaster as the basis for one of her big scenes in "Life's Greatest Game," no one had hit upon the brilliant thought of using the terrific emotional impulses of the historical fact for the purpose of putting the power behind dramatic fiction. Now screen audiences the world over will have a chance to witness it in pictures.

Across more than a decade no event has more moved the world than the Fate which reached out its mighty arm over the sullen seas and sent the great ship reeling to her doom in that one thrust of a gigantic icy dagger.

Born of hysteria, deeds of selfishness, deeds of the blackest despair, deeds of heroism. Into the human, homely pattern of a story which has as its background the great national game of baseball, Mrs. Emilie Johnson has woven this vivid tragedy as an integral part of the dramatic story of the Donovans.

All the color and drama incident to Paris night life will furnish a background for "One Parisian Night," the second big Gothic Pictures special to be released by F. B. O.

Milton Sills will continue to be featured in First National's productions under a new agreement which Earl Hudson, in charge of First National's Productions, Inc., announces will run for a term of years.

First National has added three more screen actors of national reputation to support Colleen Moore in her first starring venture for that company. They are Phyllis Haver, Rosemary Theby and Henry Hebert.

## AT KANSAS CITY THEATRES

Week Ending October 16, 1924

### NEWMAN

"The Fast Set," Paramount—Betsy Compton.

### ROYAL

"Tess of the D'Ubervilles," Metro-Goldwyn—Blanche Sweet.

### LIBERTY

"K—The Unknown," Universal—Virginia Valli, Percy Marmont.

### MAINSTREET

"Wine of Youth," Metro-Goldwyn—Eleanor Boardman.

### SHUBERT

"Thief of Bagdad," Paramount—Douglas Fairbanks.

### PANTAGES

"Don't Doubt Your Husband," Metro-Goldwyn—Viola Dana.

## PATHE'S "DEATH RAY" FILM FOR RELEASE OCTOBER 19

Pathe announces that in addition to their regular list of pictures for the week of October 19, the famous film based on the startling "Death Ray" discovery of H. Grindell Matthews, famous scientist, will be released.

The discovery and creation of this marvelous instrument that can, when perfected, annihilate entire armies, has been the talk of the scientific world for the past year.

The production was made in France and consists of two reels. The French Government for the purpose of producing the picture turned over an entire army unit to the inventor. In the film, rodents are killed instantly by the ray; powder is blown up at considerable distance; and electric light globes held in the hands of assistants are lighted without any wiring connection.

Like the famous tractor "Tank" used during the war, European governments have tried to suppress actual photographs of the death dealing instrument. It was the same with the "Death Ray" machine. It was actually completed a year ago, and the pictures released by Pathe this week are the first authentic photographs ever published.

## C. B. C. RELEASES NEW SERIES, "SCREEN SNAPSHOTS"

C. B. C. now has ready for release the first number of their one-reel short subject "Screen Snapshots." This subject is somewhat different from the usual run of shorts. It is included in the current Screen Fun Magazine, runs a month and shows intimate, best of all the live star and film people at their studios, at home and at play.

The first number features right off with all of the Talmadge wives and husband, in one group. A short of Jack Dempsey and his leading lady, another of Dome and Mary visiting with Charlie Chaplin. These snaps are carefully selected so as to be timely and are a distinct addition to any program.

## EDUCATIONAL EXPANDS WEST COAST PRODUCTION

Los Angeles, Oct. 20. Three companies are now producing Mermoid comedies at the Fine Arts Studio, here. The additional companies have been added in order that the full schedule of eighteen releases in the current series of Jack White productions through Educational Film Exchanges, Inc., may be completed within schedule time without rushing production.

Luce Conley is heading one company with Joan Meredith, a new leading lady. Miss Meredith is the beauty who attracted so much attention on the Mermoid float in the parade for the opening of the Better Movie Sea on in Los Angeles.

Ruth Hiatt, former leading lady with Conley in Mermoid comedies and previous to that in a similar capacity with Lloyd Hamilton, is heading the second company. Her supporting cast includes Peggy O'Neill, Jack Ackroyd, Wm. Dover and Jay Belasco.

The third company is starring Ned Sparks, famous in vaudeville and prime time. Sparks also has had much experience in New York shows as a member of the cast of a number of Al Woods productions. He is making his second appearance on the Educational program, as he has formerly starred in Travels comedies.

"Forbidden Paradise" Pola Negri's latest starring picture for Paramount is completed.

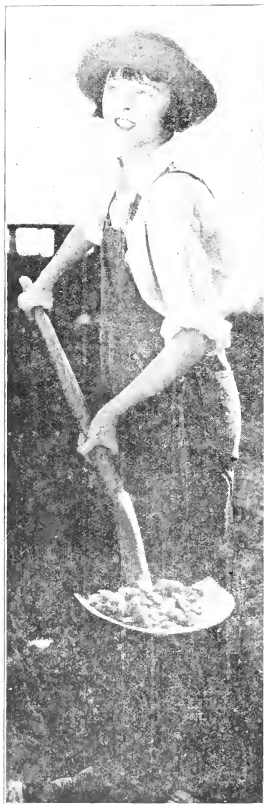


Stills from "Chalk Marks," the late Frank E. Woods Production for Producers Distributing Corporation.

## AUTHOR HOLDS UP NOVEL TO TIE-UP WITH FILMING

Probably the first case in which a well known author has held up the publication of a new novel in order to take advantage of a tie-up with a big motion picture production is in the arrangements that have been made by Isola Forrester for the publication of her new novel "A Cafe in Cairo" at the time Hunt Stromberg releases the motion picture version of it starring Priscilla Dean.

Novels have been reissued in connection with the release of photoplay versions but in the case of "A Cafe in Cairo" the first high priced issue of the book will be put on the market at the time the production goes to the public.




Colleen Moore, First National Star, digs in "Old Mother Earth," just for recreation.

No. 9

Why everybody says  
**UNIVERSAL PICTURES**  
are the best buy in sight

**CARL LAEMMLE**  
*Presented*  
**RÉGINALD DENNY**  
*in*  
**Captain Fearless**



Supported by Julianne Johnson and an excellent cast.

Directed by  
**JAMES W. HORNE**

Nationally Advertised in The Saturday Evening Post.

Here is a production that has all the elements of a smashing box office attraction. A glorious concoction of brilliant satire, engrossing intrigue, hilarious comedy, and a most charming romance, replete with thrills and stunts that only Reginald Denny could out-actress.

In "Captain Fearless" you see the star of "Sporting Youth," "The Reckless Age," and "The Leather Pushers" in an entirely new light. He has the role of a swash-buckling Civil War veteran who after Lee's surrender invades Mexico to aid Emperor Maximilian in putting down the rebellion which threatens his throne.

It is amid the beauty of the old Mexican capital that the dashing young officer meets with many wild adventures, riotously cavorting through royal courts and across cactus-covered plains, fighting whole heartedly against great numbers, facing firing squads and otherwise challenging death, but ever tossing death aside with an aplomb that purposely out-mellows the most mellow of melodramas.

James W. Horne who directed the picture injects the real spirit of the story into his actors and obtains some remarkable results from an exceptionally fine cast which includes Julianne Johnson, William Conkin, Clare De Lorez, Harry Field, Fred Kelsey, Albert M. Quarrie and many others. The types are splendid. The subtitles are marvelous examples of comedy writing, and numerous fails to recall anything to which the picture can be compared, or anything as good. The idea of modern slang coupled with the dignified language of diplomatic circles produces a striking effect. There are a scream from start to finish.

Remarkably photographed, lavishly staged and costumed, combined with the historic powers of Reginald Denny who gives the most fascinating performance of his entire career, "Captain Fearless" without a doubt will rank at the top of the outstanding screen productions of the year.

It's a Universal Jewel

**ONE OF UNIVERSAL'S FIRST BIG 12 JEWELS FOR 1924-25**

**UNIVERSAL FILM EXCHANGES, Inc.**  
ST. LOUIS, MO.  
KANSAS CITY, MO.  
Harry Hollander, Manager  
1710 Wyandotte Street

E. L. Alpersen, Manager  
3320 Olive Street

**UNIVERSAL PUTS PRESIDENTIAL BUG IN ANDY GUMP'S EAR**

"Andy's Hat's in the Ring," is the opportune title of the Andy Gump 2-reeler being released by Universal this week. In these days of political trap and cap-trap, a hilarious take-off on political subtleties and subterfuge is welcome to the average citizen and movie fan. This is what Universal has tried to do in turning out "Andy's Hat's in the Ring."

This time Andy poses as a candidate for President and undergoes the usual throes of stump-speaking hand-shaking and promise-making that marks political candidacy.

"The Gumps" comedies are adapted from Sidney Smith's popular newspaper cartoon strips. Samuel Van Runkle is the producer. Andy is played by Joe Murphy, and Min by Fay Tincher. Little Jackie Morgan plays Little Chester. William H. Watson is the director.

The Universal Short Product release schedule for the week also includes "Pocahontas and John Smith," another Historical History comedy.

A new 2-reel Western is also on the release schedule. It is "An Eye-fel," and features Billy Sullivan, Universal's new cowboy star.

"The Avalanche," chapter 2 of "Wolves of the North," William Duncan's latest Universal serial, is being released this week.

International News, Nos. 83 and 84, and "What an Eye," a new Century Comedy, featuring Buddy Messinger, complete the Universal Short Product released this week.

**RAY'S "DYNAMITE SMITH" CURRENT RELEASE OF PATHE**

Supported by an all-star cast consisting of Bessie Love, Wallace Beery, Jacqueline Logan and Lydia Knott, Charles Ray's first production for Pathe, made under the Thomas H. Ince banner and entitled "Dynamite Smith," was released this week.

This marks the return of this favorite screen star to the roles that he made famous. It also marks the return of the star to the producer who was responsible for this success. Ray's rural characters are known to thousands. It is in just such a character that Ray comes into the Pathe fold.

The story is from the pen of C. Garner Sullivan.

The action of "Dynamite Smith" takes place in San Francisco and Alaska. Two companies were sent into the northland to make the snow scenes, reproducing the Barbary Coast and the Klondike gold rush of the early '90s.

**RUSSEL BORG RANKING HIGH IN FILM BOOKING CONTEST**

Russell Borg, booker at the Kansas-City Educational office, is ranking high in the national booker's contest of the company for new business, according to the local office. The drive is to be concluded in November and a handsome prize will be awarded the winner, which is as yet unannounced.

Borg wishes to express to his exhibitor friends throughout the territory his appreciation of their support.

**TITLE CHANGES FOR FOUR F. B. O. COMING PRODUCTIONS**

In line with their policy of creating titles with a strong box office value, there will appeal to the exhibitor, F. B. O. has changed the titles of several of its special productions.

"Paris After Dark," which will be the second special Gothic Production, the low "Vanity's Price" will be called "The Parisian Night." The cast, not yet announced, will be all star.

The title of Evelyn Brent's first starring vehicle has been changed from "The Prude" to "The Dangerous Thing," which is a Gothic production, based on a story by Julia Herne.

"Sold For Cash" is the new title of the first Associated Arts Corporation production (Goebel & Erb unit). The title was formerly called "Hard Cash." It is based on a Saturday Evening Post story by Henry Payson DeWitt. In the cast are Madge Bellamy, Kenneth Harlan, Mary Carr, Fiddie Phillips, Robert Dudley, John Miljan, Edward Davis, and Dorothy Dahn.

"The Millionaire Cowboy" is the title finally decided upon for Maurice B. LeRoy's first production under his contract with Harry Garson. This picture was formerly called "The Stranger From Nowhere." Gloria Grey is Mr Flynn's leading woman.

**"THE MILLIONAIRE COWBOY" IS FINISHED FOR F. B. O.**

Hollywood, Oct. 20. With his first "Lefty" Flynn production ready for shipment to New York for release by F. B. O. under the title "The Millionaire Cowboy," Harry Garson is one of the busiest independent producers in Hollywood, where he is making his headquarters at the F. B. O. studios.

His second vehicle for Flynn, behind whom F. B. O. is putting an active promotional campaign, will be "The No. One

Picture in the World," which will be ready for shipment in a few days.

**"THE BATTLE OF THE BIRDS" RELEASED BY PATHE**

Pathe has released "The Battle of the Birds," a comedy starring Charles Ray and Bessie Love. The picture is a sequel to "The Battle of the Birds," which was released last week.

The picture is a sequel to "The Battle of the Birds," which was released last week. It features Charles Ray and Bessie Love in a hilarious comedy.

The picture is a sequel to "The Battle of the Birds," which was released last week. It features Charles Ray and Bessie Love in a hilarious comedy.

The picture is a sequel to "The Battle of the Birds," which was released last week. It features Charles Ray and Bessie Love in a hilarious comedy.

The picture is a sequel to "The Battle of the Birds," which was released last week. It features Charles Ray and Bessie Love in a hilarious comedy.

The picture is a sequel to "The Battle of the Birds," which was released last week. It features Charles Ray and Bessie Love in a hilarious comedy.

The picture is a sequel to "The Battle of the Birds," which was released last week. It features Charles Ray and Bessie Love in a hilarious comedy.

The picture is a sequel to "The Battle of the Birds," which was released last week. It features Charles Ray and Bessie Love in a hilarious comedy.

The picture is a sequel to "The Battle of the Birds," which was released last week. It features Charles Ray and Bessie Love in a hilarious comedy.



SCENE FROM "LIFE'S GREATEST GAME"

## ANDLAUER GOT "SCOOP" WITH NELSON RALLY FILM

Billy Andlauer, of the Andlauer Film Company, Kansas City, has the distinction of scooping the country with his pictures of the recent Davis-Nelson Democratic Rally at Bunceon, Mo. Andlauer wrecked his car in the mud between Bunceon and Boonville, when he was to express his negatives, but anyhow, he was successful in getting his pictures to Pathe in New York twelve hours ahead of competition.

The Grand Theatre, Moberly, Mo., bought outright about 300 feet of the film, and has been very successful in farming the reel out to neighboring Missouri towns.

## VITAGRAPH LAUNCHES SPECIALS FOR SIMULTANEOUS PREMIERES

Vitagraph has performed a triple achievement in picture production in the last few weeks by launching almost simultaneously two specials acclaimed as among the outstanding attractions of the year, while a third, declared to maintain the same high standard, is soon to make its appearance. C. A. Schultz, Kansas City manager declares.

"Captain Blood" was still in its world premiere run when "The Clean Heart" or "The Cruelties of Life" made its first bow, also on Broadway. For one company to have two pictures showing at big New York first run houses at the same time was in itself so uncommon as to attract comment.

Meanwhile, production work on "The Beloved Brute" has just been finished, and those who have had previews declare this offering also is certain to prove a big winner. Mr. Schultz said. Its release has been set tentatively for about Christmas time. The official release of "Captain Blood" was on September 21, and that of "The Clean Heart" or "The Cruelties of Life," whose premiere run was a pre-release, comes October 26.

## F. B. O. OFFICIAL SEES BIG INNING FOR FILMDOM

That the new cinema season, which opened with the beginning of autumn, will prove the most prosperous F. B. O. has ever had, is the opinion of Harry M. Berman, sales manager of Film Booking Offices.

"Our offices are swamped with the bookings coming in. The volume of business is considerably in excess of that for any Fall and Winter season in the history of F. B. O.," said Mr. Berman, who is one of the best known and ablest sales managers in the industry.

"The passing of the hot weather has brought hundreds of thousands of fans hurrying back to the cities from the beaches and mountains. It has put them in a mood for theatregoing. I find from exhibitors' and salesmen's reports an unusually strong revival of interest in motion pictures throughout the United States. Western pictures with a punch are taking particular hold, and there is an insistent demand from exhibitors for good outdoor productions. That is why we have signed Bob Custer, famous western star, to make a series of eight special super-westerns.

Released December 7th

No 10

Why everybody says  
**UNIVERSAL PICTURES**  
are the best buy in sight



Featuring  
**Charles DeRoche**  
**Wallace MacDonald**  
**Madge Bellamy**

With a great supporting cast including  
Gibson Gowland, Ford Sterling and  
Priscilla Moran.

A RUPERT JULIAN PRODUCTION

"Carl Laemmle, who won considerable deserved credit a year or so ago when he brought 'Theunchlack of Notre Dame' to town, deserves time of the same sort of praise today for bringing 'Love and Glory' to the Lyric last night, probably for an extended run. It isn't, you see, the sort of fare movie fans usually get; but it is to the fans that 'Love and Glory' will make its greatest appeal."

The N. Y. Evening World.

"Persons who contemplate a visit to the Lyric during its run should go well armed with handkerchiefs.

"Here are thrills in the superlative.  
"The desert scenes are impressive."

The N. Y. Morning Telegraph.

"It is by all means a picture that should be seen. It is a gallant movie filled with fine gestures and brave deeds. It is a thing of romance. There are some splendid scenes and some delightful and human ones."

The N. Y. Sun.

"Rupert Julian has introduced stirring scenes."

N. Y. Evening Journal.

"There are interesting scenes beautifully photog. apbed."

The N. Y. Times.



A drama for the  
whole human race.

From the novel "We  
Are French," by Robert  
B. Davis and Percy  
Poore Sheehan.

NATIONALLY ADVERTISED IN  
"Variety," "Evening  
Post"

Presented by  
CARL LAEMMLE

**ONE OF UNIVERSAL'S FIRST BIG 12 JEWELS FOR 1924-25**  
**UNIVERSAL FILM EXCHANGES, Inc.**

KANSAS CITY—  
1710 Wyandotte St.,  
Harry Hollander, Branch Mgr.

ST. LOUIS—  
3323 Olive Street,  
E. L. Alpersen, Branch Mgr.



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## FEET OF CLAY

Paramount—All Star.

**NEWS**—Suitable for the biggest house in the land anytime. This is one of the real novelties of the season and is bound to create a lot of talk because of the way in which DeMille has adapted the story to the screen.

**HERALD**—Type: Society drama concerning a girl who goes from parties and dancing at seventeen to marriage and responsibilities at twenty-two. Highlights: Wild parties on the beach... the hall in Bertha Lansdell's home... fight under water with shark... gorgeous work of Vera Reynolds and entire cast.

## IN HOLLYWOOD WITH POTASH AND PERLMUTTER

First National—Alexander Carr and George Sidney.

**WORLD**—Abe and Mawruss are with us again. The cloak and suit manufacturers who in the previous screen production, "Potash and Perlmutter," and in stories and plays have made millions laugh. Now, however, they have deserted "cloaks and suits" and in this Samuel Goldwyn feature, distributed by First National, have become full-fledged producers of "movies."

Judging by the audience reaction in a neighborhood house in New York where this feature was given a preview, it does not have to take a back seat for any picture when it comes to getting the laughs.

for not only were they long and loud but in at least two instances were almost a riot. In addition, there were innumerable smiles and chuckles.

**NEWS**—Should be a sell out through title and characters—and fame of author Suitable for any type of house. Good for extended runs. One of the most uproariously funny comedies ever screened. Carries laughable incident in every scene. Subtles are gems of humor. Satirizes production of pictures by magnates little acquainted with the industry. Contains clever impersonations. A sure gloom chaser.

## HIS HOUR

Metro-Goldwyn—Aileen Pringle, John Gilbert.

**WORLD**—Unlike "Three Weeks," the best known of Miss Glyn's novels, this picture does not involve any transgression of the moral code; nevertheless it is in reality a rather glaring treatment of a sex theme, one which at times skates on exceedingly thin ice, for it is sex appeal and not love that is dominant. It is a colorful, exotic romance that has been cleverly directed by King Vidor. It moves along smoothly, there is good comedy and plenty of snap and fire and a undoubtedly fascinating and should appeal to a large class of patrons, especially those who like the sex appeal.

**TRADE REVIEW**—An extremely artistic production presenting one of Elmo

Glyn's exotic romances. "His Hour" fairly vibrates with colorful action and tempestuous love-making to a degree that stamps it as a picture with general appeal. It succeeds in the clever handling of its romantic sequences—and ardor of the hero's love-making. It is well acted—contains atmospheric sets and details and never sags in its action. Author's name should excite interest. Also title and names of leading players. Should draw in most communities. Particularly suitable for average houses.

The setting are luxurious, and the Russian atmosphere is wonderfully effective, there are many beautiful long shots, and handsome interiors and good lighting distinguishes the exotic production.

**NEWS**—This is a romantic photodrama—which carries very little villainy

## NEWS NUGGETS

Owing to the splendid business that "Barbara Frietchie" has drawn at New York's Piccadilly Theatre, managing director Lee Ochs has extended the run of the picture for a second week.

Frank Woods announced this week that Paul Powell has been engaged to direct his next production "On the Shelf," to be released through Producers Distributing Corporation.

Word from the Vitagraph studios in Hollywood tells of the completion of production work on "The Beloved Brute," which is to be released this autumn or early in the winter.

"Kings in Exile," one of the best known novels by Alphonse Daudet, the author of "Sapho," has been selected as Victor Seastrom's next production for Metro-Goldwyn-Mayer.

Samuel Goldwyn, by arrangement with the Metro-Goldwyn Company, has signed Aileen Pringle to play one of the featured leads in the George Fitzmaurice production "A Thief in Paradise."

William de Mille has completed his film exterior scenes for the Paramount "Locked Doors" cast, featuring Betty Compson, Theodore Roberts, Robert Edison, Kathryn Williams and Theodor Von Eltz, and gone to northern California to production of Clara Beranger's new screen play.

Pathe announces a change in title of Ben Turpin's burlesqued story, the "West Virginian," to "The Reel-Virginian."

The first of Harry Langdon's three series of comedies for Pathe will be released November 9. The title of the picture is "All Night Long" and is in two reels.

Beverly Bayne and Elliott Dexter are principals in "The Ace of Innocence" which the Warner Bros. are producing at their West Coast Studios.

Having just completed "Life's Greatest Game," as his sixth production for Film Booking Offices, Emory Johnson plans to produce a big sea story as his seventh attraction.



Al St. John solves domestic problems in "Never Again," an Educational comedy.



# EXPLOITATION IDEAS AND HINTS

Edited by "BOB" GARY, Universal Exploiteer

## DO YOU WANT TO BUILD UP YOUR MATINEES?

One wise exhibitor in Milwaukee has made a move in the right direction by reserving the first twenty rows, at matinees only, for week day performances. These are offered in advance and many women appreciate the convenience of being able to get in even after the performance has started and yet being assured of a good seat. From another point of view, it insures that a theatre party can sit together, though they may not all enter at the same time. The first come, first served policy works best for continuous houses and those in the busy downtown districts, but the reserved seat can be made a business builder in the neighborhood houses and some theatres have found it profitable to reserve a small section of seats at the first night performance. It is worth experimenting with and it will go over if you advertise it properly.

## WARNER EXPLOITEERS TIE-UP WITH WINDOW DISPLAY STUNTS

In addition to the many high grade concerns now using Warner Bros. material for their window and newspaper displays, such as U. S. Rubber Co., Westinghouse Electric, Hohner Harmonica, Ingersoll Pencil, Van Houten's Cocoa, Dr. Postner Shoes, and many others, Lon Young of the Warner office has now lined up three new concerns having national distribution who will carry Warner Bros. pictures and copy in their window display material and also in magazine and newspaper advertising. Al Kahn, president of Film Classics, announces.

Monte Blue and Marie Prevost are featured in an elaborate cut-out window display, about 3x5 feet in size, advertising Grovers Imperial Scalp Treatment and this concern, one of the oldest in its line, will also feature the Warner stars in full page copy throughout the U. S. in newspapers and magazines.

The initial shot in a gigantic advertising campaign for the Albright Rotary Wedge Tooth Brush will also feature stars from the Warner studios in a full page four-color newspaper Sunday supplement ad.

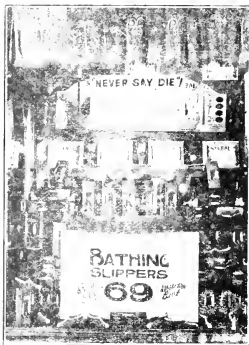
A very beautiful and delicate line of window material is now being made up also by the Mignon Perfume Spray Co., in which Louise Fazenda, Marie Prevost, June Marlowe, Pauline Frederick and other feminine luminaries from Warner Bros. are shown.

In addition to this an entirely new method of merchandizing millinery is being evolved by the L. W. Marks Co. to introduce "Jovon" hats. This plan was originated by Lon Young of the Warner office and L. Epstein to the millinery trade. It will involve the active co-operation of over 4,000 millinery stores located throughout the country.

## KANSAS CITY PUTS OVER "NEVER SAY DIE"

During the showing of Douglas MacLean in "Never Say Die" at the Royal Theatre, Kansas City, Managing Director Milton H. Feld of the Frank L. Newman Theatres put over one of the biggest exploitation campaigns witnessed in this territory in many months.

Building around the catchy and piquant title Mr. Feld was able to effect tie-ups with the entire chain of Owl Drug Company and Liggett's stores. In this way no less than thirty-two stores were at his disposal for window displays and he made effective use of all of them.



One of the window displays used for "Never Say Die."

Prominently displayed in all Owl stores was the legend "Never Say Die"—use the Famous Owl Remedies. And see

Douglas MacLean in "Never Say Die" at the Royal this week—it's another sure cure for what ails you."

In the Liggett windows the picture was tied up in a legend as follows: "Never Say Die—use Liggett's Purest Remedies."

In addition to these displays there was the usual effective newspaper advertising and Manager Feld had a corps of ten pretty Kansas City girls on the streets in nurse's costume pinning the Douglas MacLean lapel button on all men. This stunt was put on every day at lunch hour and early evening on the downtown streets.

## BASEBALL SCANDAL OPPORTUNE FOR NEW TIE-UP STUNT

The sensational scandal and expose of dishonesty and crookedness discovered in Major League Baseball creates an unparalleled opportunity for exhibitors to tie-up all the tremendous publicity this scandal is creating with Emory Johnson's F. B. O. production, "Life's Greatest Game" as a picture, and to prove to theatre-goers that this picture is a gigantic factor in the fight for honest baseball, declares R. E. Churchill, Kansas City manager for F. B. O.

With the newspapers throughout the United States shrieking and screaming in their boldest type the news of this expose and scandal, and baseball editorials being written by the most prominent and brilliant minds of the day, and with sensational stories about the baseball scandal, occupying the greater portions of thousands of newspapers, which are read by over one hundred million people in every nook and corner of this country, "Life's Greatest Game" should prove the greatest money-maker any exhibitor ever booked since this industry began, Churchill asserts.

The picture was released at exactly the psychological moment—the week of October 5th.



Here are the girls that Milton Feld of the Newman Theatres used in exploiting "Never Say Die."



### AN EFFECTIVE CAMPAIGN "HUNCHBACK"

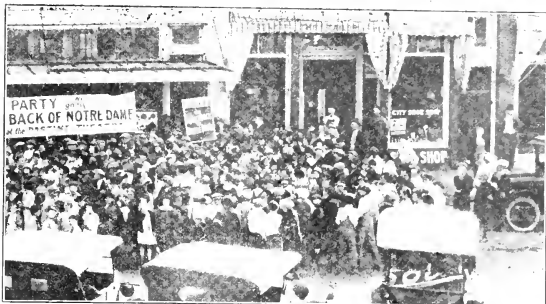
By BOB GARY, Exploiter  
Universal Pictures Corporation

Do you want fresh, live, workable suggestions on putting your picture over? Of course you do.

Do you want to pick up some paper and read a bright treatise on "How you can make a thousand dollars with this picture"? You are not quite so sure. You are a business man and you know that conceiving an idea is one thing and putting it over is another.

So when somebody tells you of a wonderful scheme that will turn every footstep to your "Entrance" sign, you are tempted to say, "Let's see you do it."

We are taking you at your word—or rather at the words you might utter if tried to show you what to do. We will start first and tell you about it afterwards. We leave it to you to adapt these stunts to your own peculiar conditions. The following is a brief outline of campaign I arranged for Charles W. Odell, manager of the Pastime Theatre, Lawa, Kans., covering the exploitation "The Hunchback of Notre Dame."  
Newspaper Campaign—Started well



in advance of the opening date, this teaser campaign supplemented by plenty of press material, and leading up to the display advertising campaign, which started a few days ahead of the opening engagement, this also supplemented by press stories.

- Running of slides and trailer well in advance of the opening date.
- Distribution of the regular stock herald by leading drug stores.
- Distribution of the regular stock herald "The Hunchback of Notre Dame" at the theatre, and by the theatre employees, in autos, etc.
- Window display secured in the leading drug store in the city.
- Placing in excellent locations around town 100 regular stock "The Hunchback of Notre Dame" window cards and one-sheets.
- Special 24-sheet displays at the theatre.

- Restaurants carried this line on their menu, "Pastime Now Playing The Hunchback of Notre Dame."
- Open Letter to the Mayor of Ottawa. This letter caused comment and gave the picture plenty of month-to-month advertising. (This letter was published in last week's issue of The Reel Journal.)

- Page spread tie-in with the Ottawa Herald which is reproduced on this page.
- Parade of 600 boys and girls to the Pastime Theatre. Parade covered a city block. Banner carried in parade reading "Herald Party, We are going to see 'The Hunchback of Notre Dame'—A Universal Picture at the Pastime Theatre."
- Arranged a party for the boys and girls of Ottawa in cooperation with the Ottawa Herald.

- Broke into the Ottawa Herald with three front page stories covering the party.
- Auto street ballyhoo—"The Buick just the car for 'The Hunchback of Notre Dame'—if he were here."
- "The Hunchback of Notre Dame" serial advertised at the most popular soda and refreshment place in the city.

#### Mr. Goodell's Opinion

"The Hunchback of Notre Dame"—This is a wonderful picture and any house should be mighty proud to run it, as I will without a doubt increase your prestige. The exploitation given it would have justified us playing it THREE DAYS in Ottawa, and your publicity man, Mr Gary is certainly great, and under more favorable conditions he would have certainly given us a wonderful chance. We feel that he gave us all the aid possible and we are MORE THAN SATISFIED.—(Signed) Charles W. Goodell, Manager Pastime Theatre.

## "The Hunchback of Notre Dame"

How Many Words Can You Make Out of the Letters in This Title

Each moviegoer will appreciate this game that is so popular with a number of players for "The Hunchback of Notre Dame" at the Pastime Theatre, which will be featured on the stage. It is for the entertainment of the picture, and the letters appearing in the title "The Hunchback of Notre Dame" have had letters of the alphabet to be made into words. The words to be made are: "The Hunchback of Notre Dame" and "The Hunchback of Notre Dame".

**PASTIME**

THE NEVER SAID IN  
LIKE FROM THE  
IN BEEN

The Greatest Screen Attraction  
of the Year  
**The Hunchback  
of Notre Dame**  
Lon Chaney

A UNIVERSAL PRODUCTION

"The Hunchback of Notre Dame" Listed on Ottawa today

### Accessories and Replacement Parts

Drive in Comfort! We have the largest stock of replacement parts for all makes of automobiles. We have the best quality parts at the lowest prices.



**Curby Auto Supply Company**  
425 S. Main Phone 1224

### THE SENSATION OF TWO CONTINENTS

The Sensation of Two Continents



The Sensation of Two Continents is a story of love and adventure. It is a picture that will give you a new idea of the world.

### "THE HUNCHBACK OF NOTRE DAME"

THE HUNCHBACK OF NOTRE DAME

### RADIO

THE HUNCHBACK OF NOTRE DAME

### BLAIR

THE HUNCHBACK OF NOTRE DAME



THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME

### FREE Letters to use the great picture "The Hunchback of Notre Dame"

A Universal Production

During the days of "The Hunchback of Notre Dame" the Jewels you can find

the Most Valued Gift and a still today

Come on and look over my new stock of Watches, Clocks, Cut Glass, Silverware, Diamonds

at my new and Removable Prices

GUBER—the Jeweler  
North American Road Bldg.

### THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME

THE HUNCHBACK OF NOTRE DAME



## BOX OFFICE REPORTS

### FIRST NATIONAL

**Sonny, Richard Barthelmess**—Good picture. Had larger crowd than ordinarily. Print and accessories good.—C. A. Moritz, DeLuxe Theatre, Moline, Kans.

**Her Temporary Husband, Owen Moore**—Very good. Print and accessories good.—Sommer, Sommer's Theatre, Lancaster, Mo.

**My Boy, Jackie Coogan**—One hundred per cent box office attraction. Pleased old and young. Shown to capacity house. Would like more of its kind.—H. J. Blockley, Best Theatre, Henrietta, Mo.

**Perfect Flapper, Colleen Moore**—This picture pleased one hundred per cent of the best picture that I have shown in this city. Give us more like this and we will never need to worry about business. It is a pleasure to hear what the patrons have to say about it. Print and accessories excellent.—W. S. Sears, Lyric Theatre, Booneville, Mo.

**Potash and Perlmutter, All Star**—It pleased our patrons. Business fair. The print and advertising good.—I. B. Tackett, Tackett Theatre, Coffeyville, Kans.

**Gold Snare, Lewis Stone**—Patrons well pleased with picture. First National pictures are making a big hit here.—F. M. Wilson, Weaubleau Theatre, Weaubleau, Mo.

**Bad Man, Hollbrook Blynn**—Fair attraction and pleasing picture.—Ray W. Smith, Princess, Lincoln, Kans.

**Duley, Constance Talmadge**—Good picture.—E. H. Riley, Cosy, Mt. Grove, Mo.

**White Moth, Barbara La Marr**—A pleasing picture. Believe business would have been satisfactory, except for a rain the first day. Print and accessories good.—Raymond Gar, Mayflower, Florence, Kans.

**Shin Deep, Milton Sill**—We considered this another excellent picture which pleased the men, but failed to please the women as well. Print excellent. Accessories good.—W. J. Shoup, DeLuxe Theatre, Sparrill, Kans.

**What a Wife Learned, Milton Sill and Margaret Del Monte**—Very good picture. All well pleased. Print and advertising good.—W. F. Stepp, Rozent, Pleasanton, Kans.

**Other Twist, Jackie Coogan**—A mighty good picture and pleased the older as well as the young people. Print and advertising good.—Win Bingham, Royal, Gardnerville, Mo.

**Circus Days, Jackie Coogan**—Very good picture that came as near pleasing them as any picture we have run for some time. Print and accessories good.—R. D. Dyer, Walden Theatre, Craig, Mo.

**Man of Action, Douglas MacLean**—Good picture. Good title. Print and accessories good.—Geo. G. Schertz, Dorte, Covert, Kans.

**Oh, Clear Call, Henry B. Walthall**—Picture pleased, but on account of the weather was unable to use it but one day. Print in good shape. Advertising and accessories good.—F. O. Litsch, Royal Theatre, Hopkinton, Mo.

### FOX

**Hell's Hole, Charley Jones**—So-called special, patrons say joke, sure gave my business a black eye.—L. A. Banks, Silver Star Theatre, Forest City, Mo.

**Kentucky Days, Dustin Farnum**—About 60 per cent a picture.—L. A. Banks, Silver Star Theatre, Forest City, Mo.

### PATHE

**King of Wild Horses**—Audience delighted. Strictly high class.—City Hall Theatre, Knobnoster, Mo.

**Call of the Wild**—Many patrons pronounced it best picture they had seen.—Samuel W. Wenger, City Hall Theatre, Knobnoster, Mo.

### P. D. C.

**Hold Your Breath, All Star**—Best box office attraction in a long time.—Kiamon Bros., O'Fallon Theatre, St. Louis, Mo.

**Another Scandal, Lois Wilson**—Just the kind of a picture that makes the exhibitor happy. All Producers pictures this year are money getters.—Kiamon Bros., O'Fallon Theatre, St. Louis, Mo.

**Miami, Betty Compton**—Best Compton ever released. Book it and get the money.—Geo. Hart, Hamilton, St. Louis, Mo.

**Wandering Husbands, James Kirkwood and Lila Lee**—Another picture that drew the crowds. Played four days to big business.—Geo. Hart, Hamilton, Mo.

### STANDARD

**Days of '49, Serial**—One of the greatest I have ever run. It got a 50 per cent increase.—A. H. Elliott, Elliott Theatre, Independence, Mo.

**Days of '49, Serial**—Pleased 100 per cent.—Charles Vaughn, Art Theatre, Kansas City, Kans.

**Days of '49, Serial**—Buy it! It went over big here.—Bill Parsons, Pershing Theatre, Joplin, Mo.

### VITAGRAPH

**A Woman's Sacrifice, Corinne Griffith**—Fair Good acting, fair scenery, but too much sex stuff.—W. A. Doerschlag, Strand, Ransom, Kans.

**Between Friends, All Star**—Played to capacity houses Sunday and Monday.

Very good cast and direction. A real special.—K. L. Darnall, Alamo, Kansas City, Mo.

**Behold This Woman, Irene Rich**—Great. A real special. You can say what you want to about this one and back it up with a real picture. Advertising good.—K. L. Darnall, Alamo, Kansas City, Mo.

**Playing It Wild, William Duncan and Edith Johnson**—Good picture, pleased 100 per cent.—W. H. Wilson, Sublette, Kans., High School.

**Code of the Wilderness, John Bowers and Alice Calhoun**—About as near 100 per cent as any Western I ever run.—W. P. Hawkins, Dunbar, Kansas City, Kans.

**The Lone Bandit, Doris Kenyon and Victor Sutherland**—A picture well above the average. Will please every audience.—H. W. Knox, Army Y. M. C. A., Ft. Leavenworth, Kans.

**Pioneer Trails, All Star**—This picture well received. Had many favorable comments on it and believe me it got the money. Had more paid admissions at advanced prices than any picture we have used in many moons. My advice to small town exhibitors is to buy this and go after the advertising big. It will stand up three days in a two-day town. We seldom play a picture three days, but did this one and the last day was almost as good as the first and we would have been pleased with results if we had not taken any more in the three days than we did on the first night. I would like to tell how much we run, but am afraid Vitagraph would want more money for the next pictures I buy. It is not "The Covered Wagon," but is good and will get the business and please,—not a kick at 20-40.—C. A. Spunhorst, Twilight Theatre, Greensburg, Kans.

**Ninety and Nine, Colleen Moore**—A fair show. Not a special by a long shot. Train scene good, but could see it was faked. Pleased a fair number of my audience.—W. A. Doerschlag, Strand, Ransom, Kans.

**Midnight Alarm, Cullen Landis, Alice Calhoun, Percy Marmont**—A very good picture.—S. W. Tilson, Opera House, Scott City, Kans.

**Pioneer Trails, All Star**—A darn good offering. Good drawing power. Good attendance. Everybody satisfied.—S. W. Tilson, Scott City, Kans., Opera House.

Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL,

19th & Wyandotte, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title.....

Star..... Producer.....

Remarks.....

Title.....

Star..... Producer.....

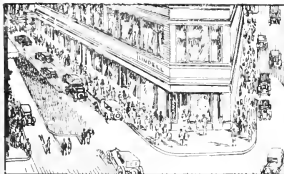
Remarks.....

City.....

If Every Exhibitor Does His Duty There Will Be No Mediocre Pictures

Theatre.....

Exhibitor.....



# The ST. LOUIS FILM MARKET

## \$1,250,000 THEATRE DEALS ASTOUND ST. LOUIS FILMDOM

### Goldman Buys Koplar's Interest in Big Movie Circuit.

St. Louis filmdom has been electrified by the announcement of the closing of two of the biggest theatre deals ever negotiated in the Mound City. Twenty houses representing an investment of upwards of \$1,250,000 were involved.

William Goldman, owner of the Kings, Rivoli and Queen Theatre, and Harry Koplar have stated that effective on November 1, Goldman would take over Koplar's half interest in the St. Louis Amusement Circuit of fifteen houses which include: Tivoli, Pershing, Pageant, Show, Arsenel, Shenandoah, Manchester, Arco, Lafayette, Gravois, Malfitt, Lindell, North Grand, Novelty and Grand-Flourissant. Of these houses the Pershing is now under lease to a dramatic stock company while the Arco and North Grand are closed.

In the other transaction Fred Wehrenberg owner of the Cherokee and Melia theatres in South St. Louis, purchased Fred Hoelzer's Ivory, Lidel, Marguerite, Manion's Park and new Michigan theatres for a consideration said to be in excess of \$200,000. Wehrenberg will

complete the building of the Michigan Michigan avenue at Koehl street, in time to open on Thanksgiving Day, and has also announced that he will break ground shortly for his new \$200,000 house on Grand Boulevard near Meramec street. He has also ground on Grand boulevard at Batas street for a new theatre.

The conditions of the Goldman Koplar deal have not been made public, both declining to state the consideration. The other half interest in the St. Louis Amusement Company is held by Skouras Bros., who also own the Grand Central, West End Lyric, Down-Town, Lyric and Capitol Theatres and the Empress Theatre now under lease to a dramatic stock company. The transfer of Koplar's interest will have no effect on the management of the St. Louis Amusement Company houses it is said.

### Showmen Aid Charity Drive.

The Motion Picture Exhibitors of St. Louis are aiding in the drive to raise \$1,500,000 for the Sisters of St. Mary's who conduct the Mount St. Rose Tuberculosis Sanitarium, St. Mary's Hospital and St. Mary's Infirmary, three of the leading charitable institutions of the city. Slides boosting the drive will be shown on the screen while speakers will also appear in many of the theatres during the campaign.

## CENSORSHIP QUESTION

### PUT TO MO. CANDIDATES

Missouri exhibitors intend to put all candidates for the legislature squarely on record as to censorship of motion pictures, Sunday closing, special state seat taxes and other matters affecting motion picture men prior to the November elections.

Questionnaires will be sent to the would be senators and representatives and those who admit favoring "blue laws" and similar legislation as well as the pussyfooters and those who fail to respond will be treated accordingly on election day.

## ST. LOUIS MAJESTIC IN

### NEW MUSIC TAX SUIT

The management of the Majestic Theatre in East St. Louis has been made defendant to a suit filed in the United States District Court in East St. Louis by Irving Berlin, Inc.

The plaintiff alleges that the Majestic violated the copyright law by permitting the orchestra to play an accompaniment to a soloist who sang "Lazy" at the theatre recently. Harry Redmon is manager of the Majestic.

*Fight Reformers with clean pictures--Book*

# Yale University Press Series, the Chronicles of America

The Reformer will have another Censorship Bill before the Missouri Legislature. You can help prove the advancement of motion picture art by starting to play Chronicles of America now.

## PATHE EXCHANGE, Inc.

HARRY GRAHAM, Branch Manager

3308 LINDELL BLVD.

ST. LOUIS, MO.

## REGINALD DENNY'S PICTURES WELL LIKED IN ST. LOUIS

Reginald Denny threatens to become a new Wally Reid as a box-office attraction, according to William Goldman, who played Denny in "The Reckless Age" to tremendously good business at the Kings and Rivoli recently.

Denny is a big, clean-looking boy, with something of the touch that "made" Reid what he was. Too, he is an able farce-comedian. And he's "two-fisted" enough to be a man's favorite as well as a woman's favorite.

Universal has been selecting Denny's stories with extreme care, choosing several that have the "Reid touch."

St. Louis newspaper critics took as kindly to "The Reckless Age" as did the general public to Denny. Eleanor Speer of The Times termed it "... a rattling good farce, a riot of laughs from beginning to end. Denny, plays with tremendous dash and vigor."

"The picture is replete with laughs," agreed H. T. Meek in The Star. Vivian Feldkamp, The Globe-Democrat's reviewer, called it "... frank comedy, occasionally lapsing into slapstick. A series of hilarious thrills. . . Denny, as the two-fisted lover, is pleasing; Ruth Dwyer, well cast."

Pathe moves into its new quarters at 3320 Olive street within the next few weeks.

## BRIGHT BITS & NEWSY NOTES

The Missouri Theatre, St. Louis, put on a special Saturday morning matinee for children as part of the Sweetest Day drive arranged by the candy dealers of St. Louis to boost sales of candy. Each kiddie attending was presented with a box of candy. The show included Zane Grey's "The Border Legion" and Mack Sennett comedy.

Out-of-town visitors of the week included: Bob Stempfle, St. Charles, Mo.; Tom Reed, Duquoin, Ill.; Chester Gruber, Collinsville, Ill.; Jimmie Reilly, Alton, Ill.; Bob Bollinger, Elvins, Mo.; Charles Horsfield, Union, Mo.; J. Alverson, Logan, Ill.; Jimmy Clayton, West Frankfort, Ill.; and J. Leitz, Muscota, Ill.

The Allen Amusement Company with \$10,000 capital has been incorporated in St. Louis. The incorporators are David Nelson, Paul Whitman and M. F. Hecker. They are authorized to operate and control theatres, and similar places of amusement.

The Olive street widening project will get under way within the next few months. This means that forty feet will be taken from the front of all of the film exchanges on the South side of Olive street, as the street is to be widened from 60 to 100 feet. But when the work is finely completed St. Louis will have the finest Film Row in the country, facing on two wonderful boulevards.

Mrs. Zula Ward Gregg of Greenway, Ark., widow of Charley Gregg, has entirely recovered from the illness caused by the shock of her husband's tragic death. Gregg was fatally injured in an automobile accident several weeks ago.

The Superior Theatres Circuit will occupy its new offices, 3400 Olive street, shortly. It will also be the official seat of the Greek Government in St. Louis as Hector M. E. Pasmazoglu is Greek counsel for St. Louis.

Maurice Stahl is said to be dickering for the purchase of the Aubert Theatre, Aubert and Easton avenue. He is manager of the Tivoli Theatre at present.

Harry Niemyer is the new manager of the Delmonte Theatre succeeding Joseph Desberger who has gone into the novelty business. Desberger is handling small clocks, watches and similar wares used by exhibitors to stimulate attendance at their shows. Niemyer is said to have purchased a half interest in the Delmonte Theatre which is controlled by Fred L. Cornwell.

Ruby S. Renco plans to open his new Universal Screening emporium, 3318 Olive Street on November 1. He has installed a battery of Simplex machines and is prepared to give two screening at one time.

### The Film Daily Says:--

"ONE MORE GOOD ACTION WESTERN. HAS ENOUGH EXCITEMENTS AND THRILLS TO SATISFY, PLUS THE USUAL ELEMENTS OF APPEAL."

In its review of

## "FAST AND FEARLESS"

STARRING

**BUFFALO BILL, Jr.**

NEED WE SAY MORE?

Book 'Em Now

**Progress Pictures Corp.**

(Specializing in Western Productions)

TOM LEONARD, Manager

3405 Olive Street

ST. LOUIS, MO.

**Everything to Make  
People Marvel  
and Talk!**

## "DAUGHTERS OF PLEASURE"

STARRING

**MARIE PREVOST  
and MONTE BLUE**

with Clara Bow and Wilfred Lucas

YOUR BOX-OFFICE VALUE  
IS WELL ASSURED HERE !!

**ST. LOUIS FILM EXCHANGE**

HARRY HYNES, Manager

3334 Olive Street

ST. LOUIS, MO.

## Film Exchange Briefs

Skouras Brothers have arranged for first run showing of the new Lloyd release "Hot Water" in the New Grand Central, West End Lyric and Downtown Capitol to start some time in November.

T. Y. Henry, assistant general manager for United Artists was in town on October 13.

L. E. Goldhammer is doing special work for Universal in St. Louis and elsewhere throughout Division No. 6. R. D. Thomson, Short Subject manager for St. Louis is helping him in St. Louis. Goldhammer has done wonderfully well since joining the local U office.

Branch Manager Graham of the local Pathe office is exceedingly enthusiastic over the new Pathe novelty release "The Death Ray."

Livingston Lanning has been appointed permanent manager for Marcus Loew's beautiful State Theatre, Eighth street and Washington avenue, St. Louis. Lanning is a thorough showman although one of the youngest men in the theatre business in the St. Louis territory. He formerly was assistant manager to William Goldman at the Missouri Theatre and later at the Kings.

Pathe News scooped all other news

weekly by showing pictures of the first world series game on the screen Monday following the starting of the World Series. Saturday. Pathe News also showed pictures of the Veiled Prophet parade six hours after the parade was completed, scooping all other news weeklies by 12 hours.

Miss Mildred Doye of the accounting department of the St. Louis Universal office got behind the big Lichman Month drive and set a record by obtaining 1068 play dates for September and October. That's a mark for the stars of Film Row to shoot at.

D. E. Boswell is in charge of the Northern Illinois territory for Pathe.

Friends of Bob Cummings, popular Columbia Picture Corporation cashier will be grieved to learn that he has lost his dog. He is fortunate it wasn't his goat.

Andy Dietz is in charge of the two-reel comedies in the Pathe St. Louis branch.

Milton Simon of Arrow Film Corporation was a visitor, calling on the independents on October 11.

Samuel Wilson, formerly connected with Associated Exhibitors in Memphis,

is now covering the key cities for Pathe and Associated on their feature line-up.

Lawrence Talley is back with Pathe as chief booker. When Eddie Dustin was manager for Pathe here, Talley was his assistant. He later travelled for various distributing companies in this territory.

Walter Light, Metro salesman who recently underwent an operation at St. John's Hospital is on the high road to recovery. He returned to his home the past week and probably will be back on the job within a few weeks. We hope so.

### FILM DAILY COMMENDS "FAST AND FEARLESS"

The Film Daily in its issue of October 12 pays high compliment to "Fast and Fearless," a current Buffalo Bill, Jr., production, distributed in this territory by the Progress Pictures Corporation, in its review of this feature.

The review states in part: "One more good action western. Has enough excitement and thrills to satisfy, plus the usual elements of appeal. . . . Another of those tireless western heroes who haven't a spare minute for themselves, what with saving their girls and rounding up villains. . . . Suitable western that will go all right with your folks providing you know they like this class of picture. It might be well to get them interested in Buffalo Bill, Jr."

## Just ONE Little Idea--

## And You've Received TEN-FOLD VALUE!

### SEND IN THAT SUBSCRIPTION NOW

The Best  
INVESTMENT  
You Can Make



Date

1924

THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.

Enclosed please find my two dollars (\$2.00) for which kindly enter my subscription to THE REEL JOURNAL for one year (fifty-two issues.)

Exhibitor

Theatre

Town

State

**ST. LOUIS EXCHANGES RESTORE  
FREE TRAILER SERVICE**

Several St. Louis film exchanges have restored free trailer service to the exhibitors of Southern Illinois and Eastern Missouri. Recently the exhibitors organization passed a resolution protesting against the abolition of the service, complaining that they were forced to purchase trailer service from a private concern and that the change worked a hardship on many of the theatre owners.

The exhibitors have promised to cooperate with the exchanges in seeing that the trailers are returned promptly and in good condition after being used. Through the carelessness of some exhibitors in the past the exchange lost many trailers while others were often delayed in getting back to the exchanges. Exhibitors using such service in the future are urged to return the trailers as promptly as they do feature and short length films.

**Grand Central Head Faces Suit.**

Alleging that she was seriously and permanently injured when an automobile in which she was riding collided with an auto driven by Robert Smith, manager of the Grand Central Theatre, St. Louis, Miss Elsie Holliday has filed suit in the St. Louis Circuit Court in which she asks \$100,000 damages of Smith. The smash-up occurred at Manchester and Rock roads in St. Louis County on July 5 last.

**"DAUGHTERS OF PLEASURE"  
SURE-FIRE AT BOX-OFFICE**

"Here's a picture that will attract and entertain the people whose patronage is the backbone of the theatre business," says Harry Hynes, manager of the St. Louis Film Exchange, and he points to a press sheet on "Daughters of Pleasure," a Principal Pictures Corporation production starring Marie Prevost and Monte Blue.

Mr. Hynes further states that women and young people will respond to the appeal for a play vital to all of them by virtue of a theme dealing with the home and the forces of money and power which often menace it. "It's a modern drama written for modern picture-goers," says Mr. Hynes, "and sure-fire at the box-office."

The play takes a page from life; a leaf telling of the amazing actions of several elderly men who in an effort to win the favor of some famous, notorious beauty less than half their age, freely spent the money their wives had helped them accumulate.

Foof for some interesting speculation is furnished in the question as to whether men who suddenly become obsessed with a desire to turn back time several years

and indulge in the romantic caprices of youth are actuated by the flattery of young adventuresses who seek the remunerative attentions of these gay old boys or a temporary stimulation of mind and body following the cessation of their concentration on business affairs.

**MIS-SPELLED WORD CONTEST  
TO EXPLOIT "SIGNAL TOWER"**

The good old mis-spelled word contest gave Gus Kerasotes a big four days' business at his Strand Theatre in Springfield, Ill., on "The Signal Tower." Universal's thrilling railroad picture which features Virginia Valli, Rockliffe Fellew and Wallace Berry.

Working with Kerasotes, Maurice Davis, Universal's exploiter out of its St. Louis office, used the mis-spelled word contest in a co-operative page in The Springfield State Journal.

To publicize the contest, the conservative State Journal devoted three half-column stories to "The Signal Tower."

As a result, a heavy rain couldn't keep Kerasotes from playing to standing room, and at 3 o'clock Sunday matinee, it was almost an impossibility to get close enough to the box-office to buy a ticket.

The Pathe sales force are greatly elated over the screening of the Glen Tryon picture "The Battling Orioles."

**EQUIPMENT AND SUPPLIES**

The Best  
in Equipment  
and  
Theatre  
Supplies

**Exhibitors Supply Co.**  
SIMPLEX DISTRIBUTORS

for  
Illinois, Eastern Missouri and  
Northern Arkansas

3316 Lindell Boulevard  
ST. LOUIS, MO.

Herrin, Illinois, the little city of 10,000 persons which set the nation agog with its labor disputes, has a more admirable distinguishing feature. It is the White City park, which was recently opened to the public.

Situated in the heart of the city, the park occupies two city blocks. It is equipped with a wide variety of amusement features, to furnish wholesome recreation for the young and old residents. These features range from a unique open air theatre to a swimming pool in which one may take a fresh or salt water swim, as he may desire.

Aside from its unusual size for so modest a city, the theatre possesses other strange features. It is equipped for open air use during the summer, but can be enclosed with drop sides in the event of inclement weather. Although intended chiefly for motion pictures, there is sufficient stage equipment to accommodate musical comedies, vaudeville, and road shows. Band concerts are also given in the theatre, while circus acts and other free attractions are staged on the open platform in front of the theatre. A 7-piece orchestra is regularly employed.

The building is furnished with 1,800 Heywood-Wakefield theatre chairs, anchored to concrete sleepers. There is no floor to the building, the ground being inclined toward the stage, to give good visibility to all patrons.

**BANNERS**  
(3 Feet by 10 Feet)  
**ON ANY PICTURE**

**\$1.50**

SIGNS OF ALL KINDS  
**Exhibitor Sign and Poster Service**  
3308 Olive Street  
ST. LOUIS, MO.

**HART**  
**PRINTING CO.**  
3433 OLIVE ST.  
**LINDELL**  
**4930**

# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE  
SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

114 West 10th St. 340 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### Show Printing--

We can satisfy you not only  
in price but give you quality  
also in all kinds of printing.

The  
**KEYSTONE**  
Press

18th and Wyandotte Streets  
Kansas City, Mo.

Smiling  
Service!



Archie  
Josephson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof  
\$1.50 up  
without Bath  
200 ROOMS  
\$1.75 and up  
with Bath

THE BENNETT  
FILM RENOVATOR  
"CLEANS WHERE OTHERS FAIL"  
Maximum Results at Minimum Cost  
For Full Particulars write

GEORGE BENNETT

Route 2 Argentine, Kans.

**KC Engraving &  
Colorplate Co.**  
8th and Walnut - Kansas City  
Perfect Plates for all  
Printing Purposes  
"on time" service  
**Main 4707**  
A. M. PETROS - J. L. STERNOWSKI - W. E. BOGDANSKI

## NEWS REELS BREAK RECORD TIME ON WORLD SERIES

Pathe and Educational had a hot race from the start in scooping the pictorial account of the World Series between Washington and New York, which went to the Senators last Friday. For both companies, new time records were set.

An Educational news reel, Kinograms, of the final game, played Friday, was shipped to the New York laboratories Friday night, and forwarded by air mail Saturday morning, arriving in Kansas City Sunday morning, and shown on the Newman screen Sunday afternoon.

A Pathe reel was shown in Washington theatres just an hour after the close of the final game, and reached New York houses in time for part of Friday night's show.

Golet, Mo., Oct. 15—A benefit performance was held at the Happy Hour Theatre last night for the Golet baseball team. Universal's "Hit and Run" was the feature. A large sum of money was raised and efforts are to be made to have Hoot Gibson join the Goletites next season. The entire town is agitated.

Jay Means has been named manager of the newly organized association of Kansas City Motion Picture Theatre Owners. The old Kansas City M. P. T. O. inasmuch as its official existence is concerned, has dissolved.

Dan Martin, manager of the Kansas City Associated Exhibitors office, is making a three-week tour of the key cities of the territory.

Percy Jones, manager of the Royal Theatre at Carrollton, Mo., was a visitor of the week.

## CURRENT RELEASES

For Week of October 25, 1924.

### METRO-GOLDWYN

Along Came Ruth, All Star (5).  
Matted Flirts, All Star (7).

### PATHE

Chronicles of America Series (3).  
Ten Stars Make a Man, Serial (2).  
Stunts, Grandeur, Live Spectacle.  
The Cat and the Magnet, Acro-Bath (1).  
Pathe Review, No. 44.  
Topics of the Day, No. 44.  
Galloping Bungalows, Comedy (2).  
Hot Stuff, Sport Comedy (2).  
Pathe News, Nos. 90-91.

### UNIVERSAL

Rosa of Paris, Mary Plifton (7).  
Green Trees, Bert Roach (4).  
The Trail of Gold, Wolves of North Street, No. 8 (2).  
The Sacred Boys, Bubbles (2).  
One He-Man, Luck Perron, Josephine Hill (2).  
International News, Nos. 93-94.

### SELZNICK

It's Money Everything, Miriam Cooper, Norman Kerry (6).  
Throwing the Bull, Colonel Heera A Liar series (1).  
King Dan, Jimmy Aubrey comedy (2).  
The News Fun, Serial, No. 7 (1).

### FOX

The Warnings of Virginia, All Star (7).  
Daughters of the Night, All Star (7).  
Winner Take All, Buck Jones (6).  
The Brass Bowl, Edmund Lowe (6).  
End of the Trail, Wm. Farnum (5).  
The Race Series, Earl Fox (2).  
The Radio Riot, Sunshine comedy (2).  
The Bull Fight, Educational (1).

### F. B. O.

Vanity's Price, Anna Q. Nilsson (6).  
Neglected Women, All Star (7).  
Fools in the Dark, Patsy Ruth Miller, Matt Moore (6).  
Daring Love, All Star (6).

### ENTERPRISE

Mysterious Goods, Geo. Larkin (5).  
After A Million, Bonita McDonald (5).  
P. D. C.  
Reckless Romance, Through the Special (6).

### PARAMOUNT

Metron of the Movies, All Star.  
Wages of Virtue, Gloria Swanson.  
FIRST NATIONAL  
The Only Woman, Norma Talmadge.  
Husbands and Lovers, All Star.  
Her Night of Romance, Constance Talmadge

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### FOR SALE

Two Powers 6-B improved model picture machines, brand new; one Westinghouse motor generator; one booth 8x10, built for two machines, one Minusa Screen, 9'x12'. Articles all new, can be bought at a bargain. Stella Theatre, Council Grove, Kans. 11-1

### FOR SALE

Stella Theatre, Council Grove, Kans., building and equipment 11-1

### SITUATION WANTED

Student, anxious to become high grade projectionist, desires position as assistant. Object experience. F. D. Wiggins, Box 217, Bucklin, Mo.

### WANT TO BUY

24 opera chairs, used machine with incandescent equipment and screen. Royal Theatre, Gardner, Kans.

### FOR SALE

Brand new theatre equipment, two Powers 6-B latest model machines, motor driven, one Westinghouse Generator, one steel booth, one 9x12 Minusa screen. If interested write W. R. Bratton, Council Grove, Kans. Stella Theatre 11-1

### POSITION WANTED

Non-union operator wants position at once. 5 years experience, handle any equipment. Reliable and married. Reference, C. S. Tressler, 425 N. Minnesota, Wichita, Kans. 11-1

### MOTOGRAPH DE LUXE FOR SALE

In perfect condition. Priced to sell quick.—Address, M. N. Hillier, Baldwin City, Kans. 11-1

### FOR SALE OR TRADE

For sale or trade for picture show. Good condition in live north Missouri town. Located next door to theatre. A. B. Cantwell, Bucklin, Mo.

### PICTURE MACHINE FOR SALE

Simple motor driven incandescent equipment, automatic regulator, slightly used. Two new Century ceiling fans A. C. Priced to sell.—Chas. J. Rebois, Green, Kans.



A Pound of *Gold* and a Pound of *Iron*  
Weigh Exactly the Same. But There is a  
*Vast Difference in the Value* of Each.

---

---

*Hundreds* of Pictures Will be Released  
This Year but There Will *Only* be  
*Twenty Warner Classics.*

---

---

*Gold or Iron--* Warner Pictures or  
Ordinary Kind--*you* are the  
*Buyer--CHOOSE*

---

---

**FILM CLASSICS**  
OF KANSAS CITY, INC.

AL. KAHN, General Manager  
M. A. KAHN, Manager

115 WEST 17TH STREET  
KANSAS CITY, MO.



*The***Reel  
Journal****The Film Trade Paper of the Southwest****WHICH IS BEST?**

Gentlemen:

Which is best, a program feature, (three-fourths of which the majority of us admit are only fair), or a good combination **SHORT SUBJECT** program?

All of the trade journals seem to be boosting short subject programs more than ever before and are citing instances where some of the largest theatres in the territory are playing programs of this nature.

What could be better than a dandy two reel comedy, two reel Western or three reel Chronicles of America, plus a Pathe News, Review, Grantland Rice Sportlight, Aesop's Fable, or Topics of the Day.

Five, six or seven reels of short subjects will give them a variety and not tire them out. Then the price is practically the same as the feature.

Let us explain the various combinations and their prices.

**Pathe Exchange, Inc.**

111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.

# "LEFTY FLYNN

The handsome upstanding  
idol of millions

*is*  
**coming**

**From F. B. O.**

**In a Series of Marvelous Westerns--and  
Big Outdoor Pictures**

**H**ERE'S BIG NEWS, men. LEFTY FLYNN is coming to the theatre in a series of crackerjack Western productions that will build you a steady business as sure as day follows night. Gloria Grey, beautiful and popular star and well known as the feminine lead opposite Flynn.

The first release is "THE MILLIONAIRE COWBOY"—the picture which is alone sufficient to pack 'em in.

Watch for the others coming!!! See the posters. See the advertising matter. You can rely on the work of F. B. O. to give you Western winners steadily. You'll get 'em in this LEFTY FLYNN series. Our salesmen are now out selling the brand new series. Contract for the entire series NOW.

**FILM BOOKING OFFICE**

of America, Inc.

Snowyer Bldg. Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.

127 S. Hudson, Okla. City, Okla.  
106 S. Cross, Little Rock, Ark.



# "ABRAHAM LINCOLN"

## HELD OVER FOR

### THREE EXTRA DAYS

| OF SERVICE | SYMBOL |
|------------|--------|
| Message    |        |
| Letter     | Blue   |
| Message    | Nite   |
| Letter     | N L    |

If none of these three symbols appears after the check (number of words) in a day message. Otherwise its character is indicated by the symbol appearing after the check.



NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

| CLASS OF SERVICE | SYMBOL |
|------------------|--------|
| Day Message      | e      |
| Day Letter       | Blue   |
| Night Message    | Nite   |
| Night Letter     | N L    |

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

IVED AT W. U. BUILDING, 7th & MAIN STS., KANSAS CITY, MO

45 K AH, 18 COLLECT

MB Topeka Kans 205P Oct 18 1924

E. C. Rhoden

Care Associated First National Kansas City Mo

On account of the business building each day we are holding

Abraham Lincoln over three days extra

G L HOOPER

219P

you have a contract for "Secrets," "Sea Hawk,"  
"Abraham Lincoln" and "Sundown"?

It's your loss if you wait?

## FIRST NATIONAL PICTURES, Inc.

KANSAS CITY, MO.  
712 Wyandotte Street  
C. Rhoden, Branch Mgr.

ST. LOUIS, MO.  
3319 Locust Street  
Harry Weiss, Branch Mgr.



Published Every Saturday by  
REEL JOURNAL PUBLISHING CO.

Mainsteel Theatre Bldg.  
KANSAS CITY, MO.

BEN SHLYEN  
Publisher and Editor

St. Louis Correspondent  
DAVID P. BARETT  
3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Gauging the Public Wants

The findings of a survey of theatre patronage made by Manager Purkett of Fresno, California, recently published by Motion Picture News, contains some very interesting and startling revelations concerning the elements of box office success. According to this survey, the motion picture as an institution versus vaudeville enjoyed the favors of 73.5 per cent against 2 per cent for vaudeville and 24.5 per cent for the road show.

Rather strong for us, eh not? At least a very interesting illustration of the trend of entertainment values.

It was found that the picture draws 55.5% against the value of star 45.5%; music as an attraction is valued at 5.3%, according to the survey.

Stories are more interesting to the public than stars, in the ratio of 27.8% against 23.1%. Replying to the question, "What do you like best in pictures," 22.2% favored mystery; 21.1 favored melodrama; comedy attracted 18.5%; historical interest was enjoyed most by 15.1%; sex drama had a batting average of 11.9%, and costumery rated a vote of 10.1%.

Scenics scored 81.5% for as against 18.3% to the contrary. In answer to the question, "Do you like to see big pictures if a raise in price is necessary," 73.3% replied "yes," and 23.7% replied "no."

The above information we believe is of constructive value to the exhibitors of this territory. How-

ever, for the purpose of determining more surely the whims of his patrons, why wouldn't it be quite feasible to conduct a similar survey within his own theatre?

## MILLER INTERESTS, WICHITA, BUY F. N. FALL SPECIALS

Stanley Chambers, Managing Director of the Consolidated Amusement Company, Wichita, Kans., has booked for November an unusual line-up of First National attractions. He will play the two super-specials "Sundown" and "Abraham Lincoln" for a week's run in the Palace Theatre.

The Miller Theatre will play "Madonna of the Streets", "Christine of the Hungry Heart", "Classmates", "The Silent Watcher" and Norma Talmadge's latest picture "The Only Woman." "In Hollywood with Potash and Perlmutter" and "In Every Woman's Life" are scheduled for the Palace Theatre.

## BANDITS FORCE SAFE, GET \$2000 FROM ST. JOE ORPHEUM

St. Joseph, Mo., Oct. 20—Robbers who forced the safe of the box office of the Orpheum Theatre here early today escaped with \$2,000 in cash.

M. W. Reinke is manager. The money represented week-end receipts which had not been deposited.

## MRS. BERT LYTELL GRANTED DIVORCE AT INDEPENDENCE

In a short court hearing this week at Independence, Mrs. Evelyn Vaughn Lytell was granted a divorce from Bert Lytell, widely known motion picture actor. The decree was signed by Judge E. E. Porterfield, sitting as special judge.

Lytell was charged by Mrs. Lytell, a generalist who was entered by Mr. Lytell, who is reported to be in the South Sea Islands engaged in making a picture. He was represented by Hunt C. Moore.

Mrs. Lytell was known as Evelyn Vaughn while on the stage. She is a daughter of Mrs. Georgia Brown Quiney, dramatic and dancing teacher. She was a leading woman in drama at San Francisco, but gave up the stage about four years ago. She was married to Mr. Lytell August 5, 1910, and they lived together until a year ago. Mr. Lytell deserted her October 1, 1923. Mrs. Lytell charged.

In the last five years Mr. Lytell has repeatedly told her that he no longer desired to live with her, she testified. He also told others, she said, that he desired to obtain a divorce and live his own life. He no longer cared for her, she quoted him as saying. In his answer, Mr. Lytell admitted the date of marriage and that they had lived together until a year ago. Other allegations were denied.

Rumor in the Hollywood film colony has been rife the last six months concerning the friendship of Bert Lytell and Claire Windsor, blond film actress. The two players were in Morocco last spring, making a picture titled "A Son of the Sahara."

Miss Windsor was Ola Crouk of Cawker City, Kans. She has been married and divorced, and has a son 7 years old

## BEST PROSPECTS SINCE WAR, VITAPHONE OFFICIAL SAYS

Brimful of enthusiasm over picture conditions in general, and highly gratified with the enthusiastic reception of current Vitaphone attractions by leading exhibitors of the country, Edward Auger, assistant general manager of Vitaphone, returned to New York late last week from a six weeks' trip across the continent.

Mr. Auger went North into Canada, West to the Pacific Coast and South to the Gulf, conferring with Vitaphone branch managers and renewing acquaintance with exhibitors in most of the principal key centers. The cities which he visited included, among others, Chicago, Minneapolis, Winnipeg, Seattle, Tacoma, Portland, San Francisco, Los Angeles, Salt Lake City, Denver, Omaha, Kansas City, St. Louis, Oklahoma City, Dallas, New Orleans, Atlanta, Washington, Pittsburgh and Philadelphia.

In Washington Mr. Auger was joined by John B. Rock, general manager of Vitaphone who accompanied him to Pittsburgh and Philadelphia and back to New York.

"To begin with, business conditions in general are now more nearly normal than at any time since before the outbreak of the World War, and, as was inevitable, this return to prosperity is reflected in the picture industry. The people have now more money to spend on diversions than for a long time past, and the managers of film houses are receiving their full share of this expenditure," Mr. Auger declared.

## ALEXANDER, P. D. C. HEAD RESIGNS—RETURNS TO "U"

W. L. Alexander, formerly manager of the Kansas City branch of Producers Distributing Corporation left Friday to assume charge of the Chicago Universal distributing office. Thus far, his successor has not been named, according to the Kansas City office.

Alexander came here from Universal some six months ago from the Universal organization.

## ARBITRATION SOCIETY COMMENDS HAYS' PLAN

Will H. Hays, president of the Motion Picture Producers and Distributors of America, Inc., was presented this week with a resolution from the Arbitration Society of America which highly endorsed his efforts in the past year in his connection with the organization.

The resolution congratulated Mr. Hays with the achievement of handling satisfactorily more than 30,000 cases within the year, only two of whom are yet pending, and with saving the industry some \$1,500,000. Mr. Hays was also commended for developing a clearer and better understanding within the industry.

The resolution was presented to Mr. Hays by Judge Moses H. Grossman, head of the Arbitration Society.

The trade paper is the Exhibitor's Business College—Reel Journal.



# The Dangerous Flirt

Directed by  
TOD. BROWNING

Made at the F. B. O.  
Studios, Hollywood, Calif.

Distributed by  
FILM BOOKING OFFICES OF  
AMERICA, Inc.

Snowier Bldg., Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.  
127 S. Hudson, Oklahoma City, Okla.  
106 S. Cross Street, Little Rock, Ark.

Exchanges Everywhere

is coming  
from **F. B. O.**

with  
**EVELYN BRENT**

## 474 NEWSPAPERS RUNNING "CAPTAIN BLOOD" AS SERIAL

American and Canadian newspapers to the number of 474, having a combined circulation of approximately 20 millions, are publishing Rafael Sabatini's "Captain Blood" in serial form.

Before the picture was released Vitagraph announced its readiness to supply newspapers with the text of the novel, to be published in instalments of two columns each. It is furnishing mats to publishers that have facilities for using them, and proofs to publications willing to go to the expense of setting type. Production stills also are sent out, from which newspapers make selections for half-tone illustrations.

This service is being rendered without charge and without any obligation whatsoever on the part of the newspapers.

As showing the universal interest in the project, Mr. Schultz, Kansas City branch manager, cites the following table showing the number of newspapers publishing "Captain Blood" in the territory of each of Vitagraph's branch offices: Kansas City, 9; St. Louis, 18; Atlanta, 15; Albany, 15; Boston, 10; Buffalo, 9; Chicago, 62; Cincinnati, 12; Cleveland, 16; Dallas, 13; Denver, 18; Detroit, 14; Los Angeles, 19; Minneapolis, 14; New Orleans, 14; New York, 15; New Haven, 7; Oklahoma City, 18; Omaha, 13; Philadelphia, 22; Pittsburgh, 16; Salt Lake City, 8; San Francisco, 25; Seattle, 15; Washington, 14; Montreal, 8; St. John, 9; Toronto, 17; Winnipeg, 18.

## BAGGOTT DEVELOPS NEW PICTURE TIMING SHEET

To King Baggott, Universal director, goes the distinction of developing what is believed to be one of the most useful things afforded the picture exhibitor in years. This is the "tempo cue sheet," devised and arranged by the director of a picture, and which insures the picture being projected with the maximum of effect, in that it enables the exhibitor to show the picture exactly as the director rehearsed and produced it, and thus give the audience the benefit of the director's ideas in full.

The system, as devised by Baggott, and which will be used for the first time on his forthcoming picture, "The Tornado," starring House Peters, is accomplished by a cue sheet which also instructs the musical director in selections to be played during the action of the picture. In each case a scene is listed by cue or description and the action chosen as appropriate to it, marked beneath it.

Baggott has personally timed each scene as it ran through the projective machine, and lists the proper running time as well as the tempo for each scene. A cue-sheet instructing the operator as to the length of time for each reel is also devised, and then a list of scenes with their timing.

One by one the characters which Bret Harte endowed with so much color and charm in his "Tommygone, Partner" according to his at the Thos. H. Ince studios where Hunt Stromberg is producing "The Flaming Ferris," starring Harry Carey, for P. D. C.

## HOLD OVER LINCOLN FILM AT NEW GRAND, TOPEKA

Reports received by the local First National Exchange on the playing of "Abraham Lincoln" brings out a very unusual record for the picture. In every engagement that it has played so far, it has continued to build from the opening days receipts resulting in a holding over of the picture in practically every theatre in which it has played.

A wire was received, from Mr. G. L. Hooper of the New Grand Theatre, Topeka, Kans., last Saturday, to the effect that the business on "Abraham Lincoln" was building to such proportions that it was advisable to hold the picture over for an additional three days' run. The gross receipts on the third day were over double the first day's receipts. According to E. C. Rhoden, manager of First National Exchange, exhibitors in this territory are displaying an unusual amount of interest in this subject.

## SEMON'S "GIRL IN LIMOUSINE" PACKS HOUSE AT WARWICK

According to L. C. Walker of the Warwick Theatre, Kansas City, Mo., Larry Semon's first feature production, "The Girl in the Limousine," established a record in the Warwick Theatre, inasmuch as it is the first attraction that has ever packed the house to capacity before the start of the opening show. It also established an attendance record for this particular night.

## THEATRE OWNERS TO AID NAT'L RED CROSS DRIVE

Theatre owners throughout the United States are about to enter into an active campaign on behalf of the American Red Cross to advance the interests of this organization and the annual membership drive.

At the Boston convention of the Motion Picture Theatre Owners of America, last May, a resolution was passed urging the theatre owners to help the Red Cross in this relation.

In this connection the following letter has been sent to all theatre owners of the country from the headquarters of the Motion Picture Theatre Owners of America:

"Dear Exhibitor:  
"A resolution was adopted at the Boston convention of the Motion Picture Theatre Owners of America pledging support to the Red Cross in their annual membership drive.

This is a patriotic movement which appeals to all people because of the great service rendered by the Red Cross in peace, as well as in war. Theatre Owners should give the campaign their support by displaying these screen bulletins in the theatres and otherwise aiding the local committees in their work.

Sincerely yours,

(Signed) M. J. O'TOOLE, President,  
M. P. T. O. of America

The second Gothic special, "Parisian Nights," to follow "Vanity's Price," will go into production at the F. B. O. studios in Hollywood next week under the direction of Al Santell.

## CHICAGO THEATRE SITE BOUGHT BY WARNER BROS.

Warner Bros. have taken an option on a site in the top district of Chicago on which they will soon begin actual construction work on the first of the string of theatres which they intend to build throughout the country. H. M. Warner made this information public when he returned from the Middle West metropolis Saturday morning.

The deal in Chicago was closed by Mr. Warner after conferences there participated in by a number of big Chicago financiers and also by Motley H. Flint, executive vice-president of the Pacific South-west Trust & Savings Bank who is also financial adviser of the Warner Bros. company.

Aside from saving that the new Chicago theatre would have a seating capacity of between 3,500 and 4,000, would be modern in every respect and competitive with the finest theatres in a city which is nationally known for the general excellence of its motion picture palaces, Mr. Warner had nothing further to disclose.

## AL LICHTMAN RESIGNS, ILL HEALTH THE CAUSE

The following statement, in part, was issued from the Universal offices Saturday:

"Owing to the state of his health and a partial breakdown from which he has failed to recover, Al Lichtman, whose contract as general manager of Universal Exchanges has just expired, has decided to give up business entirely until he is in better physical condition. He has been unable to be in his office and for the last six weeks has been under the care of physicians who have ordered him to take a complete rest.

"It is understood when Mr. Lichtman fully recovers that he will go into the production end of the business."

## NATIONAL MOTION PICTURE DAY SET FOR NOVEMBER 17

National Motion Picture Day, inaugurated by the Motion Picture Theatre Owners of America, will be held on Monday, November 17. This day opens the movement of National Education Week, sponsored by the Bureau of Education of the Department of the Interior, from November 17 to 23, and occurs also during the Red Cross Campaign from November 11 to 27.

Theatre Owners are urged to cooperate to the fullest extent in making National Motion Picture Day a success. The purpose of this day is to present the theatre to the people in a definite way as a community institution and to effect lines of public service which will raise the theatre above a mere amusement level. The theatre owners will retain the entire receipts of the day and will receive as much assistance from the National Organization as can be given to make it a complete success.

The Motion Picture Theatre Owners of America will send out letters and suggested slogans for slides on the procedure, it is announced.

# h Boy-- what action!

n some parts the story  
ravel so fast you think  
ne film is going to burst  
nto flame in the machine--

## That's Action!



A  
RICHARD  
TALMADGE  
PRODUCTION



**Carlos  
Productions  
presents**

# Richard Talmadge

in

# STEPPING LIVELY

Screen Adaptation by  
FRANK HOWARD CLARK

with  
MILDRED HARRIS  
Released by  
FILM BOOKING OFFICES OF AMERICA, Inc.

## UNIVERSAL CREATES SALES DIRECTORATE

### U. S. and Canada Classified In Three Divisions.

New York, Oct. 25.—Special to Reel Journal.—The sales direction of Universal Exchanges has been entrusted by Carl Laemmle to three men whose personality and service for Universal has proven them able to work together and administer the duties of one of the most important positions in the industry. These three men are Ned Depinet, whose record with Universal and its allied company, the Consolidated Film and Supply Co., dates back to the beginnings of both companies; Jules Levy, whose experience with Universal includes the management of three Universal exchanges and the divisional supervision of two districts; and Ned Marin, whose work for the past year as assistant general manager of exchanges under Al Lichtman has been particularly gratifying to Carl Laemmle.

The sales directorate thus formed will collectively pass upon all matters of sales policy which affect the entire exchange system, but each sales director will have definite charge and responsibility of a third of the entire territory of the United States and Canada, roughly speaking. These territorial divisions will be designated as the Eastern, Southern, and the Western Divisions. Jules Levy will have the Eastern, Ned Depinet the Southern, and Ned Marin the Western Division. The Eastern division will extend as far south as to include Washington, D. C., and as far west as the Pittsburgh and Detroit exchanges and will also include the entire Dominion of Canada. It does not include the Big "U" and the Boston Exchanges, however, which are individually owned. The Southern division will extend as far north as Cincinnati and Indianapolis, as far east as Charleston, W. Va., and will include part of the states of New Mexico and Arizona. The western division extends as far east as Chicago and will extend westward to include Omaha, Kansas City, Denver and the Pacific Coast.

In speaking of the new arrangement, Mr. Laemmle said: "It has been a theory of mine for some time that a three-fold direction of sales by men who are particularly acquainted with certain territory and certain exchange situations and able from their own observation of theatre conditions to advise authoritatively as to the kind of pictures required by exchanges as well as the best way in which such pictures can be sold, would be much better for an exchange system like Universal than a one-man control. I now have the opportunity of putting this theory into practice and I am thoroughly satisfied that the men I have chosen to put the sales directorate plan into force."

### F. N. STARTED PRODUCTION IN N. Y. STUDIO, OCT. 20

First National Pictures, Inc., started production in the East at the Biograph studios, October 20. This announcement, marking a significant development in the growth of the producing and distributing organization, was made by Production

Manager Richard A. Rowland, who some months ago declared in favor of eastern production near the business headquarters of the company.

Earl Hudson, whose success as a producer during the last year has been phenomenal, will be in charge at the Biograph studios. He is due in New York on the 18th, accompanied by his staff and a number of the players cast for the initial productions. Among those coming East with Mr. Hudson are Marion Fairfax, editor-in-chief; her husband, Tully Marshall; Fred Stanley, publicity representative for First National units; Lambert Hillier, director; James Van Trees, cameraman; Doris Kenyon, Anna Q. Nilsson, Ben Lyon and Milton Sills. Director John Francis Dillon is already in New York prepared to start on his first eastern assignment.

The first two productions scheduled for Biograph Studios are "Interpreter's House," a story of New York society life by Struthers Burt, and "One Way Street," a new novel by Beale Davis which is having a big sale. The casts for these pictures have not been revealed, but it is known that Milton Sills is to play a leading role in "Interpreter's House."

First National is now in the unusually fortunate position of maintaining production centers in both the East and West, making it possible to film a story in the section of the country best suited to the action.

## SPORT SCENES FEATURE

### F. B. O.'s "GO-GETTERS"

F. B. O.'s new series of two reel "features" "The Go-Getters" are enlivened with fast-moving sport combinations which are productive of thrills and comedy, declares Roy E. Churchill, Kansas City manager. Tennis, motor boat racing, auto competition and polo make up some of the colorful episodes which promise to make the new product popular among all classes of theatregoers, he said. George O'Hara and Alberta Vaughn, continue to be stars of the new series, with Al Cooke and Kit Guard as the comics in support of the headliners. Another popular young player just added to the cast is Gertie Short, remembered as the wise-cracking biddie of Alberta Vaughn in "The Telephone Girl." George Marion, Jr., continues as author of the new series and Del Andrews as director.

### LIFE'S DARKEST MOMENT?

A friend of mine not long ago—  
Was sitting at a movie show—  
A girl he thought he didn't know,  
Was in the seat beside him.

And when, just merely for a lark,  
He took advantage of the dark,  
To make an amorous remark,  
She turned and boldly eyed him.

He had the shock of his young life—  
Was (need I explain) his wife.

## Larry Semon SPECIAL COMEDIES

### Exhibitors Herald says:

LARRY SEMON'S return to the short subject lengths after a sojourn in the feature footages is something to be grateful for. His hold upon the public is a firm one and the public knows him as a short subject star. They like him that way and now they are to have him that way. And in all probability they will pay just as much to see him in a short subject as they would to see him in a feature. His name in lights is a magnet and his short subjects can be combined with the features of stars whose feature drawing power is known to produce an attraction power equal to that of a double feature and probably greater because free of the double bill's unsatisfactory aspects.

## "HER BOY FRIEND" "KID SPEED"



KANSAS CITY—  
139 West 18th St.  
C. F. Senning, Mgr.

ST. LOUIS—  
314 Olive St.,  
S. J. Hankin, Mgr.



**IT'S HERE!!**

The First Print of

**HAROLD BELL WRIGHT'S**

**"The Mine With the  
Iron Door"**

*--and It's a Knockout!*

Just Look at the Cast

PAT O'MALLEY  
DOROTHY MACKAILL  
ROBERT FRAZER  
CHARLES MURRAY

BERT WOODRUFF  
MARY CARR  
CREIGHTON HALE  
MITCHELL LEWIS

This is unquestionably one of the biggest pictures of the year and a super Box-office attraction.

*--and you don't have to take our word for it--we'll screen it for you and you'll agree that it's a*

*Gold Mine for Exhibitors*

**A. H. Blank Film Enterprises**

M. E. "Marty" WILLIAMS, Manager

130 WEST 18TH STREET

KANSAS CITY, MO.

## F. B. O. OPENS PRODUCTION THROTTLE ON WEST COAST

Emory Johnson Casting For Seventh Production, Un-named.

Despite the recent accidents to Fred Thomson and Dick Talmadge, as a result of which these young stars were incapacitated for several weeks, production activities are going on at a livelier pace than ever at the Film Booking Offices Studios in Hollywood.

Emory Johnson is casting for his seventh production for F. B. O., a sea story, as yet unnamed. The cast will include all box-office favorites. The story comes from the pen of the young director-producer's mother, Mrs. Emile Johnson. F. B. O. is arranging one of the biggest exploitation campaigns in the history of the show business. It will even exceed the campaign for "The Spirit of the U. S. A." and "Life's Greatest Game," Johnson's latest two successes.

Del Andrews is on location with his "Go-Getters" company co-starring Alberta Vaughn and George O'Hara. Episode No. 8 of the series is being filmed.

Doty Hobart is preparing the continuity on "Parisian Nights" the second Gothic special production to follow "Vanity's Price." The cast will be all-star.

Rod Browning has just finished shooting "The Dangerous Flirt," Evelyn Brent's first starring vehicle for Gothic.

Harry Garson started shooting on "The No-Gun Man" this week, "Lefty" Flynn's starring vehicle for F. B. O.

"Broken Laws" Mrs. Wallace Reid's second production for F. B. O. has been concluded. This picture deals with law observance and the responsibility of mother love. "Broken Laws" is being sponsored by Women's Clubs throughout the United States and F. B. O. is planning one of their biggest exploitation campaigns for this production.

Shooting on Fred Thomson's second production, "Onemads" commenced this week. Silver King will play a prominent part in the new picture.

Jesse Goldberg, president of Independent Pictures Corporation, is casting for the first Western production this company will make for F. B. O. release, starring Bob Custer.

Harmon Weight has finished shooting on "Sold For Cash," produced by Associated Arts Corporation for F. B. O., and in which Kenneth Harlan and Madge Bellamy are co-starring.

"Cheap Kisses," C. Gardner Sullivan's first production for F. B. O., was also concluded this week.

### DIES IN KY. THEATRE FIRE

Louisville, Ky., Oct. 30.—One person was trampled to death and twenty others were injured, five possibly fatally, in a panic following discovery of fire in a motion picture theatre in New Centre, Ky. Many children were in the building.

### Theatre Poll Favors Coolidge

The straw presidential poll conducted at the Mainstreet Theatre for the week ending last night, showed 7,225 votes for Coolidge, 3,120 for Davis and 1,480 for J. J. Follette. The poll was general among all theatres in the Orpheum circuit, Jack Omlau, manager of the Mainstreet, said



The homefolks of Glasgow, Mo., are cheery over the fact that Margaret Shackerford who has just made a decided hit as Rosa Pina in the new play, "My Son," on Broadway, is not only a Missouri girl, but a Glasgow girl.

Mayor Beach notified the lower house of the city council Monday night he had vetoed an ordinance granting permission to Paul Felix to build a wooden balcony in his motion picture theatre at Eighteenth street and Highland avenue.

The Kansas City Film Board of Trade re-occupied its old quarters this week, following an extensive renovating and remodeling. Miss M. M. McCullough, the organization's new secretary, took charge Monday, succeeding "Duke" Wellington, who has gone into business for himself.

C. E. Reynolds, Educational representative, reports a successful trip in Northern Missouri.

J. H. Hostettler and M. W. Heinke, of the Hostettler Amusement Interests, were visitors of the Film Colony this week.

Mrs. L. Stutzman, chief inspector at the Kansas City Educational exchange, has resigned. Her successor has not been named.

C. F. Senning, Educational manager, started Tuesday on an extended tour of the territory.

Eddie Green, for seven years connected with the old Goldwyn and of late the Metro-Goldwyn Exchange, has resigned to go into the advertising business.

E. A. Westcott, formerly a salesman for Universal, has severed his connection with that company in order to enter the advertising specialty business.

C. E. Gregory, Metro-Goldwyn manager, is out in the Kansas territory hustling up fall business.

L. J. Allison has been appointed office manager at the Kansas City Metro-Goldwyn office to succeed C. C. Parkhurst, who has gone with Vitagraph as a salesman. Miss Ter-a Barth has been promoted to Allison's former job in charge of the booking department.

Metro-Goldwyn has a new explainer "Buddy" Hootin, formerly of St. Louis, comes to the Kansas City office to assume control of all exploitation in this territory. Charles Simpson, former explainer, has been transferred to the Philadelphia territory.

He's a "last worker" is Henry Makor, who holds the middleweight crown for the Pacific Coast. Makor is showing the fans at the Liberty Theatre this week

just how much the movie star's daily dozen amounts to. A unique tie-up with the Universal picture, "The Fast Worker," starring Reginald Denny, the attraction at the Liberty this week. Makor has the distinction of administering the K. O. to Jimmy Hagen, Gordon McKay and Battling Ortega, on three successive nights. Makor is under the management of Johnny Flynn, who is well known in sporting circles.

Ben Blotcky, A. H. Cole and R. C. Liebman are representing the Kansas City territory at the convention of Paramount district managers in New York this week.

C. S. Elfeldt of Elfeldt Productions, of Hollywood, was on Movie Row this week in the interest of his product.

M. A. Levy, Fox manager, was out in the territory this week, making an extended drive for fall and winter contracts. Jack Langan, Standard manager, also was out to play a round with the exhibitors.

F. G. Weary of the Farris Theatre, Richmond, and Mr. and Mrs. Christian of Excelsior Springs were among the week's visitors along Movie Row.

Movie Row has its own "Doug," "Doug" was formerly Truly B. Wildman, Enterprise manager, who has negotiated a mistake that would make the musketeer's smile look like some of Lon Chaney's darkest moments.

Harry Roberts and K. H. Gaston of the Electric Theatre, Centralia, Kans., were on the Kansas City Film market this week buying fall product.

Mark Wilson, Peoples, Chantre; D. Filizola, Empress, Ft. Scott, and Fred Peess, Best, Parsons, were among the week's visitors.

George Naylor, formerly with the Metro-Goldwyn Minneapolis exchange, comes to the Kansas City office as salesman, succeeding Eddie Green, who has resigned.

Harry Hollander, Universal manager, has returned from a trip in the Kansas territory.

Goolem, Mo., Oct. 26.—(Special to Reel Journal)—Hollywood may have its charms, but it hasn't the "kind heart of Goolem." A beneficent barn dance was given in Hi Smith's new cow barn last week for Lon Chaney, Universal star, who recently fell and broke his back while attempting to climb the Notre Dame church in making a picture, so Goolem folks have recently been informed by a traveling salesman. Chaney was very popular here, and everyone is grieving his misfortune. The money was entrusted to a film salesman, who left town promptly. The entire town is agitated.

Everywhere the finest theatres are making this great line-up the backbone of their programs.

*The greatest line-up of independent product on the market.*

BARBARA FRIETCHIE

with  
Florence Vidor and  
Edmund Lowe

THE SIREN OF SEVILLE

with  
Priscilla Dean

ANOTHER MAN'S WIFE

with  
James Kirkwood  
and Lila Lee

THE WISE VIRGIN

with  
Patsy Ruth Miller  
and Matt Moore

GIRL ON THE STAIRS

with  
Patsy Ruth Miller  
and Matt Moore

RAMSHACKLE HOUSE

with  
Betty Compson

LEGEND OF HOLLYWOOD

with  
Percy Marmont

THE HOUSE OF YOUTH

with  
Jacqueline Logan

TROUPING WITH ELLEN

with  
Helene Chadwick

RECKLESS ROMANCE

Al Christie's Super  
Special

CHALK MARKS

Frank E. Woods  
Super Special

THE CHORUS LADY

with  
Margaret Livingston

A CAFE IN CAIRO

with  
Priscilla Dean

THE MIRAGE

with  
Florence Vidor

ON THE SHELF

Frank E. Woods  
Super Special

OFF THE HIGHWAY

with  
Jacqueline Logan

WELCOME STRANGER

with  
Dore Davidson  
Florence Vidor

YOU sign the contract for these 17 productions NOW

**Producers Distributing Corporation**

Formerly W. W. HODKINSON CORP.

KANSAS CITY—111 West 18th St. ST. LOUIS—3312 Lindell Blvd.  
L. W. ALEXANDER, Branch Mgr. C. D. HILL, Branch Manager

## ENTERPRISE TO DISTRIBUTE TWO GERSON PICTURES

Truly B. Wildman, manager of the Kansas City Enterprise Exchange, announces this week the distribution rights in this territory of his company for two special Gerson pictures, starring Ora Carew. The pictures are "Getting Her Man" and "Paying the Limit."

"Getting Her Man" was directed and written by Tom Gibson. The synopsis, Doris Stanton, American Secret Service Ace, sets forth to "get her man," he who strove to kill her brother, he who was one of the notorious criminals of the great expanse of the far Northwest. But, strange as it might happen to feminine conjecture, after braving the hardships of the North, it turns out that the man she goes to "get" develops as the man she loves. Jay Morley plays opposite the star in the leading masculine role.

Jay Morley also plays opposite Miss Carew in "Paying the Limit." The story is that of a beautiful girl, former criminal, who determines to go straight, becomes domestic in a rich man's house. There is a theft and she is accused. The man who loves and trusts her comes to her aid.

## NOTED PLAYERS FEATURE COMING F. B. O. PICTURES

Consistent with its new policy of production, now being enforced at its Hollywood studios, F. B. O. is investing all its casts with the names of players of established box office value.

"F. B. O.," commented J. J. Schnitzer, co-president of the company, "needs of exhibitors, both in large cities and small towns. Our first thought is how to build our attractions to enable townsmen to make a profit. We, therefore, are engaging only the best talent among stars and directors and intend to maintain this policy from now on."

A list of the stars who have appeared in recent F. B. O. releases and who will take part in attractions slated for future exhibition reads like a "Who's Who in Hollywood," as follows: Mrs. Wallace Reid, Percy Marmont, Anna Q. Nilsson, Wyndham Standing, Stuart Holmes, Lucile Ricksen, Arthur Rankin, Matt Moore, Patsy Ruth Miller, Vera Reynolds, Cullen Landis, Lillian Rich, Evelyn Brent, Fred Thomson, George O'Hara, Albert Vaughn, Bob Custer, Dick Talmadge, Rod LaRoque, Estelle Taylor, Johnnie Walker, Gertrude Olmstead, Tom Wilson, James Kirkwood, Bessie Love, Ralph Lewis, Tom Santschi and Gloria Grey.

## WESTERN VAUDEVILLE MANAGERS ASS'N

Offices

201 Mainstreet Theatre Building  
KANSAS CITY, MO.

Representative

JOLLY JONES, JR.

Phone Grand 1860

VOD-VIL FURNISHED FOR  
THEATRES.

No 11

Why everybody says  
**UNIVERSAL PICTURES**  
are the best buy in sight

CARL LAEMMLE  
Presents



"The  
Gaiety  
Girl"

Starring  
**MARY  
PHILBIN**

A KING BAGGOT Production

"So many good qualities it would take several columns to enumerate them all. A thing of photographic beauty. One of the most dramatic climaxes of the year. Tremendous suspense."

MOVING PICTURE NEWS.

"Pretty and appealing romance. A first rate production."

FILM DAILY.

"Filled with heart interest and sacrifice. Acting is flawless. An excellent attraction."

EXHIBITORS TRADE REVIEW

"An unusually picturesque production with beautiful backgrounds."

MOVING PICTURE WORLD

"Should go a long way toward increasing Mary Philbin's popularity."

WEEKLY FILM REVIEW

"Mary Philbin does some magnificent acting. You see this picture! Please!"

LIBERTY MAGAZINE

Nationally Advertised in The Saturday Evening Post.

**ONE OF UNIVERSAL'S FIRST BIG 12 JEWELS FOR 1924-25**  
**UNIVERSAL FILM EXCHANGES, Inc.**

KANSAS CITY, MO.  
Harry Hollander, Manager  
1710 Wyandotte Street

ST. LOUIS, MO.  
E. L. Alpersen, Manager  
3320 Olive Street

**INTERNATIONAL SCORES BEAT  
WITH ZEPPELIN PICTURES**

New York, Oct. 22.—One of the most remarkable beats in the history of the newspaper business was scored by the International Newsreel Corporation in obtaining first and exclusive still and motion pictures made on board the giant Zeppelin ZR-3 while on the way from Germany to the United States.

The still photographs were dropped while the monster dirigible was flying over New York. They were picked up and rushed to the International Newsreel Corporation offices, whence they were distributed hours ahead of any other pictures of the airship, to all of the Hearst newspapers throughout the country.

In addition to scoring a scoop on the newspaper photographs, the International Newsreel, which issues the motion picture news reel, International News, released the only moving pictures made on board the dirigible on the trip across the Atlantic. These films were made by a member of the crew, who substituted for Captain Ariel Varges, International Staff Cameraman aboard and noted war correspondent, who had arranged to take passage on the ship but was barred at the last minute because of the ship's inability to carry any more weight.

**"COVERED WAGON" PLAYS  
TO 1368 IN TOWN OF 303**

The Paramount office is becoming more reports of record-breaking runs, exceeding even the greatest expectation since the release of "The Covered Wagon." Two of the latest reports show a phenomenal business at Atlanta, Kan., where at the Strand Theatre "The Covered Wagon" played to 1368 paid admissions in three days—and Atlanta has only a population of 300; and at Hutchinson, Kan., at the Royal Theatre with a seating capacity of 400, it played to 9265 paid admissions. Hutchinson's population is 16,000.

Ben Blotcky, local branch manager for Paramount, is greatly elated with these showings and states that these are not exceptions, but that "The Covered Wagon" has not failed at a single showing to do a record business.

**EDUCATIONAL CLAIMS SCOOP**

The Kansas City Educational Exchange is claiming a scoop on the showing of pictures of the recent ZR 3 Zeppelin flight from Germany to this country. Complete pictures of the flight and arrival in New York were shown at the Newman Theatre, Kansas City, and at the Miller Theatre, Wichita, last Sunday.

**AGNES AYRES THE STAR  
IN NEW P. D. C. SERIES**

New York, Oct. 22.—Agnes Ayres, one of the most popular of Hollywood Players, is back in the limelight, having signed to a new contract with the Famous Players-Lasker Corporation, which she will play in the new P. D. C. series.

Her new one of the largest contracts thus far consummated by the northern studios.

The production to be made by the Mrs. Ayres at the time are to be on a much more pretentious scale than the ones that have been filmed to date in San Mateo, and will require a much greater outlay of money. Fortunately, the picture will approach the super-production class and the supporting players will be of relative value to the star. Story lines are now being worked out, and by the time the most important roles are available.

One never can tell what the picture market will do in the future, but the industry is not doing too badly at the moment. The "hard hitting" picture, which he has been working on for some time, will be out in the near future, and it is expected to prove that it will sell well.

STANDARD FILMS  
Presents

**BUFFALO BILL JR  
IN**



**"RARIN' TO GO"**

**A New  
Stunt Western**

Your patrons will be "rarin'" to see another one just like it when they see Buffalo Bill, Jr., in "Rarin' to Go."

**Ready for Release Oct. 30**

**Coming--7 More**  
"FAST AND FEARLESS"  
"HARD HITTIN' HAMILTON"  
AND OTHERS

Buffalo Bill, Jr. is a late entrant to the movie game. As a stunt man you can depend upon plenty of fast-moving thrills in every one of his new Western pictures.

**BOOK THEM NOW!**

**Standard Films**

111 W. 18th St. Kansas City, Mo.

## Announcing

A SERIES OF SIX

Two-Reel Knockouts

BENNIE  
LEONARD

—IN—

"FLYING  
FISTS"

written by

SAM HELLMAN

=

Romance  
Pathos  
Thrills  
and  
Laughter

=

The glamour of the prize ring,  
and the clever acting of the  
most popular and ablest cham-  
pion lightweight of the world.YOU CAN'T LOSE  
WITH LEONARD!INDEPENDENT  
FILM COMPANYJOE SILVERMAN, Mgr.  
115 WEST 17TH STREET  
KANSAS CITY, MO.**"HIGH GEAR" NEXT VERNON  
COMEDY FOR EDUCATIONAL**

Bobby Vernon comedies are going in for speed and thrills, with Bobby doing an automobile racing comedy called "High Gear" which combines breakneck smashers with wild aeroplane stunts and gags.

"Bright Lights," Vernon's first comedy of a series of six to be released through Educational Film Exchanges, Inc., has just been released. It was the first of the new comedies of Educational's 1924-25 series to be presented at Saxe's Wisconsin Theatre, Milwaukee, and Manager Edward Weisfeld has just written, "Bright Lights" is one of the best comedies that we have ever shown."

Playing at the Capitol Theatre, St. Paul, Manager Chas. C. Perry wrote of "Bright Lights," "The comedy is a knock-out."

Vernon's second comedy, "High Gear," is now being cut and edited and will be released by Educational in November. It was directed by Archie Mayo. In the comedy is a new leading lady, Marion Harlan, and other big parts are played by Bill Irving and Lincoln Plumer. Racing cars and planes are used in profusion and the comedy is said to hit a fast pace for speed and thrills.

**F. N. CLOSES 86 PERCENT  
KEY CITIES ON SPECIALS**

New York, Oct. 25.—Out of eighty key points, the special sales staff assigned to A. W. Smith, Jr., by E. A. Eschmann to market "The Sea Hawk," "Secrets" and "Abraham Lincoln" (and the two Specials following), "The Sea Hawk" has been closed in seventy-three cities, "Secrets" in seventy-three, and "Abraham Lincoln" in sixty-one, making an efficiency record on the part of Specials staff of salesmen of 86 per cent.

Collections on the new business being booked this month on the specials is helping to swell the gross receipts for Eschmann Month. "The Sea Hawk" has now played forty of the eighty key city points while most of the remaining play dates are set for October and the balance for November.

Practically every key city point will have played "Secrets" by the end of October. It has now been shown in fifty of the eighty cities.

**FRECKLES, WHY CERTAINLY?**

When are freckles an asset? Occasionally—only very occasionally in motion pictures.

Joan Standing, appearing with Mrs. Wallace Reid in "Broken Laws," in the role of a servant, has the largest, highest salaried collection of freckles on the silver screen.

Wesley Barry became a star on the strength of his freckles. Little Mickey of "Our Gang" comedies, draws a fat weekly envelope for his, but Joan Standing is the only "female of the species" who cashes in on what most women consider a disfigurement and spend large sums of money to get rid of.

"America," the late special from United Artists, opens at the Kansas City Royal the week of October 26.

**PATHE TO DISTRIBUTE  
SPECIAL ART POSTERS**

In keeping with their plan to promote and enlarge upon the distribution of Pathe Review, Pathe officials announce this week that they will release special art posters with each release starting with Path Review No. 40.

Some time ago the Pathe organization started a new era in the way of screen magazines by installing a chapter system of running more interesting subjects in feature length. The plan is to run an installment of the featured subject in each release, thereby covering thoroughly such lengthily interesting subjects as "The White Indian" expedition, "Fashions," "Keeping Fit" and many others.

According to the new plan, a pictorial lithograph in colors will be issued for each separate release.

**"GOLLOPING HOOPS," TITLE  
OF NEW PATHE SERIAL**

Pathe announces the completed cast this week on the Malcolm Strauss race-track serial, starring Allene Ray and Johnnie Walker, entitled "Galloping Hoofs."

The story is being filmed in the East under the direction of George B. Seitz from an adaptation made by Frank Leon Smith. The two featured players in the cast have been working for some weeks, having been brought on from the Coast.

The supporting cast as announced consists of J. Barney Sherry, who will be remembered especially for his work in "The White Sister," Armand Cortes, William Nally, Walter Lewis, George Nadelli, Albert Rocaroli and Ernest Hilliard.

The production when finished will be in ten chapters and is scheduled to follow the present-running Patheserial, "Ten Scars Make A Man."

This is the first picture that Johnnie Walker has ever appeared in for Pathe.

**EVEN 20TH CENTURY TRAIN  
HALTS FOR PUBLICITY SHARKS**

One of the biggest publicity stunts ever attempted in the motion picture industry was effected Friday when Jacqueline Logan gave a farewell luncheon aboard the Twentieth Century Limited at the Grand Central Station. The tie-up with the New York Central System was made by the New York staff of the Thomas H. Ince organization, who were aided in the handling of the publicity by Pitt P. Hand, director of publicity for the New York Central lines.

To provide the setting for Miss Logan's party the Twentieth Century was brought into its station berth ahead of scheduled time for the first time in its entire history.

A reception was first held on the brass-railed rear platform of the observation car where Miss Logan met her guests, after which the entire company proceeded into the dining car that was fully manned and stocked to fulfill a special menu. As an added thrill the guests were given a short ride on the train in the yards.

F. T. Dudgeon, Elite, Orrick, Mo., was a Film Colony visitor the past week.

# :: Kansas City Trade Directory ::

Here is a List of Leading Film Exchanges and Dealers of This Territory.  
Deal With These Recognized and Established Firms.

## EXCHANGES

### NATIONAL DISTRIBUTORS

ASSOCIATED EXHIBITORS, Inc.  
111 West 17th St.  
Dan Martin, Manager  
J. Schorgl, Booker  
Telephone—Harrison 8645

METRO-GOLDWYN PICTURES CORP.  
1706-08 Wyandotte St.  
C. E. Gregory, Mgr.  
L. J. ALLISON, Booker  
Telephone—Harrison 7030

ASSOCIATED FIRST NATIONAL PICTURES, Inc.  
1712 14 Wyandotte St.  
E. C. Rhoden, Manager  
T. O. Byerle, Asst. Mgr.  
Ralph J. Helt, Booker  
Telephone—Harrison 8623

MIDWEST EDUCATIONAL FILM EXCHANGE, Inc.  
130 West 18th St.  
C. F. Scumling, Manager  
R. C. Borg, Asst. Mgr.  
and Booker  
Telephone—Grand 2880

A. H. BLANK FILM ENTERPRISES  
130 West 18th St.  
M. E. Williams, Manager  
R. H. Jones, Booker  
Telephone—Grand 5151

PATHE EXCHANGE, Inc.  
111 West 17th St.  
C. C. Vaughan, Manager  
J. SCHORGL, Booker  
Telephone—Harrison 8645

FILM BOOKING OFFICES OF AMERICA, Inc.  
Snover Bldg., 18th & Balt.  
Roy E. Churchill, Mgr.  
J. A. Masters, Office Mgr.  
Charles Oliver, Booker  
Telephone—Harrison 3257

SELZNICK DISTRIBUTING CORPORATION  
1820 Wyandotte St.  
W. C. Haynes, Manager  
"GIB" JONES, Booker  
Telephone—Harrison 9180

PRODUCERS DISTRIBUTING CORP.  
111 West 18th St.  
L. W. Alexander, Mgr.  
A. W. Day, Booker  
Telephone—Harrison 0919

UNITED ARTISTS CORPORATION  
7th Floor Davidson Bldg.  
G. F. Navarre, Mgr.  
L. J. Doty, Asst. Mgr.  
Clair Woods, Booker  
Telephone—Grand 1822

UNIVERSAL FILM EXCHANGE  
1710 Wyandotte St.  
Harry B. Kander, Mgr.  
L. E. Harned, Booker  
Telephone—Harrison 5624

VITAGRAPH, Inc.  
3rd Floor Davidson Bldg.  
C. A. Schultz, Manager  
C. W. Allen, Asst. Mgr.  
L. F. Durland, Booker  
Telephone—Harrison 8304

### STATE RIGHTS

CRESCENT DIST. CO.  
115 West 17th St.  
R. L. King, Manager  
Telephone—Harrison 4601

ECONOMY FILM SERVICE  
The Mail Order Exchange  
No Contracts  
113 West 18th St.  
Bernard C. Cook, Manager  
Telephone—Harrison 8351

FILM CLASSICS, Inc.  
115 West 17th St.  
Al Kahn, Manager  
I. GERDTS, Booker  
Telephone—Harrison 4601

STANDARD FILMS  
111 West 18th St.  
F. J. Warren, Gen'l Mgr.  
Jack Laneau, Mgr. and Booker  
Telephone—Grand 1318

PEERLESS FILM SERVICE  
113 West 18th St.  
Bernard C. Cook, Mgr.  
Fred Thompson, Booker  
Telephone—Harrison 8351

### EQUIPMENT

COLE THEATRE SUPPLY CO.  
Powers Machines  
109 West 18th St.  
T. F. Cole, Manager  
Telephone—Harrison 2231

CHAS. M. STEBBINS PICTURE SUPPLY CO.  
Motiograph DeLuxe Machines  
1818-22 Wyandotte St.  
C. M. Badger, Manager  
Telephone—Grand 0134

YALE THEATRE SUPPLY CO.  
Simplex Machines  
108 West 18th St.  
C. D. Struble, Manager  
Telephone—Grand 2923

K. C. SCENIC CO.  
Drops and Curtains of all Kinds  
24th & Harrison Sts.  
Telephone—Harrison 2735

EXHIBITORS FILM DELIVERY AND SERVICE CO.  
111 West 18th St.  
F. F. Jameson, Mgr.  
Telephone—Grand 2095

This directory will be published in the first issue of each month.

Changes of copy must be in our office one week in advance of publication date.



# What Critics Say

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## THE PRICE OF A PARTY

Associated Exhibitors—Hope Hampton and Harrison Ford.

TRADE REVIEW—With five well-known players heading its cast, breezy action, a liberal mixture of melodrama and romance backed up by unlimited jazz and a profusion of handsome, luxurious settings, "The Price of a Party" offers entertainment of a kind warranted to please a goodly percentage of movie fans. It will appeal particularly to feminine patrons and should prove a fine box office magnet for any theatre.

NEWS—You should be able to arouse some interest in this one with its five stars, its jazz stuff and its veritable fashion promenade in the gowns of Miss Hampton. The picture has a number of elaborate interiors as well as a number of eye-pleasing shots. The photography is crystal clear and the lighting effects unusual.

WORLD—"The Price of a Party," a Howard Esterbrook production which Associated Exhibitors is distributing is a picture with a good cast and box office title which should provide pleasing entertainment for the majority of patrons and prove a good box office attraction for the general run of theatres. The story is up-to-date, opening with a number of short scenes showing how people in all walks of life go to parties. The plot has been smoothly developed and holds the interest.

FILM DAILY—As a whole, good amount of audience appeal and sort of atmosphere that appeals to the majority. Not a pretentious number, but should make a first rate box office bet.

## THE BANDOLERO

Metro-Goldwyn-Special Cast.

WORLD—"The Bandolero" a Tom Terriss production based on a novel by Paul Gwynne, Metro-Goldwyn is offering a picture that is colorful, romantic and picturesque, with good dramatic situations. The story moves along with exceptional smoothness and at a pleasing tempo. A striking feature of this production is the way in which story, backgrounds and players so harmoniously blend into the whole. We thoroughly enjoyed "The Bandolero," and we believe your patrons will also.

HERALD—Type: Spanish romantic adventure story. Highlights: Geographic scenery, scenes at the bullfight, vivid representation of life in the Spanish mountains; fight in the cave; accuracy of settings, costumes and deportment of characters; skillful direction; acting of Cordoba, Renee Moore, Seyffertitz and Granado.

TRADE REVIEW—Here is a picture which should bring them in from sheer amount of colorful, romantic Spanish drama, accentuated with good acting and excellent photography. Unusual scenic and lighting effects.

## THE SILENT WATCHER

First National—Glen Hunter, Bessie Love

FILM DAILY—As a whole, mighty well made picture, an unusually absorbing and original story and splendidly acted. Will be the better for some cutting. It should satisfy those who clamor for something out of the ordinary. A good story, good acting, good production, all in one.

WORLD—With a production that from every standpoint is just about as different from "The Sea Hawk," as it is possible to be, Frank Lloyd's newest production, "The Silent Watcher" is a picture every bit as fine. In place of a romantic and spectacular story of adventure, he has in this an intimate drama of the lives of young married couple, with almost the entire action taking place in the office and home. "The Silent Watcher" in our opinion is a real picture from every standpoint and should appeal to every type of audience.

NEWS—Here is a flesh and blood picture, one vivid with life. It is the sort of picture which makes constant demand upon the heart strings. Any spectator given a reasonable amount of these and "The Silent Watcher" will do the rest. Suitable for the finest houses. Will be understood everywhere.

## THE TENTH WOMAN

Warner Bros.—John Roche and June Marlowe.

FILM DAILY—As a whole, not a great deal of strength in the story, but it contains some fairly good "dope" on the marriage question, and will likely suffice to interest them. Stands an even chance of satisfying the general trend of audiences. From a story by Harriett Comstock.

HERALD—Type: A modern romance of a woman who is different. Highlights: Willa's attempt to commit suicide; Barry's flirtation with Rose; domestic angles.

## NEWS NUGGETS

Mary Phillon and Norman Kerry, who played together in "Merry Go Round," one of last year's greatest successes, and Lon Chaney, of "The Hunchback of Notre Dame," are to be associated in coming Universal pictures.

Following the selection of Syd Chaplin to play the stellar role of "Babs" in the film production of "Charley's Aunt" will be started this week.

"Let 'er Buck!" coming from the lips of fifty workers this week marked the completion at Universal City of Hoot Gibson's latest picture, "Let 'er Buck!"

"The No-Gun Man," the second of the Harry Garson productions, starring "Lefty" Flynn, went into production at the F. B. O. studios this week.

Allan Dwan has signed James Rennie for one of the featured roles in his latest Paramount picture, "Argentine Love." Bebe Daniels and Ricardo Cortez head the cast.

Doris Kenyon has completed her part in "If I Marry Again," her first starring picture for First National, and immediately started preparing for the featured role in George Fitzmaurice's "A Thief in Paradise," which has now gone into production.

First National Pictures has acquired from Arthur Richman, the author, and Robert Milton, the producer, the film rights to Mr. Richman's new and successful play, "The Far Cry."

Pathe News scored another record for

fast work October 15, when its views of the arrival of the Z-R 3, America's new Zeppelin, over New York City, filmed that morning both from the air and from vantage points on the roofs of skyscrapers, reached the various Broadway theatres in time for their opening shows.

A strong cast has been selected for Zane Grey's "The Code of the West," which William K. Howard is directing for Paramount. The cast includes Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

Art Schmidt, west coast district manager of Film Booking Offices, is making a survey of conditions throughout his territory, reporting conditions to be generally good and especially auspicious for aggressive showmen who will put forth every effort to adequately exploit their attractions.

George Fitzmaurice, who is associated with Samuel Goldwyn in production of First National pictures, has recovered from his recent illness and this week will commence filming of his next picture, "A Thief in Paradise," adapted for the screen by Frances Marion from Leonard Merrick's novel, "The Worldings." Ronald Colman will head an all-star cast.

October 8th saw the start of production work on "The Pearls of The Madonna" at the Vitagraph studios in Hollywood. J. Stuart Blackton is directing.

George Hackathorne will portray the role of the son in Norma Talmadge's forthcoming First National picture, "The Lady."





# EXPLOITATION IDEAS AND HINTS

Edited by "BOB" GARY, Universal Exploiteer

### GETS KANSAS CITIANS ALL "HET" UP

#### Newspaper Extra and Teaser Dodger Puts Over "K—The Unknown."

Last week I assisted Jack Roth, manager of the Liberty Theatre in putting over "K—The Unknown." "Jack" familiarly known to his friends in Kansas City is one of the most popular and best liked managers in the territory. "A shrewd and clever fellow" is what every body says of him. Perhaps it is because of his shrewdness and cleverness he permitted Lee Babsly and me to shoot the following campaign.

Here's an exploitation stunt guaranteed to create a lot of interest and automatically bring them to your box office. This is a four-page newspaper destined to create the curiosity of the people to the extent of going to the Liberty Theatre to find out what it's all about. The following is a miniature reproduction of one of the ten thousand Liberty News which set all Kansas City agog last Saturday.

One week preceding the distribution of The Liberty News, ten thousand throwaway dodgers were distributed throughout the business section of the city. This stunt certainly created a lot of interest, as many persons thought

Kansas City was to blaze forth with a K-K-K propaganda sheet. The text of the dodger was as follows:

### WARNING! DOES KANSAS CITY WANT A SCANDAL MONGING YELLOW SHEET?

It has been announced that a new newspaper will be on the streets of this city Saturday. The advertising for this paper states that "we tell the truth—regardless of who it hurts." This in itself explains the type of paper that is proposed for Kansas City. It will go prying into your homes, your private affairs.

Is there room for such a sheet in this city? I say again—

### Is There Room for a Yellow Sheet in This City?

#### DECIDEDLY NOT!

Perpetuous and sinister interests are trying to undermine the very foundations of political life in America. This may be only a propaganda sheet for such an organization. Have you thought of that?

YELLOW NEWSPAPERS SEEK TO INFLUENCE LEGISLATION, WRECK THE POLITICAL CAREERS OF GOOD MEN, SLANDER THE REPUTATION OF GOOD WOMEN AND SWEET GIRLS.

### ON GUARD! KANSAS CITY! ON GUARD! K—THE UNKNOWN

In addition to the above campaign we tied in with the Kansas City Annual Clinical Conference which was in session during the showing of the picture.

A girl dressed as a nurse attended the Clinical Convention and distributed 2,500 invitations to the physicians and surgeons to attend the showing of "K—The Unknown." With the invitation was a complimentary ticket, which was good for one free admission when accompanied by one paid admission. Twenty-five hundred physicians and surgeons attended the convention, and fifty per cent of them attended the Liberty Theatre with their families, which meant additional revenue for the theatre.

Here's an example of a stunt that can completely upset your town. The printer kept the forms. If you like this stunt, write me and I will be pleased to arrange with the Keystone Press to furnish you rock bottom prices for the newspaper extra and throwaway dodger.

### THOMAS GAVIN, PARAMOUNT EXPLOITEER


If the editor were to write all the good things he has heard about Thomas Gavin, most of the space in this issue would be devoted to a personal biography of Mr. Gavin, which would read something like the history of Abraham Lincoln. Space does not permit the citation of any of his feats, besides it would require a judge of more than average ability to select a typical specimen—they're all worthy of mention. However, permit us, Mr. Gavin, to extend to you a warm welcome to Kansas City.

## THE LIBERTY NEWS

STARTS THIS MORNING AT 10:00  
CLOSING ON OCTOBER 11, 1924

# WANTED FOR MURDER

Just How Far, to Protect himself Will a Great Surgeon Conceal the Fact He Possesses the Skill to Save a Human Life?



**LIBERTY**  
STARTING  
Sun., Oct. 12  
The Picture Play Unique

**INBART NOVEL "K" FILMED**  
John Vell and Percy Marmont  
Cost Directed by Harry Pollard

ESPECIALLY IF HE KNOWS THAT HIS IDENTITY WILL BE DISCLOSED AND WILL BE ARRESTED FOR MURDER!

**DOCTORS SAY THEY'LL RISK LIVES TO AID!**

By the way, this is a true story. It is a story of a man who was accused of murdering a woman. He was a doctor and he was in a position to save her life. He refused to do so and she died. He was arrested and charged with murder. He was found guilty and sentenced to the gallows. He was executed. This is a true story and it is a story that is being told in the picture 'K'.



To give "K—The Unknown" atmosphere, ushers at the Liberty were dressed in costumes of nurses.

☞ We will furnish "K—THE UNKNOWN" 4-page newspapers with your heading and dates at \$8.50 per 1000 for first 1000 and \$6.50 for additional 1000. Order direct from THE KEYSTONE PRESS, 19th and Wyandotte Sts., Kansas City, Mo. Phone, Delaware 9763



# BOX-OFFICE REPORTS

**F. B. O.**

**After the Ball, Miriam Cooper and Gaston Glass**—Here is a picture with a strong appeal to all classes. Acting and direction very good. Played 2 days to fair business.—T. H. Lauck, Opera House, Mound City, Kans.

**Westbound Limited, All Star**—About as near 100 per cent as they are made. If you haven't played it, book it, and get out and put it over. Played to fine business 2 days. Second day better than the first.—T. H. Lauck, Opera House, Mound City, Kans.

**Thelma, Jane Novak**—Very good entertaining picture—Community House, Potwin, Kans.

**Human Wreckage, Mrs. Wallace Reid**—An exceptional real heart interest picture with a real story—Community House, Potwin, Kans.

**Third Alarm, Ralph Lewis**—A picture which had 100 per cent entertainment value and a real good story with lots of thrills—Community House, Potwin, Kans.

**Flying Dutchman, All Star**—Good entertainment which pleased—Community House, Potwin, Kans.

**"Only a Shop Girl," Estelle Taylor**—A good picture but did not please.—H. L. Karr, Gem, Monett, Mo.

**Temptation, Bryant Washburn and Jane Novak**—A box office title and the picture as good as its title.—H. L. Karr, Gem, Monett, Mo.

**Foots in the Dark, Matt Moore and Patsy Ruth Miller**—Don't fail to book this. S. R. O. at three shows on Friday, and four on Saturday. A clean-up. Film new.—H. L. Karr, Gem, Monett, Mo.

## FIRST NATIONAL

**Sunshine Trail, Douglas MacLean**—Audience well pleased. Print good.—Electric Theatre, Goff, Kans.

**The Huntress, Colleen Moore**—A dandy picture. People well pleased. Print in first class condition.—C. J. Caldwell, Star, Sweet Springs, Mo.

**Go and Get It, Wesley Barry, Pat O'Malley**—A very clean yet very interesting picture in spite of it that it is imaginary. Can be fully recommended, also for Catholic Halls. Print good.—Rev. Fr. Placid, Parish Hall, Conception, Mo.

**The Galloping Fish, Syd Chaplin and Louise Fazenda**—A good comedy, however, not equal to the Hottentot. Print and advertising good.—Raymond Gear, Mayflower Theatre, Florence, Kans.

**East Is West, Constance Talmadge**—One of the best pictures I ever saw. The print and accessories good.—J. C. McCoy, Dighton, Dighton, Kans.

**The Girl of the Golden West, J. Warren Kerrigan**—Pleased about 90 per cent. Print and accessories good.—Star Theatre, Cole Camp, Mo.

**The Bond Boy, Richard Barthelmess**—Very fine and pleased. Print fine. Accessories good.—J. M. Bailey, Bailey Theatre, Waverly, Kans.

**One Clear Call, Henry B. Walthall**—The plot good. Acting excellent. Print first class. Accessories good.—C. R. Marshall, Palace Theatre, Golden City, Mo.

**Sears of Jealousy—Thos. H. Ince** Production—Very good picture. Print and accessories good.—B. M. Palmer, White-way, Jewell, Kans.

**When a Man's a Man, John Bowers**—Fine picture well patronized and nearly broke the house record. Print fine. Accessories O. K.—R. R. Winship, Majestic Theatre, Phillipsburg, Kans.

**When a Man's a Man, John Bowers**—Picture well produced and pleased highly. Print and advertising good.—L. A. Chamberlain, DeGraw Theatre, Brookfield, Mo.

**The Marriage Cheat, Percy Marmont**—Very good picture. Pleased fairly well, but failed to draw business as it should. Print and accessories good.—Grand Theatre, Moberly, Mo.

**East Is West, Constance Talmadge**—Good; pleased well. Business fair. Print and accessories good.—F. O. Litsh, Royal, Hopkins, Mo.

## METRO-GOLDWYN

**Six Days, Corinne Griffith**—A real picture. Holds interest from start to finish. A safe bet.—C. E. Graff, Hollywood, Havensville, Kans.

## PATHE

**Range Rider Series, Leo Maloney**—Among the best two reel westerns ever made. So good, we are using them a second time. Always good service from Pathe.—J. E. Runyon, Iris, Hutchinson, Kans.

## PROGRESS

(St. Louis)

**A Rodeo Mix-up, Edmund Cobb**—I saw in the last issue of your Journal where Tom Leonard, manager of the Progress Pictures Corporation, St. Louis, has released another bunch of western pictures.

I have played one of Tom's westerns each week for the last six months and am well pleased with them. On Tuesday, Oct. 14, I ran Edmund Cobb in "A Rodeo Mix-up" and it pleased 100 per cent. It is a western that would be hard to beat by any western player. And Tom has many of them that I would be glad to

## Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL,

19th & Wyandette, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....

Star .....

Remarks .....

Title .....

Star .....

Remarks .....

City .....

Theatre .....

Exhibitor .....

If Every Exhibitor Does His  
Duty There Will be No Mediocre  
Pictures

recommend to any exhibitor.—T. L. Now, Star Theatre, Coello, Ill.

## STANDARD

**Rough Rider, Buddy Roosevelt**—Good peppy action picture, something different from the general run of westerns. Roosevelt is a real star. Conceded a first rate film of its kind—George Christman, 12th Street Theatre, Kansas City, Mo.

## VITAGRAPH

**Little Wildcat**—A very good picture. Condition of film good.—Amusu Theatre, Archie, Mo.

**Little Wildcat, Alice Calhoun**—A splendid picture, such a good moral and played so well. Pleased 100 per cent.—W. H. Wilson, Sublette, Kans., H. S.

**Code of the Wilderness, Special Cast**—A very good show. One that pleased every patron that saw it and will please any kind of house.—P. A. Simmons, Esbon, Kans.

**Ninety and Nine, Colleen Moore**—A show that ought to take in any community and please the most exacting crowd.—P. A. Simmons, Standard, Esbon, Kans.

## WARNER BROS.

**How to Educate a Wife, Monte Blue, Marie Prevost**—Had big business with this against "Dorothy Vernon of Haddon Hall" at the Strand. Any picture by Elinor Glyn goes big now. And then, there are some real stars in this production. It's a box office picture.—Sam Minnick, Electric, Chillicothe, and Cater, Marcelline, Mo.

**Little Johnny Jones, Johnny Hines and Molly Malone**—Played 2 days to good business and the picture was well taken. A splendid race horse story and good stars. Hines liked by many as well as Lloyd. Warner Bros. pictures all good so far.—T. H. Lauck, Opera House, Mound City, Kans.

**Beautiful and Damned, Marie Prevost and Kenneth Harlan**—A strong story drama which should go over fine in large cities. Hardly the type of picture for small town. Played two days, but did not draw on second day.—T. H. Lauck, Opera House, Mound City, Kans.

**How to Educate a Wife, All Star**—Played this two days to good business immediately following its run at the Newman. A very good light comedy drama, a bit spicy, but clean. Film in good shape.—T. H. Lauck, Opera House, Mound City, Kans.



## LOEW PLANS DOWNTOWN VAUDEVILLE HOUSE IN ST. L.

### Shuberts Also Consider Site In Business District.

Marcus Loew plans to erect a big vaudeville house in down-town St. Louis. He so announced on a brief visit to St. Louis on Sunday, October 12. He dropped off here en route to Los Angeles and conferred with Louis Sidner, district manager of his theatrical interests, Charley Werner, district manager for Metro-Goldwyn Distributing Corporation, and Livingston Lanning, resident manager of the new Loew State Theatre, Eighth street and Washington avenue.

Loew stated that the success of the Loew State which opened on August 21 has been so phenomenal he has decided to erect another house down town to play Loew vaudeville. The location of the house has not been revealed.

The Shubert interests here also decided to build down-town instead of in the Grand Boulevard district. Three sites are under consideration, the most prominent being the southwest corner of Twelfth boulevard and Olive street, just one block south of the present Shubert-Jefferson Theatre. An 800-room hotel is

planned in conjunction with the new house.

Another prominent local exhibition organization is reported to have taken an option on a prominent down-town corner as the location of a big theatre and office structure.

Plans have also been prepared for a 1200-seat house in the vicinity of Union boulevard and St. Louis avenue. This is a growing neighborhood and at present has no convenient motion picture house.

## PATHE MOVES TO NEW QUARTERS AT 3316 OLIVE

Harry Graham, local branch manager for Pathe Exchange, Inc., extends a cordial invitation to all exhibitors to visit the new Pathe offices at 3316-18 Olive street, second floor.

These offices were just recently constructed and are said to be the finest appointed and equipped exchange offices in this part of the country. Mr. Graham has done every thing in his power to make for the greatest efficiency and best service and is rightfully proud of Pathe's new St. Louis home.

"Drop in," says Harry in his usual cheerful manner, "and make our office your headquarters."

## PATSY RUTH MILLER BACK TO SEE ST. LOUIS "HOME FOLK"

Patsy Ruth Miller, well known motion picture actorette returned to St. Louis, her native home, for a visit with relatives the past week. While here she was interviewed by all the local newspapers on the doings of Hollywood, etc. and got some nice front page publicity. Her father formerly was in business in St. Louis.

## ST. LOUIS THEATRE AIDS BABIES' CHARITY DRIVE

The series of popular symphony orchestra concerts being given by the management of the Missouri Theatre, Grand Boulevard at Lucas Avenue for the benefit of the Babies Free Ice and Milk Fund conducted by the St. Louis Post-Dispatch has proven successful. The first two performances netted \$700 for the fund. The third was given on Sunday, October 19. Joseph Littau and his Missouri Symphony Orchestra presented the bills.

Marjorie Daw is back in New York, having cut short her sojourn in Europe in order to play the leading woman role in two Vitagraph pictures, "Greater Than Marriage" and "Fear Bound."

You are Cordially Invited

TO VISIT

Our New Exchange

—AT—

3316-18 Olive Street, Second Floor

We believe this to be the finest equipped exchange in the Middle West. Be sure to come in and see us at your earliest convenience.

*Yours for a Better and Bigger Pathe Year*

**PATHE EXCHANGE, Inc.**

HARRY GRAHAM, Branch Manager

3316-18 OLIVE STREET

ST. LOUIS, MO.

**NEW STATE HEAD IN RAPID RISE**

Livingston Lanning, the new resident manager for Marcus Loew's State Theatre, Eighth street and Washington avenue, St. Louis, has had a rapid rise to the heights, but nevertheless is regarded as among the best show men in this section of America.

For three and a half years he was house manager for the Missouri Theatre, Grand Boulevard and Lucas avenue, the big Paramount first-run house in St. Louis, and also worked at such houses as the Metropolitan, Grauman's Los Angeles, the Mill Theatre, Dallas, Tex., and William Goldman's Kings Theatre, Kings highway near Delmar Boulevard, St. Louis. He was house manager for the Kings.

**TOM MCKEAN CONVALESCING**

Tom McKean, manager of the local F. B. O. who was injured seriously in an automobile accident near Duquoin, Ill., on October 9th, expects to return to his home in Granite City, Ill., the coming week. He has been confined to a hospital in Duquoin, Ill., with a fractured knee cap and other injuries, but insisted on landing a number of fat contracts for the big F. B. O. drive while propped up in his bed. The mishap occurred when James Senn, a business man of Duquoin, Ill., with whom McKean was riding was blinded by the glaring headlights of a passing machine and lost control of his own car. The machine, a Hudson sedan, went into the ditch along side the road and turned over three times. Senn escaped with minor bruises.

**BRIGHT BITS & NEWSY NOTES**

The appointment of John Christophel as Director of Public Safety for St. Louis is approved by the local film colony. For several years Christophel was secretary to Director of Public Safety James N. McKelvey and came in close personal contact with the motion picture exhibitors of St. Louis. They found that he was courteous and considerate at all times, and feel that Mayor Kiel made a happy selection for McKelvey's successor. The former director has been made president of the Clayton Quarry Company, retiring October 15.

An epidemic of scarlet fever is prevalent in Barry, Ill., and the Star Theatre there has closed temporarily.

Edward M. Duffey has taken over the Opera House, Edinburg, Ill.

Rainbolt and Baulding recently purchased houses in Winona, Caboll and Mountain View, Mo., and have assumed the management of them.

Exhibitors from the territory seen along Film Row during the week included: Jim Reilly, Alton, Ill.; Leber & Hirth, Royal Theatre, Pacific, Mo.; Green Luttrell, Jacksonville, Ill.; Bob Chester, Johnston City, Ill.; J. Bollinger, Elvins, Mo.; Charley Horsfield, Union, Mo.; C. E. Brady, Cape Girardeau, Mo.; and Billy Shuckert, Opera House, Chester, Ill.

The Sturgeon, Mo., Opera House has been closed.

The Community Fund, an organization composed of some fifty organizations in St. Louis, have had a special motion picture made entitled "Out of the Shadows" to induce the charitably inclined of the city to contribute to the fund. The picture purports to show what the organizations do for the uplift of the poorer classes of the city.

Gerald Akers has been relieved as district manager for Universal Pictures Corporation, being succeeded by Ned Marin, who will make his headquarters in New York. Akers has not announced his future plans. However, he has always been very close to Al Litchman and it is believed will line-up with Litchman in any new enterprise he may venture upon.

C. D. Hill, local manager for the Producers Distributing Corporation was attacked with ptomaine poisoning in Cairo, Ill., the past week, and was confined to his room for two days. He believed that some shrimp salad he ate in a Harrisburg, Ill., hotel caused the trouble. The illness came at a most inopportune time as the local office is working night and day to maintain its place at the head of the \$4000 Handicap Contest in which the various exchanges are participating.

**CONSISTENCY**

"Constant dripping of water will wear away the hardest stone."

Constant showing of good western pictures will make the big profits.

*That's why we say--*

Book the PROGRESS line-up of WESTERNS—consistently good and hard to beat.

**Progress Pictures Corp.**

(Specializing in Western Productions)

TOM LEONARD, Manager

3405 Olive Street

ST. LOUIS, MO.



To give you *Fine* pictures is our *Duty*, to give you the *greatest pictures on the Market* is our idea of making good.

WARNER BROS. CLASSICS OF THE SCREEN  
Are the Finest Pictures Available.

:: Think it Over ::

**ST. LOUIS FILM EXCHANGE**

HARRY HYNES, Manager

3334 Olive Street

ST. LOUIS, MO.

**AMERICAN BACK TO LEGITIMATE**

On Sunday, October 26, the American Theatre, Seventh and Market Streets, will revert to dramatic and musical revue shows for the remainder of the 1924-25 season, according to the management. The house opened on August 24 and for four weeks played "The Thief of Bagdad" followed by four weeks of "The Ten Commandments." It was rumored the house would be converted into motion picture house exclusively, but this has been denied.

**NEW ST. LOUIS READY JUNE 1**

David Somers, president of the Metropolitan Theatres Corporation, has announced that the new St. Louis Theatre, Grand boulevard at Morgan street, will be dedicated on June 1, 1925. This house will contain 4200 seats. The steel work is now being put in place.

**\$25,000 THEATRE OPENS**

Albion, Ill.—Sam Horton has opened the doors of his new \$25,000 picture house to the public.

**EASTON COMPANY INCORPORATE**

The Easton Amusement Company with \$3000 capital has been incorporated. The incorporators are given as Maurice Stahl, George P. Skouras and M. A. Ross. It is said they are dickering for the purchase of the Aubert Theatre at Easton Avenue and Aubert Avenue.

Harry Niemeyer is the new manager of the Dehmonte Theatre, succeeding Joseph Desberger, who has left the business. Niemeyer is reported to have pur-

chased a half interest in the Dehmonte, which is controlled by Fred L. Cornwall.

**VAN RAALTE HURT IN ACCIDENT**

Simon Van Raalte, 65 years old, prominent in St. Louis financial circles, who has aided in the financing of many St. Louis motion picture houses, was injured seriously October 14 when run down by an automobile while crossing McPherson avenue at Vandeventer avenue.

The occupants of the car sped away but were later arrested by the police. At the Jewish Hospital it was found that Van Raalte had suffered a fractured skull, fractured right leg and internal injuries. He is the father-in-law of Phil Cohen, owner of the Lyric and Avenue Theatres in East St. Louis, Ill.

**New Theatre Unit in St. Louis**

The Allen Amusement Co., with a \$100,000 capital, has been incorporated by David Nelson, Paul Whitman and N. F. Hecker. They are authorized to operate and control theatres.

Ruby S. Renco plans to open his new Universal Screening Emporium, 3318 Olive St., on Nov. 1. He has installed a battery of Simplex machines and is prepared to give two screenings at one time.

Free shows in Hollywood! It is getting to be a well known fact that many of the fighting episodes of F. B. O.'s new "Go-Getters" series, co-starring Alberta Vaughn and George O'Hara, are taken on the studio's front lawn. Now the

crowds hang around regularly, hoping to see a bout or two "free for nawthin'."

**"GOOD BAD BOY" ANOTHER ST. LOUIS EX. RELEASE**

Station H-A-N-T-S, broadcasting -- popularly known as Harry -Tune in and you shall hear something about "A Good Bad Boy," one of the Principal Pictures distributed by the St. Louis Film Exchange.

Mr. Hynes quotes the review by Herbert K. Cruikshank in the Exhibitors' Trade Review and says he'll let that speak for itself. The review:

"The never-failing appeal of the 'regular boy' to women, men, and the kids themselves, makes this picture a sure winner with audiences of assorted ages. The Boy Scouts and all the other boys and girls, will publicize the show at home, and the 'old folks' will surely attend. They, too, will follow with interest the adventures of the kids, and the story of married love entwined through the lives of the lovable 'old soak' inventor and his long suffering spouse.

"The fire-rescue scene, and the summoning of the scouts by Billy is great stuff for excitement. And there is a world of pathos in the struggles of the unworlly old dreamer, and the sweet faced wife who takes in washing to hold together the remnants of a home."

The cast features Joe Butterworth, Mary Jane Irving, juvenile stars, and Brownie, the wonder dog.

## Just ONE Little Idea--

# And You've Received TEN-FOLD VALUE!

## SEND IN THAT SUBSCRIPTION NOW

The Best  
INVESTMENT  
You Can Make



THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.

Enclosed please find my two dollars (\$2.00) for which kindly enter my subscription to THE REEL JOURNAL for one year (fifty-two issues.)

Exhibitor

Theatre

Town

Date

1924

State

## PROGRESS HAS SERIES OF SINGLE REEL CLASSICS

Tom Leonard of Progress Pictures Corporation throws light on a novel series of single reel classics distributed by his company. This series, known as "Tense Moments from Famous Plays and Great Authors," presents in very attractive short length mountings such productions as "The Merchant of Venice," "Macbeth," "East Lynne," "Nancy" (from Oliver Twist), "Sapho" and "A Tale of Two Cities."

With the introduction to the public of this series of single classics, Progress Pictures Corporation has brought within reach of the exhibitor, short subjects with guaranteed first run value. The very nature of the subjects presages this, and the first run value of these pictures is underwritten by the names of the authors, embracing some of the most celebrated writers the world has ever known.

Due to the tremendous popularity of the classics from which these single reel features have been made, both in novel and play form, and the fame and reputation of the great authors involved, the exhibitor can safely present this entire series in company with his biggest specials and most important features, at the same time taking advantage of the seldom offered opportunity to advertise the short length feature of his program.

From the standpoint of story, acting, direction, photography and general entertainment values, this entire series com-

pare favorably with many so called feature footage films. From the standpoint of entertainment they excel, in dramatic moments, superb acting and interest compelling plots, many films much longer in footage but much shorter on definite merit.

"These single reel pictures of guaranteed public and exploitation value, compressing in abbreviated length some of the greatest stories the world has ever read, can take their place on any first rump program in the land and carrying with them a prestige never before available with the average single part offering," is the statement made by Mr. Leonard.

And in conclusion he says, "You will find in many instances that the drawing power of these pictures is far above the pull of many features."

Ardent wooing of Virginia Warwick, motion picture actress, by Jimmie Adams, star comedian in Christie pictures, during the last four years finally had its reward, for last week Miss Warwick and Mr. Adams were married. Hollywood picture folk predict a happy married life for the devoted couple.

Enthusiastic endorsement of the Vitagraph special, "Captain Blood," as a production meriting the support of all persons interested in superior pictures is to be contained in the November issue of the Bulletin, the official publication of the Film Mutual Benefit Bureau.

## Are YOU Sending in Your Box-Office Reports

# ?

They are the exhibitor's  
guide to better pictures  
and greater profits.

FILL OUT  
the blank on  
PAGE 18

MAIL IT TODAY

## EQUIPMENT AND SUPPLIES

The Best  
in Equipment  
and  
Theatre  
Supplies

Exhibitors Supply Co.  
SIMPLEX DISTRIBUTORS  
for

Illinois, Eastern Missouri and  
Northern Arkansas

3316 Lindell Boulevard  
ST. LOUIS, MO.

### GO THE LIMIT!

"One upon a time there was an Ambitious Exhibitor. He was also a fellow who Had His Nerve with Him.

Patronage wasn't what it should be. And what is more, the Type of Patron that wandered into his house wasn't what You'd Boast About in our best Social Circles.

Of course the Ambitious Exhibitor wasn't worried any about Social Circles, but he had a feeling that there were more of the Better Kind in his town than there were of the Other Kind and if he could only Get 'Em Coming that Red Ink would turn black with joy.

So he gave a lot of thought to his problem and he Found the Answer. Yes sir, the Right Answer.

He cleaned up all the old contracts he had for Cheap Service, took on a lot of new ones for later pictures, better pictures, and Heavier Rentals.

And he Boosted His Admission Prices. Lo, and Behold—the People Came. The better people, the cream, the nicer sort. And they Packed His House.

But there was something wrong. They didn't seem to leave the house with Happy, Cheerful Smiles. They didn't Come Back as often as they should. The house began to Slip again.

So the Ambitious Exhibitor took to the icy pool of thought once more.

He kept his ears open.

And discovered the truth, that while he

had the right answer in the first place, he hadn't lassoed the Whole Answer.

He had jumped the price from twenty-two to thirty-five—given them thirty-five cent pictures, all right—but he still had them sitting in twenty-two cent seats.

And listening to twenty-two cent music. Bumping into twenty-two cent ushers and meeting twenty-two cent atmosphere all over the place.

Then he got busy. Got the help of the bank in putting in new seats, installed an up-to-date organ, and generally raised blue blazes with the cob-webby atmosphere.

You know the rest. Yes sir!

JIM JONES,  
In Moving Picture World.

**HART**  
PRINTING CO.  
3433 OLIVE ST.  
LINDELL  
4930

# PATRONIZE THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

114 West 10th St. 340 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### Show Printing--

We can satisfy you not only in price but give you quality also in all kinds of printing.

The  
**KEYSTONE**  
Press

15th and Wyandotte Streets  
Kansas City, Mo.

Smiling  
Service!



Archie Josephson, President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

\$1.50 up  
without Bath  
200 ROOMS  
\$1.75 and up  
with Bath

## THE BENNETT FILM RENOVATOR

"CLEANS WHERE OTHERS FAIL"

Maximum Results at Minimum Cost  
For Full Particulars, write

**GEORGE BENNETT**

Route 2 Argentine, Kans.

## EVERYTHING FOR THE THEATRE BUT THE FILM

CARBONS  
MINUSA SCREENS  
COMPENSATORS  
RHEOSTATS  
OPERA CHAIRS  
MAZDA LAMP EQUIPMENT  
MOTIOPHGRAPH PROJECTORS

**CHAS. M. STEBBINS**

Picture Supply Co.

1822 Wyandotte St. Kansas City, Mo.

## AT KANSAS CITY THEATRES

Week Ending October 25

### MAINSTREET

"The Silent Watcher"—First National with Bessie Love and Glenn Hunter.

### NEWMAN

"Merton of the Movies"—Paramount, with Glenn Hunter and Viola Dana.

### ROYAL

"Circe—the Enchantress"—Metro-Goldwyn, with Mae Murray.

### LIBERTY

"The Breath of Scandal"—Preferred, with All Star Cast.

### PANTAGES

"The Painted Lady"—Fox, with George O'Brien and Dorothy Mackail.

## F. N. CARAVAN PASSES

### EN ROUTE TO BIOGRAPH LOTS

Kansas City was host to sixty-five directors and executives of First National and their families last week, who were on their way East from the Western Coast, constituting the first caravan in First National's abandonment of Hollywood for New York.

What was termed the most valuable cargo of films ever transported across the continent, 2½ million dollars worth, was on the train. The party stopped over in Kansas City only half an hour. In the party were Marion Fairfax, Earl J. Hudson and Lambert Hillyer, scenario writer and directors.

The Council of Churches of Kansas City has postponed indefinitely the motion picture conference, scheduled for last week, due to serious illness in the family of Carl E. Milliken, Portland, Me., who was to have addressed the meeting.

## CURRENT RELEASES

### SELZNICK

The Passionate Adventure, Also, Love, Marie Day (2),  
Living Tamer, Colonel Heeza Leary (2),  
The Cave-In Show, Jimmy Aubrey (2),  
News Fun (2).

### FOX

Last Man on Earth, Earl Fox  
Her Ball and Chain, Imperial Com. Co.  
The Nickel-Pivoted West, Sunshine Com. Co. (2)  
Teeth, Tom Mix Special.

### METRO-GOLDWYN

His Hour, John Gilbert and Adolyn Prinel (2)  
The Bandolero, Benson Adrien (2).

### PARAMOUNT

Waves of Virtue, Gloria Swanson,  
Manhattan, Richard Dix.

### STANDARD

Rough Ridin', Budde Roosevelt (5),  
Ridin' Double, Leo Maloney (5).

### P. D. C.

Reckless Romance, A Christie Special to

### UNIVERSAL

Omar Khayyam, Historical History Series (1)  
A Trick of Fate, Waves of the North, No.  
Don't Fall, Buddy Messenger (2)

The Double X, Billy Sullivan (2)

International News, Nos. 95 and 96

### FIRST NATIONAL

The Only Women, Norma Talmadge  
Husbands and Lovers, All Star  
Her Night of Rapture, Constance Talmadge

### PATHE

All Night Long, Harry Langdon (2)  
Ten Scars Make A Man, No. 5,  
Accidental Accidents, Class Cling (2)  
Hot Water, Harold Lloyd (5),  
Hot Heels, Hal Roach Com. Co. (2)  
The Girl and the Gangster, True Detective,  
Shadows, Ascan Fable (1),  
Pathe Review, No. 45,  
Tonight, No. 45,  
Pathe News, Nos. 92 and 93.

The fact that Fritzi Brunette, film actress appearing at the Orpheum Theatre, Kansas City, last week, always responds to a question as to what her real name is by cheerfully saying, "Meet my husband, Mr. Daily," proved to be worth quite a little feature story in daily newspapers, due to the integrity of Fred Spear, advertising manager.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### OPERATOR AT LIBERTY

Operator at Liberty in Boxes, Simple & Moving Picture Machines, Gas, Fresh good batteries, Stud and reliable. Address Box 1, Reel Journal, It

### FOR SALE

Two Powers, B improved model picture machine, 100 ft. Westinghouse motor, 200 ft. film, 100 ft. extra built for two miller, 200 ft. M. M. S. 200 ft. 250 ft. Acta for all you want. Call for program. Stella Theatre, Kansas City, Mo. H-1

### FOR SALE

Standard Commercial in K. K. Building  
St. Louis, Mo. H-1

### SITUATION WANTED

and a few more. I have high grade price-cutting picture machine. Oblect experience. Call for program. Box 27, Bucklin, Mo. H-1

### WANT TO BUY

Picture machines and film with mead-ident camera. Call for program. Road Theatre, Gardner, Mo. H-1

### FOR SALE

Picture machine, two Powers or B improved model picture machine, one Westinghouse motor, 200 ft. film, 100 ft. extra built for two miller, 200 ft. M. M. S. 200 ft. 250 ft. Acta for all you want. Call for program. Stella Theatre, Kansas City, Mo. H-1

### POSITION WANTED

Operator at Liberty in Boxes, Simple & Moving Picture Machines, Gas, Fresh good batteries, Stud and reliable. Address Box 1, Reel Journal, It

### MOTIOPHRAPE DE LUXE FOR SALE

Picture machine, two Powers or B improved model picture machine, one Westinghouse motor, 200 ft. film, 100 ft. extra built for two miller, 200 ft. M. M. S. 200 ft. 250 ft. Acta for all you want. Call for program. Stella Theatre, Kansas City, Mo. H-1

### FOR SALE OR TRADE

Picture machine, two Powers or B improved model picture machine, one Westinghouse motor, 200 ft. film, 100 ft. extra built for two miller, 200 ft. M. M. S. 200 ft. 250 ft. Acta for all you want. Call for program. Stella Theatre, Kansas City, Mo. H-1

# A Mark of Distinction--

*Something to Be Proud of:--*

Warner Classics is the Only Group  
Sold 100% to Three Runs in Joplin, Mo.

## FIRST RUN

Hippodrome Theatre  
BEN LEVY, President  
JOPLIN, MO.

Oct. 13, 1924

Mr. Al Kahn,  
Film Classics, Inc.,  
Kansas City, Mo.

Dear Sir:

I have just signed a contract with your brother for the new 1924-25 Warners' Classics and it gives me pleasure to inform you that in signing this contract I bought what I consider the backbone of my program. I have played Warners' Classics for three years and I consider it the outstanding program on the market.

Thanking you for the wonderful service you have given me, I remain  
Yours truly,  
BEN LEVY.

## SECOND RUN

Rex Theatre  
M. A. Vliet  
HIGH CLASS PICTURES  
15th and Main Sts.  
JOPLIN, MO.

Mr. M. A. Kahn,  
Film Classics, Inc.,  
Kansas City, Mo.

Dear Sir:

I feel it my duty to express to your office, my appreciation of the splendid service rendered me during the past season and the success of the 1923-24 Warners Classics at my box-office. My experience with your product made it imperative that I book the 1924-25 series. I feel assured that during the coming season that every Warner night will be a profitable night.

Yours truly,  
M. A. VLIET.

## THIRD RUN

**PERSHING G**  
**THEATRE**  
ON  
**10c** SPEAKING TERMS **10c**  
WITH YOUR  
POCKET BOOK  
JOPLIN, MISSOURI

Oct. 12, 1924.

M. A. Kahn,  
Film Classics, Inc.,  
Kansas City, Mo.

Dear Sir:

You no doubt will be glad to receive the following information. My policy is not to play third run pictures, but I have found that the Warner Classics have such tremendous drawing power that I can gross as much money on Warners' Classics third-run, as I can on most pictures first run. I am well satisfied with my new contract for the 1924-25 releases, and wish you continued success.

Yours truly,  
WM. PARSONS.

**FILM CLASSICS**  
OF KANSAS CITY, Inc.

AL KAHN, General Manager  
M. A. KAHN, Manager

115 WEST 17TH STREET  
KANSAS CITY, MO.



**The****Reel  
Journal****The Film Trade Paper of the Southwest****"Hot Water" Takes Los Angeles  
Record; \$41,800 at Metropolitan****Lloyd Picture Beters All Previous Figures for City With-  
out Extra Performances—Other Houses 20 to 45  
Per Cent Below Totals of Same Period of a Year Ago.**

Los Angeles, Oct. 21.

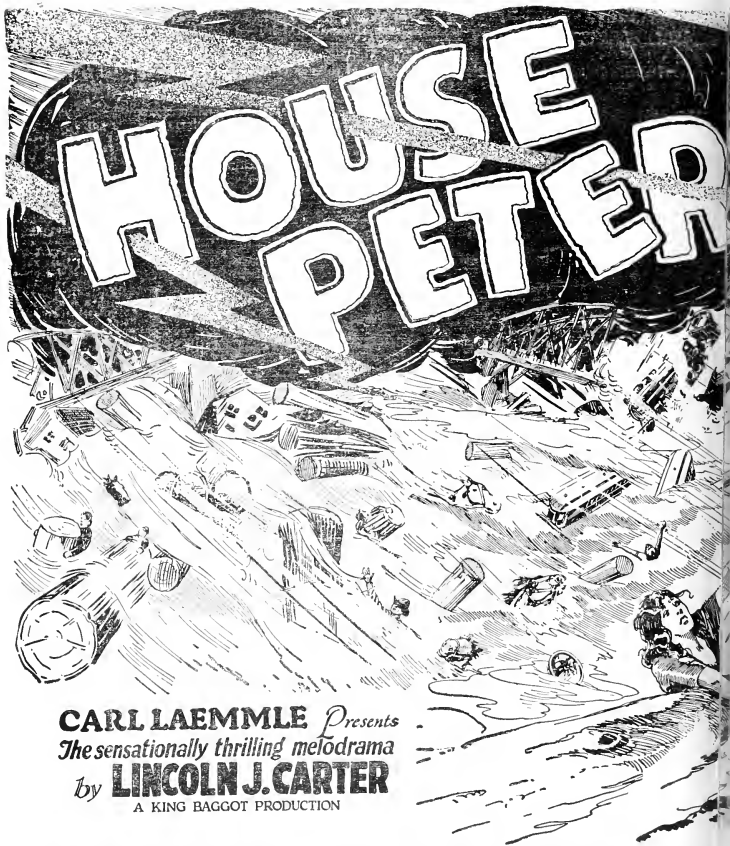
It seemed as though business last week centered in one spot—the Metropolitan. Starting off with a record-breaking Saturday and playing to \$8,526 and to \$8,936 on Sunday, all existing records set by Julian Eltinge several weeks ago, when the house rolled up a \$40,000 gross, were broken by the latest Harold Lloyd picture, "In Hot Water." No extra shows were given nor was the program shortened to handle the mobs. Monday the picture settled down to a little over a \$5,000 a day pace.



The exploitation and advertising campaign which the Metropolitan used for this Lloyd picture was the best ever heard of here for any picture. The Metropolitan publicity department, considered a crackerjack organization,

looked on all 12 cylinders and did not miss a trick. Managing Director Kaufman and his crew did the feat of breaking the record without outside aid in exploitation, usually done by the studio men for pictures of this sort. The gross which the picture rolled up is the record for Los Angeles, and warrants the Metropolitan in holding this picture for a second week, which is also establishing a precedent for this house, as in the past, regardless of the business, a picture has been held here only for one week.

**Pathe Exchange, Inc.**111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.



**CARL LAEMMLE** *Presents*  
*The sensationally thrilling melodrama*  
*by* **LINCOLN J. CARTER**  
A KING BAGGOT PRODUCTION

**UNIVERSAL — t**

**UNIVERSAL FIL**

KANSAS CITY, MO.  
Harry Hollander, Manager  
1710 Wyandotte Street



*Best buy in sight!*

**EXCHANGES, Inc.**

ST. LOUIS, MO.  
E. L. Alpers, Manager  
3320 Olive Street

*The*  
**Reel**  
Journal

Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
Mainstreet Theatre Bldg.  
KANSAS CITY, MO.

**BEN SHLYEN**  
Publisher and Editor

St. Louis Correspondent  
**DAVID F. BARRETT**  
3748 McFarlane Avenue

---

Change of advertising must reach this office not later than Tuesday of each week. Otherwise same copy will be run.

Circulating in Missouri, Kansas, Southern Oklahoma, Arkansas and Southern Illinois.

### On Mainstreet

From year to year, reports come in from the territory telling of the excellent grosses which certain pictures have gleaned under proper exploitation in the general run of small towns. Recently, it came to our attention, that one small village, population 102, played to 300 paid admissions on three consecutive nights. It is heartening to note that the condition of small town acceptance is greatly bettering itself.

We wonder if too much attention is paid to the key centers to the exclusion of possibilities in the great run of small towns.

It is true, that even Sinclair Lewis, author of "Mainstreet," recently characterized his attitude toward the small place with a very repulsive utterance, "pigs," but we wonder if Mr. Lewis won't come back to "Mainstreet" to sell his next novel?

At any rate, every business man tells us there's only one safe bet in successful merchandising—volume! And volume doesn't mean playing politics to cater to the wants of a selected few.

### He Raps the "Sex Stuff"

In a lengthy article published in another department of this issue of the Reel Journal, the editor of "Variety" declares the so-called sex drama is sapping the life of the box office. And apparently, he makes a good defense of his attack in backing it up with reference to a

goodly number of box office reports.

There can be no doubt that many persons are attracted by the so-called jazzy title. But, be that as it may, we wonder whether the lasting impressions of the majority are nearly so favorable in comparing such pictures with such big, clean ones like "Captain Blood," "The Covered Wagon," "The Sea Hawk," "Never Say Die," "The Hunchback," "Girl Shy" and many others.

### METHODISTS IN MEETING HERE ATTACK SUNDAY SHOW

With 8,000 Methodists attending an annual convention in Convention Hall, Kansas City last week was the storm center for reform movements, especially a movement launched against Sunday motion picture shows. In an address Tuesday, prior to the opening of the convention, Dr. Clarence True Wilson, secretary of the board of temperance and prohibition, Washington, D. C., classified the Sunday motion picture show as a brother to liquor and dance halls, asserting that, since liquor had been done away with, the others should be buried face down.

As a Sunday closing law is the last thing to ever be heard of by Kansas City, Mo., exhibitors, the attacks launched by the Methodists are taken in a more or less humorous mood by theatre owners.

### OWNER OF FILM EXCHANGE BLDG. DIES IN FT. WORTH

Word was received Tuesday of the death of Samuel Davidson, owner of extensive Kansas City real estate, at his home in Ft. Worth, Tex., yesterday.

Mr. Davidson's Kansas City property included the Woodlea hotel, the Davidson building, Seventeenth and Main streets, the Garden Theatre, the Knickerbocker apartments and the White-hall apartments at Armour boulevard and Forest avenue.

The Davidson building originally was known as the Film Exchange building. Mr. Davidson formerly owned Rockhill Manor, Forty-third and Locust streets, disposing of that property when he acquired the Film Exchange building.

Surviving relatives are the widow and two children.

### SCHENCK CONFIRMS MERGER OF TALMADGES AND U. A.

Los Angeles, Oct. 30.—Joseph Schenck, film producer, has confirmed rumors that the pictures of Norma and Constance Talmadge and those of United Artists, Charles Chaplin, Douglas Fairbanks, Mary Pickford and probably D. W. Griffith, will be released together as soon as his contracts with First National Pictures is completed. This, he said, would be by next September.

The statement of the producer, the first admission by one of the principals that the rumored amalgamation was a fact—

### M. P. T. O. LAUNCHES ATTACK AGAINST AMENDMENT NO. 6

Showmen Say Proposal Would Hike Insurance \$6 on \$100.

Strenuous protest against Amendment No. 6 to the Missouri Constitution, to be voted upon at the general election November 4, was voiced Monday in a meeting of Kansas City, Mo., M. P. T. O. The proposed referendum was characterized as a serious menace to business and theatrical interests.

It was resolved at the meeting that the M. P. T. O. Western Missouri and Kansas City, Mo., go on record as opposed to the amendment, and arrangements were made to forward slides to members throughout the state to present the flaws of the proposal to voters. It was said that 150 slides were forwarded from the organization office.

The amendment, which is described as a Workers' Compensation act, would compel all business firms to carry heavy insurance for employees which is estimated would increase insurance rates approximately \$6 on the hundred, a percentage of increase equivalent to from 200 to 300 per cent. The manipulation of the state insurance would be placed in the hands of a partisan board of five members.

The meeting was addressed by Mr. Matchell, secretary of the Associated Industries of Missouri. He stated that business interests and insurance firms generally are opposing the proposal.

The theatre owners expressed themselves as favorable to a modified compensation bill, but stated it was impossible for them to endorse such an exorbitant and prohibitive proposal.

The meeting was called by R. R. Biechele, president of the Kansas-Missouri M. P. T. O.

### D. W. GRIFFITH'S "AMERICAN" OPENS AT NEWMAN'S ROYAL

D. W. Griffith's master spectacle, "America," opened its Kansas City premiere at Frank Newman's Royal Theatre, Sunday, October 26, to gratifying applause. While the picture was not extensively advertised beforehand, audiences are said to have been near capacity during the entire week.

The picture is declared to be Griffith's best by many critics, given even the edge over "The Birth of a Nation." It has been hailed throughout the country by first-run houses, many of whom have tied up new records during its showing.

The special presents a picturization of the historical pageant of the founding and consecutive expansion of America, developing a mighty spectacle around such events as the Boston Tea Party, the Revolution, Paul Revere's ride, the Battle of Bunker Hill, etc.

was made on his return from New York in company with Hiram Abrams, president of the United Artists; Robert Fairbanks a director of this organization; Dennis O'Brien, one of his attorneys, and Edward Loeb, attorney for Schenck.

The three releasing organizations bidding for the pictures are First National, Metro-Goldwyn and Famous Players-Lasky. Mr. Schenck declared. Each of these, he said, has bid high for the films.

# SUNDOWN

Oh! Boy What a  
Picture!

It Packed Them for  
Four Days at the  
Grand Theatre,  
Salina, Kansas at  
Raised Admission  
Prices.

It's one of the  
First National  
Super-Specials.  
Do You Hold a  
Contract?

First National  
Pictures, Inc.

KANSAS CITY, MO.  
1712 Wyandotte Street  
E. C. Rhoden, Branch Mgr.  
ST. LOUIS, MO.  
3319 Locust Street  
Harry Weiss, Branch Mgr.



A First National Picture

You Will  
Agree it's  
the Biggest  
Picture of the  
Year.



## SIX SPECIAL PICTURES FROM F. B. O. IN NOVEMBER

"Trigger Fingers," Bob Custer Western,  
First of List.

Headed by "Trigger Fingers," the first of the series of Westerns, starring Bob Custer, F. B. O. will release six special productions during November, in addition to Number five and six of "The Go-Getters" series, "Fire When Ready," and "A Miss in the Dark," co-starring Alberta Vaughn and George O'Hara.

"Trigger-Fingers" is an Independent Pictures Corporation production. This company will make eight special productions for Film Booking Offices each a "Texas Ranger" picture. "Trigger-Fingers" was written originally for Douglas Fairbanks and re-purchased for Custer.

Next on the list comes "Sold for Cash." This is the first Goebel & Erb production for F. B. O., in which Marge Bellamy, Kenneth Harlan and Mary Kearney are featured. It appeared serially in the Saturday Evening Post. "Sold for Cash" will be released November 9th.

On November 16th, "The No-Gun-Man," a Harry Garson production starring Maurice B. (Lefty) Flynn, will be shown. This is the second "Lefty" Flynn production which Mr. Garson produced and directed for F. B. O. release. Mr. Flynn's leading lady is Gloria Grey, who played with him in "The Millionaire Cowboy," his first for F. B. O.

The third Carlos production, "Hail the Hero," starring Richard Talmadge, is set for November 23rd release. This is a rapid-fire comedy drama, in which the daredevil of the screen performs more than his share of death-defying stunts.

The second Evelyn Brent-Gothic, as yet unnamed, is set for November 30th release.

"Cheap Kisses," the first of the C. Gardner Sullivan productions for F. B. O. is also set for November 30th release. "Cheap Kisses" was written and produced by C. Gardner Sullivan, and is a story that champions the cause of the flapper. In the cast are Cullen Landis, Lillian Rich, Vera Reynolds, Phillips Smalley, Louise Dresser, Bessie Eyton and Lincoln Steadman.

Two chapters of "The Go-Getters" series, co-starring Alberta Vaughn and George O'Hara, are set for November release. Number five "Fire When Ready," on November 9th, and Number six, "A

Miss in the Dark," will be released on November 23rd.

## "MINE WITH IRON DOOR" HAS GREAT READER INTEREST

The motion picture producer, in selecting a book for filming feels that if the volume has had 100,000 sales, it is a good investment for the screen.

Imagine then, a book with 2,000,000 sales. Then remember the fact that statistics prove that there are from three to five readers to one book.

This is the case with "The Mine With The Iron Door," which has been brought to the screen by Principal Pictures Corporation. With the above figures, approximately 8,000,000 people have read this famous book.

An interesting article in a recent issue of the Literary Digest brought out the fact that 10,000,000 of Harold Bell Wright's books have been sold to date, placing his works next to the Bible in point of sales.

Sol Lesser, in making this film version of Wright's latest novel, has striven to keep utmost faith with this reading public of the widely read author, by journeying to the actual locale of the story for his scenes.

A cast of notable players will be seen in this Sam Wood production which will be released through the country at an early date. These include such players as Dorothy Mackall, Pat O'Malley, Robert Frazer, Charlie Murray, Creighton Hale, Mary Carr, Bert Woodruff, Mitchell Lewis and William Collier, Jr.

The picture will be distributed in the Kansas City territory by A. H. Blank Film Enterprises. M. E. "Marty" Williams is manager.

## "SEA HAWK" HERE ON WAY TO NEW YORK

Milton Sills prefers devils to saints, grows embryonic beards because he never knows when he may have to use 'em, and flowers because he loves 'em.

That was the impression the movie star gave in the Union station last night as he passed through on his way to New York, where he will do a screen adaptation of "In the Interpreter's House."

Mr. Sills said the picture will not be by that name and will not follow the novel. He does not know whether he

will have to wear a beard, so he is raising one.

"The Sea Hawk" he liked better than anything he has done, because his part was "a bit devilish." "The Madonna of the Street," with Nazimova, he did not like so well.

## HE GETS BUSINESS WITH HIS LITTLE HARMONICA

Tommy Taylor of the local F. B. O. office has discovered a new way of winning favor and business from exhibitors. And this by helping them to get business. To wit: the following article from the Daily Democrat-News of Marshall, Mo.:

### "Unique Music.

"There will be an unusual form of music offered at the Auditorium Theatre tonight, at nine o'clock, as a special added entertainment number. The Harmonica, French Harp, or Mouth Organ is seldom thought of as a musical instrument. However, when properly manipulated by someone who knows how, it certainly is capable of producing real music as will be shown by Tommy Taylor at the Auditorium Theatre tonight. Tommy has played to the world by radio. He was the champion Harmonica player of the British Army during the recent war; he saw active service with both the British and American armies. While Tommy can surely set things out of an ordinary "French Harp" that you would never think were in it he is not a professional entertainer, being a traveling salesman living in Kansas City, and makes his appearance here tonight through friendship to the manager of the theatre."

And Tommy did the same thing at the Main-street Theatre at Lexington, Mo.

## F. N. ANNOUNCES FLEXIBLE EXPLOITATION POLICY

New York, Oct. 28.—Under the general direction of Mark Kellogg, director of publicity and advertising, First National Pictures, Inc., has taken a radical step in the building up of a special staff of exploitation men. A group of able and experienced showmen has been gathered together and, under the immediate direction of Allan S. Glenn, supervisor of exploitation, its members are available at a moment's notice for any key city point in the country.

Under the plan worked out by Messrs. Kellogg and Glenn, in conjunction with E. A. Eschmann, general manager of distribution, and A. W. Smith, Jr., in direct charge of sales of First National's five specials, no one member is assigned to any given key city or branch, but is subject to assignment wherever needed in connection with the showing of one of the specials.

The special exploitation staff which Mr. Glenn has organized and is routing, is devoting its attention to the five specials which First National is releasing during the present season. These are "The Sea Hawk," "Secrets," "Abraham Lincoln," "Sun-down" and "The Lost World."

The exploitation staff which he has assembled includes: Harry Royster, Jack Pegler, Walter Lindlar, Wayland Taylor, Robert K. Kyle, Louis A. Brazier, H. W. Fisher, John H. Glennon, Hal Oliver and Jack Ojmyla.

## COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

**The FOLLY GIRL**  
Starring MARGARET LIVINGSTON  
Directed by WILLIAM BEADINE  
PRODUCED BY  
REGAL PICTURES, Inc.  
MARGARET LIVINGSTON

# It's a Knockout!

24 Sheet  
Style 'B'

A sensational Attraction good for every day of the year and the biggest sensation in pictures today because of Baseball Scandal.



24 Sheet  
Style 'A'

*Emory Johnson's*



Thrilling new screen epic

Take Advantage of the BASEBALL Scandal!!

Millions of dollars worth of priceless publicity has been published on the Baseball Scandal. Every newspaper is playing it up. Hit it NOW while it's red hot. "LIFE'S GREATEST GAME" shows in pictures the very thing that happened in this scandal. Book it!!! Hit it hard!!! Crash over our exploitation!!! YOU'LL MOP UP!!!

# "Life's Greatest Game"

Starring JOHNNIE WALKER—Tom Santschi and Big Cast  
Story by EMILIE JOHNSON

Distributed by Film Booking Offices of America, Inc.

Sawyer Bldg., Kansas City, Mo.  
312 Olive St., St. Louis, Mo.  
127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

## UNIVERSAL STARTS SHOOTING BIG CIRUS SERIAL FILM

Universal City, Oct. 27—Work has started on a big, spectacular "circus serial," with Joe Bonomo, Universal prize stunt and strong man, in the leading role, directed by Jay Marchant, maker of several popular serials. The chapter picture is called "The Lion and the Lamb." It will be in fifteen chapters, each of two reels.

As leading woman, Bonomo has Louise Lorraine, formerly one of the most popular leading women in Universal serials. Universal engaged an entire circus, big top, animals, side show and all, for this serial. In addition to the personnel with the circus, veteran circus performers from all over the United States, have been called to Universal City to help in the staging of the various performances needed in the new chapter-picture.

## NO POLITICS FOR MOVIES. MARCUS LOEW DEMANDS

"Keep pictures out of politics," is the definite and emphatic answer of Marcus Loew, president of Loew's Inc., and Metro-Goldwyn, to every question raised by the coming presidential election. Mr. Loew's warning will be echoed throughout the industry from producers to exhibitors, for it is sounded on one of the most vital problems of concern to the whole industry that can confront any business wielding the influence the motion picture is capable of.

"Motion pictures are entertainment, not propaganda, and they must be kept entertainment, free from propaganda, if they are to have continued prosperity," was Mr. Loew's emphatic statement.

"As a matter of principle, as well as a matter of common business sense, propaganda of a political nature should have no place on American motion picture screens. It will not in Loew theatres, and I hope for the sake of the whole industry that it will not in any theatres," Mr. Loew added.

### Non-Theatrical Forces in Gloom!

Gloom, Mo., Nov. 7.—(Special to The Reel Journal.) Business interests in this little city are alarmed over what looks as possible doom for Josh Perkin's nickelodeon de luxe Happy Hour Theatre. It all started when Miss Agatha Higinbottom, champion of Gloom's civic betterment interests, organized a class in esthetic dancing for "social and physical" reasons. The perfect 44" and the "willowy 26" seem to vie with each other in paying the class attendance fees. As a result, admissions at the Happy Hour are fewer than nothing else but. Even Josh himself admits that Miss Agatha can shake a wicked hoof, but laments if he can't have some more get so much pleasure trying to "kick in a corset." The entire town is agitated.

Frank Newman has booked "Hot Water," the late Harold Lloyd special for Pathé, for the Newman the week of November 9. C. C. Vaughan, local manager, announces. The picture will probably run three weeks, Mr. Vaughan said.

Mrs. Olga Hayes has been appointed chief inspector at the Kansas City Educational office to succeed Miss L. Stutzman, who has resigned.



Schnick announces a short reel entitled "Newspaper Fun," consisting of a series of "cracks" from the newspaper wits, for regular release. The reel is similar to the popular feature, "Topics of the Day," and is said to have obtained the interest of many exhibitors.

Educational steps up in front with three first runs in Kansas City next week. Lloyd Hamilton in "Going East," goes to the Newman, a Christie comedy, "Court Plaster," in which a former Kansas City girl, Billie Beck, appears, is set for the Royal, and "Oh, Teacher," a juvenile comedy, is on the bill at the Mainstreet.

Miss Ruth Gershon is back with Fox after an absence of several months.

C. F. Sonning, Educational manager, was out in the territory with his whirlwind debate on short subjects this week.

M. A. Levy, manager of the Kansas City Fox office, has gone to Chicago on business.

Russell Borg, Educational booker, is mighty happy about something. Must be the Educational Booker's contest. Seems like that chap has made a birdie three or better.

M. E. "Marty" Williams, A. H. Block manager and champion old timer's short story teller, is covering the territory.

C. E. Reynolds, Educational representative, was in again and out again for a six weeks' trip in Kansas.

Jack Flannery, formerly manager of Holkinson and Universal exchanges at Omaha, has accepted a position with the Kansas City Metro-Goldwyn organization as a salesman. He will cover Northern Missouri for the Loew interests.

Larre Weinarton, Jackie Coogan's exploitation manager, visited Kansas City friends this week.

Metro-Goldwyn has booked "His Hour" at the Newman for a showing this coming week, while "The Arab" is to be the feature at the Liberty the week starting November 8.

G. A. Hickey, branch manager for Metro-Goldwyn, made a business trip to St. Louis this week.

Producers-Distributing Corporation announces that Frederick Foxe, formerly with the Peerless Motor Car Co., has accepted a position with the Kansas City office as a salesman.

C. A. Schultz, Vitaphone manager, is in Chicago in conference with Edward Auer, assistant general manager, and other Vitaphone officials.

Mr. Bower has bought the Brooklyn Theatre, 12th and Brooklyn Ave., Kan-

sas City. The Brooklyn has been closed for some time.

T. W. Strong has bought the Opera House at Conway Springs, Kans.

T. B. Wildman, Enterprise manager, is out acquainting the territory with the Doug Fairbanks' nu-tache this week.

Harry Stone, for six years shipping clerk at the Kansas City Enterprise office, has bought the Dudley Theatre at St. Joseph. He has booked the entire Enterprise product. Anyhow, he knew what he was doing.

Among the week's visitors were: Mrs. (Nell) Brinkley, Mainstreet, Lexington, Mo.; Manager Kirby, Opera House, Dearborn, Mo.; E. L. Dyson and D. E. Montroy, Park, St. Joseph, Mo.; M. W. Hubbell, Hubbell Theatre, Trenton, Mo., and S. F. Wilhoit, Princess and Jefferson theatres, Springfield, Mo.

Stanley Chambers of the Miller Theatre interests, Wichita, Kans., visited Kansas City exchanges this week buying film product.

Miss Jewell Thompson is the new office secretary at Kansas-Missouri M. P. T. O. headquarters.

J. H. Thomas of the Novelty Theatre, Winfield, Kans., was one of the visitors of the week to the film exchanges.

Through co-operation on the part of daily newspapers, the straw vote on presidential candidates at Frank L. Newman's theatre in Kansas City has attracted more than passing interest. Each day the results of the previous night are published. Thus far President Coolidge has a substantial lead.

I gave it to Milton Feld of the Newman Theatre, Kansas City, to discover a "news" angle to a picture if there is one. Following the marriage of Betty Compton to James Cruze, Mr. Feld concluded that a story, urging the audiences to watch for the shy glances from Mrs. Cruze in the direction of where the director should be, in the picture, "The Fast Set," would not be a bad idea. And it wasn't.

Film Classics has booked "Cornered" a Preferred Picture, at the Newman. It is running at that house this week.

The week was characterized by the large number of exhibitors and prominent showmen on the Kansas City film market. Among them were: Stanley Chambers, Miller, Wichita; C. M. McVey, Eagle, Herington, Kans.; Floyd Schultz, Rex, Clay Center, Kans.; Lloyd Ware, who formerly owned the Varsity and Bowersock theatres at Lawrence, Kans.; George Leathers, Strand, Mount Vernon, Mo.; and Manager Jones of the Selah Theatre, Selah, Mo.

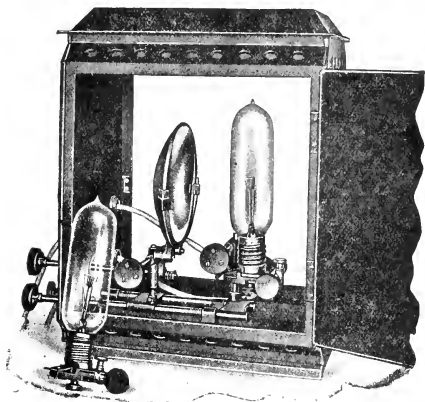


# 5 Points of Superiority

in the

## SIMPLEX INCANDESCENT EQUIPMENT

(For Either Simplex)  
(or Power's Projectors)



**"Better Projection  
At Half the  
Cost!"**

1. Equipped with the new Cinephor Parabolic Condenser System, providing one-third more light and more uniform illumination than can be obtained with corrugated or plano condensers. No extra condensers required for stereopticon use. Slides are shown through the Cinephor condensers in the same manner as with the arc lamphouse.

2. The new Simplex Cinephor Condenser Mount is fitted with the Simplex Vertical Slide Carrier—a distinct improvement over all other slide conveyors. It is built right into the lamphouse hood; trouble-proof, noiseless and efficient.

3. Large roomy lamphouse; no cramped adjustments. All adjustments are simple, positive and easily accessible. Crowding of the lamphouse up against the projector mechanism, as in other incandescent lamp units has been eliminated.

4. The entire lamphouse is sturdy in construction; all wearing parts of high grade material, accurately machined and finished. Slide-over arrangement for stereopticon identical in principle to the regular type arc lamphouse on standard machines.

5. The optical alignment of the lamp filaments are built right into the Simplex Incandescent Lamphouse. No detached lamp-setters are necessary. Once set the lamp stays put until it becomes necessary to replace it with a new one.

➔ **Replace your Carbon Arcs with the new Simplex incandescent Equipment. Eliminate all the disagreeable features of the Carbon Arc and save at least half what you are now paying for electric current. Write today for our special proposition.**

# YALE THEATRE SUPPLY CO.

*Distributors*

## SEVEN TWO-REEL COMEDIES BACKBONE OF EDUCATIONAL PROGRAM FOR NOVEMBER

Seven two-reel comedies, presenting the same number of well known comedians, will form the backbone of Educational's release schedule for November. Bobby Vernon, Jimmie Adams, Walter Hiers, Larry Semon, Ruth Conley, Harold Hamilton and Ruth Hatt will be the featured picture each.

The list includes two Mermaid comedies and one each of the Bobby Vernon comedies, Larry Semon special comedies, Harold Hamilton comedies, Christie Conroy and Walter Hiers comedies.

Other four single reel subjects, two Canoe comedies and one each of Lyman H. Hot's Dodge-Podge series, and the Earl Hurd Cartoon comedies will complete the program for the month.

The first week of the month will present Jimmie Adams in a Christie comedy, "Why Thrill?" A new leading lady, Kathleen Myers, will be seen in support of Adams. "The Sawmill Third," third of the series of Earl Hurd Pen and Ink Ambulance Series is the single reel release of the week.

Two two-reel comedies and one single reel comedy will be released the second week of the month. "High Gear," the second release of the Bobby Vernon comedies, presents this young star in what is without a doubt the best comedy he has ever made. Racing automobiles and airplanes in a fast mixture of road racing and daredevil stunts speed this comedy. Vernon's leading lady is Marion Harlan, cousin of Kenneth Harlan and daughter of Otis Harlan. The picture was directed by Archie Mayo.

In all a total of eighteen reels, in addition to the twice-a-week release of biographies, Educational's news reel, will reach the screen during November. It is the most pretentious program of the month for Educational, both from the number of titles and from the array of talent presented.

## "THE STREET SINGER" NEXT FILM OF CHADWICK NINE

"The Street Singer" to be directed by John Gorman is the next story to go into production, the sixth of the famous independent unit, the Chadwick Nine, continues its development originating from the office of the Chadwick Pictures Corporation this week. It will be made in the next year probably in New York. "The Chadwick Picture" are distributed in the territory by the Independent Film Unit.

Original of the Chadwick organization has now come to the attention of the selection committee of exhibitors, announce a set of them will be forthcoming within the next several days.

In production on the coast is "The News Boy," to be held forth place in the Chadwick Nine and which is expected to be completed by the end of the month. It will be followed by "The Street Singer," another Lionel Barrymore comedy to be held on the Chadwick program this season. "Sunshine of a Leader," Mr. Barrymore's "Possession of an Actor."

He also will be the leading independent comedians in the country are "The News Boy," "Medicine Woman"

starring Lionel Barrymore; "The Painted Flapper" with James Kirkwood and Pauline Garon; and Lionel Barrymore's second, "I Am The Man."

## HE MAKES UP ON TRAIN.

Speaking of speed, we offer Johnnie Walker as a shining example. He is now working in "Galloping Hoods," the new Patheserial, being produced by Malcolm Strass and directed by George B. Seitz. He was due in New York to start to work on the picture on Saturday but was delayed and did not arrive until Monday. The company was waiting on the "hot" and the overhead was piling up. In order not to keep the company waiting any longer than was necessary, Walker put on his makeup as the train was pulling into the Grand Central Station. While enroute to the studio he changed his clothes. Allene Ray is the featured player in "Galloping Hoods," a race track story.

## KNICKERBOCKER HEADS

### P. D. C. KANSAS CITY OFFICE

Charles Knickerbocker, formerly with Hodgkinson here for a short time last spring, has taken over the management of the Kansas City Producers Distributing Corporation office, succeeding L. W. Alexander, who has returned to Universal. Mr. Knickerbocker comes to the Kansas City office from Minneapolis, where he was in charge of P. D. C. interests.

Mr. Knickerbocker has many exhibitor friends in this territory, and is widely acquainted along Movie Row. For nearly seven years he was with the old Goldwyn company prior to amalgamation with Metro. He started his career in the film business in Kansas City.

## LATE LLOYD FILM BREAKS RECORDS IN LOS ANGELES

The following telegram was received this week by C. C. Vaughan, Kansas City manager of Pathe, Inc., from the New York office of the organization:

"At the conclusion of the first week's engagement of Harold Lloyd's "Hot Water," at Grauman's Metropolitan Theatre, Los Angeles, every record has been broken. Picture had largest gross and played to largest crowds in the history of this house. Second week starting just as big as first week. This is the only picture that ever played two weeks at the Metropolitan."

"Hot Water" is on the release chart for the week of November 9.

John Burk has bought the Circle Theatre, a suburban house, in Kansas City.

W. W. Dehler has sold the Opera House theatre at Sylvan Grove, Kans., to his brother.

R. H. Mills, Auditorium, Smithville, Mo., was a recent visitor.

He'll be the feature of your program.

*E. W. Hammond*  
PRESENTS  
**WALTER HIERS**

in  
**"SHORT CHANGE"**

"If we were an exhibitor we would advertise this comedy regardless what the feature we were showing might be, for the feature of the bill would doubtless turn out to be Walter Hiers"

— Exhibitor Trade Review

*Educational Pictures*  
THE SPIRIT OF THE PROGRAM

KANSAS CITY—  
130 West 18th St.,  
C. F. Seanning, Mgr.

ST. LOUIS—  
334 Olive St.,  
S. J. Hankin, Mgr.



# ATTRACTIVE PROGRAM



**\$5.25** per 1,000

\$3.00 for 500

Special Price on Re-  
quest for 5000 or more.

**C**OSTLY looking, most a  
afford to use this Novel

Your patrons like and v  
to get them. And, it will pay  
and that is just what we've ma

Through a method of p  
Programs,—a quality workm  
copy the utmost attention, ba  
nanner.

So strikingly unusual an  
patrons will eagerly look forw  
waste basket. They'll be ke  
ceive the maximum of results

Study them over carefu  
now using.

You'll find it will pay y

An attractive looking thre  
fect postcard with a chang  
photographs for your use e

Movie fans are always see  
star's photographs and not  
them previously can compar  
for striking beauty.

The reverse side is left bl  
printing of your program.

Date..... 1924

THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.  
Gentlemen:

Please enter our order for ..... of your  
(Quantity)  
STAR ART POSTCARDS to be shipped us weekly C. O. D., plus parcel postage.

Name .....

Theatre .....

Town ..... State .....

USE TH

**THE R**  
Mainstreet TheatreB

# INCREASE BUSINESS

—and yet every exhibitor can

ar's photographs,—they'll pay  
them,—IF you can afford it,—

to offer these attractive Art  
ice. They afford your program  
patrons in this most attractive

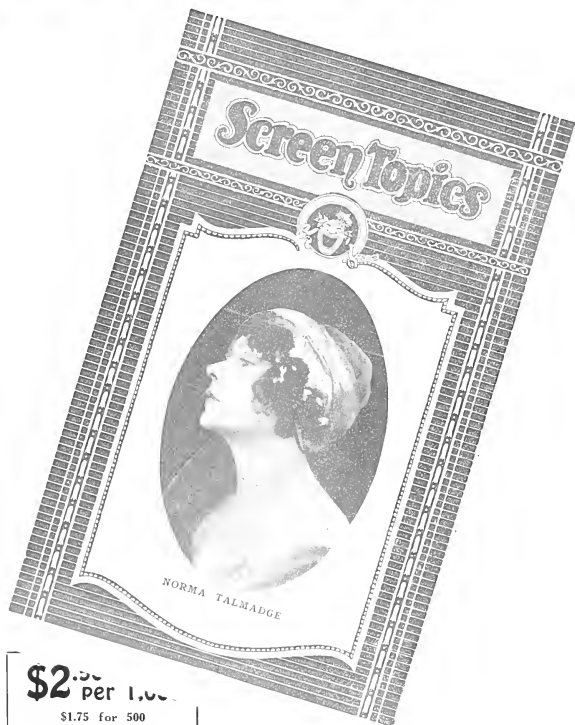
are these programs that your  
And they won't go to the  
o. Your advertising will re-  
ll be increased.

hem with the programs you are

leaflet containing the latest cur-  
e gossip, illustrated and neatly got-  
the star photograph is changed each  
so are the contents.

rs who have used "Screen Topics"  
st have found this little magazine  
popular with their patrons. Every  
er likes picture news and "Screen  
ives it in briefly told, neat, dressy  
sting style.

ck page is left blank for the print-  
r program.



**\$2.50** per 1,000

\$1.75 for 500

Special Price on Re-  
quest for 5000 or more.

Date..... 1924

THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.  
Gentlemen:

Please enter our order for..... of your  
(Quantity)  
SCREEN TOPICS to be shipped to us weekly C. O. D., plus parcel postage.

Name .....

Theatre .....

Town..... State .....

ANKS

JOURNAL

Kansas City, Missouri

If you were one of the more than 9200 Exhibitors who played Mrs. Wallace Reid in "HUMAN WRECKAGE", you will be able to understand and appreciate the immensity of her second big production,

# "Broken Laws"

when we tell you that it is a bigger picture than "Human Wreckage". Outside of "The Birth of a Nation", no picture in history had a bigger play than "Human Wreckage". We predict even a bigger play for "BROKEN LAWS".

A tremendous Nation wide exploitation campaign in work now for more than six months is only one of the giant features behind this second big picture--Distributed throughout the world by

## FILM BOOKING OFFICES

Brilliant cast includes Percy Marmont  
Adapted by Marion Jackson and Bradley King

Snowier Bldg., Kansas City, Mo.  
127 S. Hudson, Oklahoma City, Okla.  
106 S. Cross St., Little Rock, Ark.  
3312 Olive Street, St. Louis, Mo.

Story by Adela Rogers St. John

Directed by R. William O'Neill

## RECEIVER APPOINTED FOR SELZNICK FILM CORP.

New York—Federal Judge Winslow was appointed receiver for the Selznick Distributing Corporation, petitioned into involuntary bankruptcy by three creditors, the claims totaling \$3,000.

Counsel for the creditors named in the petition issued a statement in which they said in part:

"The filing of the petition was precipitated by the fact that all of the officers and directors of the corporation have resigned, with the exception of Myron Selznick, who is a director and vice-president of the corporation. The resignations have made it imperative to take a receiver immediately appointed to take charge of the business and continue it pending a reorganization.

"Despite its insolvency the corporation and its subsidiaries are conducting a successful business and have on hand many valuable contracts."

The present Selznick Distributing Corporation was formed in April, 1923, when the Select Pictures Corporation was absorbed. C. J. Doolittle of Thenton Falls, N. Y., was elected president, and authoritative information says debts of the old organization amounting to more than 1 million dollars were paid in a single year.

Prisella Dean is fast becoming our leading silversheet globe trotter. With Spain the setting for "The Siren of Seville" and Egypt serving as a background for "A Cafe in Cairo," Hunt Stromberg announces that her third feature to be made under his supervision will be laid in Vienna.

## PLAN ELABORATE FUNFILM SERIES OF NOVEL THEMES

Universal, alert to the hints of exhibitors that today novelty is by far the most important element in comedies as an attraction to the general public, is preparing to produce a series devoted to a subject never before touched upon in the funfilm field. A phase of life in New York which is pictured in cartoons by the dozens and in literary fields is the basis of the stories.

The idea originated with Mrs. M. F. Todd of the production department at Universal City, mother of Lola Todd, the actress. Scott Darling, scenarist of "The Leather Pushers," and the Jack Dempsey "Fight and Win" series, and Zion Myers, supervisor of comedy production, are writing the stories.

## F. N. DRIVE SUCCESSFUL.

New York, Oct. 28.—First National's Felschmann Month passed the halfway mark last week with the field force still a tiptoe in its efforts, conspicuously successful so far, to roll up the biggest business that any sales drive in the history of the company has achieved. The sales contest has four weeks still to run.

At the end of the fourth week a new percentage record of success had been reached. The sales for the entire country were 98.97 per cent of the assigned quota, a substantial increase over the second week with 98.63 per cent, the high mark of the first three weeks.

Portland still heads all of the branches with a bigger lead over its closest competitor than it had at the end of the third week.

## NOW BOOKING

PRODUCERS DISTRIBUTING CORPORATION

**Helene Chadwick**  
IN  
**"TROUPEING WITH ELLEN"**



from the story by EARL DERR BIGGERS Directed by T HAYES HUNTER  
SCREEN DRAMATIZATION BY GERALD C DUFFY  
Produced by EASTERN PRODUCTIONS INC.

Now Ready for Booking

# "SOULS IN BONDAGE"

with PAT O'MALLEY

A SANFORD SPECIAL PRODUCTION

—ALSO—

Thirty Westerns

—with—

DICK HATTON

BOB REEVES

PETE MORRISON

WILLIAM (BILL) MIX

First Release Ready Nov. 15th

12 Thrill-Speed Dramas

—with—

GENE CROSBY

BILLY FRANEY

VIVIAN RICH

MATTY MATTISON

LEONARD CLAPHAM

JACK RICHARDSON

Starting November 15 we will release two Billy Franey 2-reel comedies each month and a one-reel Cinema Stars production each week.

## CINEMA FILM COMPANY

111 WEST 18TH STREET

CHAS. HENDRICKS, Manager

KANSAS CITY, MO.

## "SEX STUFF" RUINS GROSSES VARIETY EDITOR DECLARES

An attack on the belief that the sex drama is one of the major drawing cards for the box office is contained in a lengthy discussion by "Oliver Owl" in the current issue of Variety. The author comes out flat-footed and denies that the sex drama has a place on the booking chart.

He says in part:

"There's a lot of money in the movies and a lot of it will never come out again, thanks to the sexy stuff. If any picture producer or exhibitor who has been falling for the sex stuff doesn't figure it out for himself that nasty stories and prurient titles constitute one of the most alarming dangers to the motion picture business—then let him take a slant at the box office reports, published in the Booking Guide just issued by the Motion Picture News and the box office record just off the press of the Chicago Exhibitors' Herald.

### Sex Stuff Because It's Sexy?

"No star can get away with sex stuff just because it's sexy. The public does not 'eat it up,' as we read in the advertisements. Gloria gets a 97 per cent rating on Sydney Olcott's 'The Humming Bird,' but not because it was a daring story. It was great audience entertainment. Olcott didn't vulgarize the romance to the level of gutter stuff in telling the off-color adventures of that girl from Paris slums. He won your sympathy and love for the poor girl. Exhibitors never sent in bad reports from their patrons on that picture. But the rating of 'The Society Scandal' drops to 83 per cent—and might go lower—and we find in the Box Office Record such statements as these: 'Producers seem to think it takes a salacious title to draw the crowd, no matter if the picture itself is innocent. I do not believe it.' 'Hope Will Hays will have some influence to do away with the present vogue of giving pictures suggestive titles.' 'Honestly believe it drove some business away.' Disappointed after knowing what a Gloria is evidence in the way of real entertainment."

### Evidence Against Sex Stuff

In other words, here is evidence on which any jury would give a verdict against sex stuff as a box office product. And it comes from the picture people themselves. No use for exhibitors to fool themselves any more, even if the producers haven't got on the facts yet. A film does not win because it's sexy, but it must be kept far away from the vulgarization of the sex urge. Sex is back of all romance, and the screen story isn't worth much without romance, but the public isn't going to stand for it being vulgarized.

You don't read any exhibitors' reports on sex pictures like this, called from the paper before me: "The Sea Hawk" seventh week still going strong. "Covered Wagon" turning 'em away but only natural after sixty-two weeks in New York. "Girl Shy" looks like another Lloyd record. "Never Say Die," MacLean comedies are clean, as well as funny. Went so big here over for second week."

Could furnish a page of endorsements on big clean pictures that win. The greatest box office films are never made of sex stuff. Every one knows that without being able to do they have suggestive titles. The public won't stand for it.

## "PARISIAN NIGHTS," NEXT GOTHIC FILM FOR F. B. O.

"Parisian Nights" will be the colorful title of Gothic Pictures' next special to be distributed by Film Booking Offices, according to advices from Lou Baum, Gothic's president who makes his headquarters at the F. B. O. studios in Hollywood.

The production, slated to start this week under the direction of Al Santell, was originally called "Paris After Dark." The story is an original by Eud Forest and was scenarized by Doty Hobart. An all-star cast will be engaged and B. P. Fineman will supervise the entire production.

### "East of Broadway" Released.

Associated Exhibitors announce this week that the week of November 23rd has been set for the release of the Paul Schofield production, "East of Broadway."

"East of Broadway" is a screen adaptation of the Richard Gamull Saturday Evening Post story, "Where is the Tropic of Capricorn," and deals with the experience of a young Irishman anxious to get on the police force.

The featured role in the production is handled by Owen Moore supported by Mary Carr and Marguerite de La Motte.

### K. C. House for Negroes.

A motion picture theatre containing 900 seats, exclusively for the use of colored persons, has been opened in Kansas City recently. Paul Felix is man-

ager of the new building, which has not yet been named. The theatre will be outfitted with Heswood-Wakefield 'OC' special opera chairs.

## F. D. C. ANNOUNCES PLANS FOR COMING SEASON, 1925

### Renaud Hoffman Signed, Continue Present Contracts.

New York, Oct. 30.—The releasing plans of the Producers Distributing Corporation for the spring and summer, 1925, are partially disclosed in a statement issued by John C. Flink, vice-president of the company, in which he announces the signing of contracts with Renaud Hoffman, Recal Pictures, Inc., and the Peninsula Studios of San Mateo, Calif., for a continuation of their product during the coming season.

Renaud Hoffman who contributed the two successful productions "Not One To Spare" and "The Legend of Hollywood" during the present year has signed a contract for four more of his creations to be released by Producers Distributing Corporation.

One of the first of the Renaud Hoffman productions will be released under the title of "The Unknown Soldier." This will be an adaptation of a startling French story which is quite similar to "Havoc" the sensational stage play at the present time on Broadway, New York.

It is understood that Florence Vidor and Jacqueline Logan will each be starred in at least one of the productions to be made by this company at the Thos. T. Ince studios.

## A HIGH CALIBRE WESTERN

PRODUCERS DISTRIBUTING CORPORATION

**"The MAN from TEXAS"**  
Starring **HARRY CAREY**  
Directed by TOM FORMAN  
Produced by STELLAR productions

### BOX OFFICE





LIVE--LOVE--LAUGH!  
WITH

# Douglas MacLean

in  
*Never Say Die*

IN KANSAS CITY--

the biggest business at the Royal Theatre since "Girl Shy." Ask Frank Newman.

IN ST. LOUIS

Record day and date showings at the Kings and Rivoli. Ask William Goldman.

EVERYWHERE--

It is breaking records previously set by "Going Up" and "Yankee Consul."



"GRAB IT."

—M. P. NEWS.



"MacLean on the strength of 'Never Say Die' takes his place side by side with Lloyd."

—N. Y. Variety.



KANSAS CITY—  
111 West 17th Street

ASSOCIATED EXHIBITORS, Inc.

ST. LOUIS—  
3316 Olive Street

## PATHE SPEEDS PRODUCTION FIVE COMPANIES WORKING

### Second Lloyd Feature To Be Started In Near Future.

Activities of Pathe productions are going full blast at five different centers.

Four organizations on the Coast are busily engaged turning out pictures while one company is at work in the East. The eastern company with Malcolm Strauss as producer is working on the latest Patheserial under the direction of George B. Seitz.

The picture is an adaptation from a race track story that features Allene Kay and Johnnie Walker. It will be released in ten chapters and is being made at Fort Lee.

Of the Coast organization at work Mack Sennett and Hal Roach lead in amount of product turned out. On the Hal Roach lot five units are busily engaged for Pathe. Leading this list are Hal Roach's rasicals "Our Gang." Others are The Spat Family, Charley Chase (one reel comedies), Arthur Stone, and Star Series units. The latest Glenn Tryon and Blanche McHaffey feature production to be released was "The Battling Orioles."

On the Mack Sennett lot there are also five companies working. The Ben Turpin unit leads this list. His latest release is "The Reel Virginian." The second unit is the Harry Langdon company making "Situation" humor.

The Sennett-Star Series under the direction of Del Lord is busily at work on slap-stick comedies featuring Sid Smith, Vernon Dent, Andy Clyde and Madeline Hurlock. Ralph Graves is producing "straight" comedies.

Over on the Thomas H. Ince lot, activities have begun on Charles Ray's second production for Pathe. The new Ray story has been selected and is being cast at this time. It follows the line of material for which Ray is famous and has a working title of "The Desert Fiddler."

At the C. W. Patton Studios plans are being laid for the production of another Patheserial to be released during the holiday season. The most recent Pathe-Parson serial is now being released in ten chapters under the title of "Ten Scars Make A Man," in which Allene Kay is featured.

## ZEPPELIN CREW LOOKS ON AT PATHE'S FLIGHT PICTURE

New York, Oct. 29.—It's hard to beat a Zeppelin crew when it comes to covering distance. So Pathe learned last week when a messenger employed by Pathe News delivered rush scenes to Loewe's New York roof theatre. As he was leaving he "spotted" the actual crew of the newly delivered Zeppelin calmly reviewing the scenes he had just seen the operator splice into the reel.

He hurried to the management and told them that the actual crew were in the audience. Quick to take advantage, the manager attracted attention of the audience to the men by throwing a spotlight on the box they were occupying. They had been in the country a few hours when they saw the Pathe News picture taken of the trip flashed on the screen.

## "FEAR BOUND" VITAGRAPH PICTURE, NEARLY COMPLETED

Work on "Fear Bound," a Smith-Nigh production for Vitagraph distribution is well under way. After passing a week on location near Taxedo, in the Ramapo mountains of New York, the company has returned to New York City and is now "shooting" interiors at the Tee-Art Studios.

Will Nigh is a very busy man in this piece, for, besides being the author of the story, he is the producer, the director, and the star of the production. Plying opposite him is Marjorie Day, who returned only a short time ago after working in two pictures in France and England.

Niles Welch also has a leading role. Others having important parts in the cast are Louise Mackintosh, Ed F. Roseman, James Bradbury, Jr., Warner Richmond, Dexter MacKaynolds, Jean Jarvis (Miss Jarvis and Mr. MacKaynolds have comedy parts), Frank Conlan and Bill Goodson.

"Fear Bound" is described as a drama that moves with lightning rapidity. Its settings are western and it is of the ultra type of virile, he-man story.

threading through the story, too, is an appealing romance—Marjorie Day and Niles Welch are the principals in the love scenes, while there is an abundance of comedy touches to temper the suspense and the thrills.

## HOUSE PETERS, THE LEAD IN "RAFFLES," FOR UNIVERSAL

Los Angeles, Oct. 29.—House Peters, who recently completed work in the big Universal serial "The Fernald," is now starting work at Universal City, in the title role of the H. W. Hornum story "Raffles." King Baggott is the director.

In all the realm of detective and romantic drama there is no more famous or well known name than "Raffles." Kyrie Bellew played it for a year on the stage. It made him a great star. "Raffles" was to the underworld what Sherlock Holmes was to the world of sleuths.

When Universal signed the role to him he wired to Carl Laemmle as follows:

"One of my greatest ambitions always was to play 'Raffles.' Not in just the way Bellew played it but I am certain in a way that will picture effectively. Thank you for the opportunity."

## WHITNEY HEADS ARKANSAS M. P. T. O. FOR THIRD TERM

Jonesboro, Ark. The members of the Motion Picture Theatre Owners of Arkansas, at a meeting held at Little Rock, October 5 and 6, re-elected E. B. Whitney, Collins of Jonesboro for a third term despite his protest that he was not a candidate and did not wish to again assume the burden. All officers that have served during the two preceding Collins administrations were re-elected.

They are: Vice president, H. D. Wharton, Warren; secretary and treasurer, O. C. Hamber, Pine Bluff; directors, A. C. Lick, Fort Smith, Sydney Nutt, Hot Springs, John Collins, Paragould, W. E. Embers, Batesville, J. C. Robertson, Fayetteville, D. I. Pittou, Harrison, Walter Rapp, Mt. Crozer and F. H. Butler, Russellville.

## "WOLF," DOG HERO OF WORLD WAR, 'SIGNED' BY VITAGRAPH

Vitagraph has secured the services of Wolf, a famous war dog who served in the French Army, for the title role in "Parce, Son of Kazan." He will soon begin work on this Vitagraph production based on James Oliver Curwood's novel of the same name which will be made at the West Coast studios under direction of David Smith. Wolf is the first player created for the cast.

Wolf wears the Croix de Guerre of France given to him by General Joffre for "heroic and meritorious service rendered under fire while wounded." While other war dogs won crosses during the recent war, Wolf is the only dog to have received his decoration from the hands of a general. He is the property of Jere Evans with whom the contract for his services in "Parce, Son of Kazan" was made.

Wolf is a German police dog. He first served with the Germans and was captured by an English aviator while carrying messages for them. He was retained by the British and used as a messenger by them in their lines in the Cambrai sector. When the French took over the section Wolf remained with them. He was later destined to save a detachment of French in no-man's-land from the attack of German flame throwers who had surrounded the little group. Wolf was accompanying the French detachment when a Verie light showed him to the Germans.

They fired on the dog, ripping his side open, but he continued running until, from the loss of blood, he dropped, but managed to crawl on until he toppled into a French trench. The message was taken from his saddle and a rescue party rushed to the surrounded detachment. For this action Wolf was awarded the Croix de Guerre. When the A. E. F. relieved the French they inherited Wolf and he became the pupil of Mr. Evans finally being given to him by the government.

## PRODUCING MANAGERS' ASSOCIATION DISSOLVES

New York, Oct. 20.—The Producing Managers' Association, an organization of theatrical managers, voted today to dissolve, holding there was no further reason for the association. A resolution directing the board of directors to petition the supreme court for a legal dissolution of the organization was adopted.

Until its fight with the Actors' Equity Association last spring the Protective Managers' Association was an all-powerful factor in the theatrical world.

Action of the association means the theatrical business will be without a "czar."

### Organizations Back "Keep Fit"

A special screening before health and athletic organizations of "Keep Fit," the third feature to be published in chapters under the new policy adopted by the Pathe Review, prompted executives of the National Committee of Young Men's Christian Associations and the National Health Council to acknowledge their approval of the film in letters written to the Pathe Home Office.



# What Critics Say

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## SUNDOWN

First National—Bessie Love and Roy Stewart

WORLD—“Sundown” is a lavish depiction of one of the events which made history in America. It reminds one in many ways of “The Covered Wagon.” “Sundown” is a gigantic picture in every way. The photography is among the most beautiful ever seen on the screen. Intermingled with the awe inspiring cattle scene is the story of the city people struggling to make a home in the barren prairie. Bessie Love carries the entire burden of this story, and carries it well—with interpolations of pathos and comedy which are splendidly done. The picture presents sufficient appeal to please even the most critical onlooker.

HERALD—Type: Story of the Western plains of the fight of the cattlemen against the oncoming homeseekers. Highlights: Stampede of cattle, crashing down of homesteaders cabin, fire on the prairie, blocking of transcontinental train by herd of cattle, performance of Bessie Love, Hobart Bosworth and Charles Murray.

NEWS—This is a historical drama of the events attending the last great drive of the cattle kings of the old west, filled with quaint humor, thrilling drama and patriotic sequences. Here is a picture for the entire family. It cannot fail to interest all classes of fans. It is something new under the sun of film production. Admirably acted, wonderfully mounted and beautifully photographed. It is BIG in the true meaning of that word.

## MARRIED FLIRTS

Metro-Goldwyn, All Star

NEWS—The theme is of the eternal triangle drama in which the “other woman” is taught a lesson by the wife whose husband she has stolen. The wife separated, turns the tables and vamps the other woman’s husband until the former siren begs for mercy. The title is a wow as a box office puller. There are many points of appeal in this production which has been masterfully handled by Robert Vignola, who has brought out some fine character portrayals. The cast is A. No. 1. The story is a best seller.

WORLD—Using a scenario prepared by Julia Crawford Evers, Robert G. Vignola has transferred to the screen for Metro-Goldwyn under the title of “Married Flirts,” Joseph Vance’s popular novel, “Mrs. Paramour,” and has turned out a production that should provide enjoyment for the majority of theatregoers. The story has been smoothly developed and finely directed so that it holds the interest.

TRADE REVIEW—This one should receive universal audience approval and ring up plenty of fares for every exhibitor who shows it. The title has a box-office ring to it and the cast will accomplish the rest so far as getting them in is concerned. And once inside, “Married

Flirts” will furnish your patrons with highly satisfactory entertainment.

## WELCOME STRANGER

TRADE REVIEW—Human nature at its worst and best is sharply outlined in this story of a small town and intolerant inhabitants who display such animosity to the Hebrew stranger in their midst. Little Isadore Solomon, patient and persistent in the face of malignant persecution, is a bravely appealing figure, as is the heroine, Mary Clark. With unerring skill and judgment the director mingles pathos and comedy. Boost this as a comedy drama of unusual interest. Your patrons will not be disappointed.

WORLD—This one comes from Aaron Hoffman’s stage play which enjoyed a run on Broadway. There are some well drawn characterizations in this picture with a lot of human interest. It has the advantage of a cast composed of well-known names. All in all, “Welcome Stranger” looks like a picture that should please the average spectator.

NEWS—This one is suitable for the finest houses in the land. As satisfactory a picture as has been produced in a long while. Filled with the stuff that “gets you,” that makes you think, that makes you feel better. A story that is “lived” by all the players. It should please audiences made up of any clientele. Suitable for any type house.

## NEWS NUGGETS

“Greater Than Marriage,” the production work on which was completed by Victor Hugo Halperin a few days ago, is being rushed for Vitaphone release about the middle of November.

Millard Webb, Warner Bros. director, has just finished the final shots of “The Dark Swan” which has been in production at the Warner studios in Hollywood for the past few weeks.

Edwin Carewe is expected to begin work shortly on the production of John Hunter’s fanciful melodrama, “One Year To Live,” for First National Pictures. Just now he is busy cutting and editing his latest picture, “Madonna of the Streets,” which brings Nazimova back to the screen after an absence of two years.

Antonio Moreno will be Constance Talmadge’s leading man in her next First National picture, “Learning to Love,” an original story by John Emerson and Anita Loos.

Other recent acquisitions by the Mermaid Company are Ned Sparks’ of vaudeville and motion picture comedy fame,

and Joan Meredith, formerly with Century comedies.

Lloyd Hamilton will be seen as a “cop” in a picture now in production at the Fine Arts Studio. He will abandon his well known make-up for the uniform of “one of the finest” for this picture.

Under the direction of Harry Garson work has started on the second Leity Flynn production at the F. B. O. Hollywood studios. The story is “The No-Gun Man,” written by Dorothy Arzner and Paul Gangelin and scenarized by Frank Beresford.

Eva Novak has been signed by Abe Carlos to appear opposite Richard Talmadge in “Hal the Hero,” his next comedy drama for Film Booking Offices.

Frank Norcross, who is portraying Colonel Starbottle in “The Flaming Forties,” Hunt Stromberg’s picturization of Bret Hart’s “Tennessee’s Partner” starring Harry Carey, played in two pictures made by D. W. Griffith in 1913 in which Carey also appeared, but he did not meet the Western star until his present engagement.

## COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

# The GIRL ON THE STAIRS

AN ELMER HARRIS PRODUCTION  
PATSY RUTH MILLER  
and MATT MOORE




THE STAIRS  
DISTRIBUTED BY ELMER HARRIS



Edited by "BOB" GARY, Universal Exploiteer

## EXPLOITORIAL

By "BOB" C. GARY

Did you ever have an experience like this? You book a most wonderful picture, and you have every confidence that it will pull a record breaking business for you, that it will please your patrons, and it will have town talking, and you run it and it "flops," and then you wonder why.

Here is something for you to think about. What did you do to impress upon your patrons the greatness of this great picture? Did you exert every pound of effort to sell it to your patrons? Did you hook on to "Old Man Opportunity's" coat tail, and go with him? In other words, did you exploit this truly wonderful picture?

It's easy enough to be sorry, it's easy enough to throw up both hands and say there's no use. The exhibitor has to take advantage of every opportunity and capitalize on them. Don't ever let the opportunity slip past to advertise your theatre and its program.

Whenever you pull a good exploitation stunt, we would be pleased to know about it, and will give your exploitation campaign space on this page. Everybody is interested in the other fellow in the picture business, and the exchange of ideas will greatly benefit everyone. We are extremely anxious to help you make money on your pictures, so why not start right now and tell your patrons, all about your theatre, and the pictures you will present to them during the coming season.

### THIS ONE KEPT WOLVES FROM THE DOOR—THEY WERE IN "WOLVES OF THE NORTH"

Trailed by hundreds of boys and girls and tying up traffic wherever it goes, a unique and forceful seat-selling ballyhoo is wending its way through the metropolitan territory these last few weeks, in connection with Universal's new serial "Wolves of the North," starring William Duncan.

The ballyhoo consists of three cages mounted on a motor truck. Signs herald the coming of "Wolves of the North." In the cages are a collection of wolves and huskies from the Smoky River region. The cages are decorated with foliage. The driver is fittingly attired and adds considerably to the picturesque appearance of the entire outfit.

In the first cage is a male timber-wolf. In the second a beautiful white female timber wolf. The back cage on the truck contains three beautiful huskies, and a man dressed in fur costume as worn by Duncan in the serial.

Wined to the cages are identification signs similar to those utilized in the zoo. One of them reads: "The Timber Wolf—One of the greatest menaces to the extension of civilization in the far north. See how bold of them attack Edith Johnson in 'Wolves of the North.'" Another sign reads: "Northern Huskies—three quarters full one quarter dog. Members of the famous Smoky River Alaskan Dog Range in 'Wolves of the North.'" "Bingo on the truck says 'SEF—The Pack of Wolves! Heroic Dog Team! Brave Hunter! Fearless Men!' William

Duncan in his Greatest Chapter Play, Perilous Adventures in the Blizzard Country, etc."

This unusual ballyhoo flash is attracting crowds by the thousands wherever it moves. In the frequent stops on account of traffic signals in New York, it is besieged by crowds clamoring to get a peak at the wolves.

### OKLAHOMA CITY CAMPAIGN ON "THE COVERED WAGON"

Manager Pat McGee of the Criterion Theatre, Oklahoma City, put over an excellent campaign on "The Covered Wagon," in which he began advertising this picture two weeks in advance of the playdate along lines that are more or less standard, consisting of teasers in the newspapers, plenty of poster paper around town, 100 window frames (specially made), a de Luxe trailer on the screen and the theatre's close-up program.

The local street car company has three steel frames in use on the front of the street cars that travel over the most popular lines. The theatre obtained permission to use these frames for this picture and insert cards were placed in them carrying the title. The street car company further agreed to turn this space on the twenty cars over to the theatre each week free of cost.

A tie-up was arranged with the Yellow Taxi Company whereby the theatre placed 20 banners on the town cabs, copy as follows: "This is the modern Covered Wagon. See 'The Covered Wagon' at the Criterion Theatre."

The week prior to the opening of "The

Covered Wagon," 5,000 rotogravures on "Manhandled" were distributed by the theatre and in the space on the back of these rotos, an announcement about "The Covered Wagon." This stunt got publicity on the two pictures at the cost of one distribution.

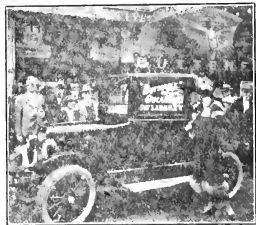
A victrola was placed in the orchestra pit so that it could not be seen and a record of "O' Suzanna" was played as a solo. The theatre's organist played an accompaniment to the record adding variations before and after. This little stunt got much favorable comment.

A covered wagon was painted on beaverboard, cut out and mounted on the theatre marquee. This entire display was illuminated at night by electric lights that bordered it.

The Consolidated School at Moore, Okla., 12 miles from Oklahoma City called over long distance and reserved a section of 165 seats for the regular show, Tuesday afternoon. The management of the theatre, knowing the students would be conveyed to the theatre in the Consolidated School trucks, had 20 banners painted and tacked on the sides of the trucks before they left the school. The trucks crowded with children paraded the main streets of town before and after the matinee party. The copy on the banners read: "We are going to see 'The Covered Wagon' at the Criterion Theatre, Oklahoma City—Only four days left."

### TIE-UP FOR "THE BUTTERFLY" WITH AUTOMOBILE COMPANY

Lee Balsly, Assistant Manager of the Liberty made a tie-up with the Overland



Automobile Company. The Overland was putting on an endurance test with a car that was running all over the city. Back of this car followed a new Overland coupe driven by a pretty girl and which carried on the side a sign reading "Butterfly Wanted An Overland—See her at the Liberty."

### ELK CITY, OKLA., PUTS OVER "WHITE SISTER"

An enthusiastic, intelligent campaign that had the theatre manager's sincere conviction back of it that "The White Sister" is one of the finest pictures ever produced, was the means of putting over this Inspiration production starring Lillian Gish to big returns in Elk City, Oklahoma.

Manager C. E. Wagner of the Story Theatre, Elk City, wanted Oklahomans to see "The White Sister." He wanted to impress upon them the bigness, the universal appeal of the theme. So he got out an expensive eight page booklet that was widely distributed in Elk City, to his patrons and others.

"Facts You Should Know" was the only printing on the cover. A personal letter from the manager to his patrons occupied two inside pages, and this was a straight-from-the-shoulder talk that did not mince words.

"I want to give you a few facts about this picture and I know what I am talking about when I give them to you," Mr. Wagner wrote. "As most of you know, I was on the road selling pictures before coming here this last time.

"I knew when I was detailed to handle this particular subject that it would be a ticklish proposition because it deals to a certain degree with Catholicism."

The first thing I did when I got into town was to send an invitation for a special screening of 'The White Sister' to all Ku Klux Klan officials, to as many Catholics as I could get in touch with, to all professional and business men, to all leaders of all ladies' clubs. They all came; they saw—and all left the theatre as one big family, proclaiming it the greatest motion picture they had ever witnessed and further said, the picture had taught them something; it gave each side a broader minded view of the other fellow's side."

The manager's message concluded with, "I want you to see this picture." The other five pages of the booklet were given over to reviews of the big special and to various tributes paid it.

In addition to this elaborate booklet, the regular four-page program of the Story Theatre was given over to "The White Sister" before the picture's engagement.

One of Mack Sennett's latest comedies for Pathé is entitled "Honeymoon Hardships." This is a case of putting the cart before the horse. The hardships come after the honeymoon.

### WM. JACOBS PUTS OVER GOOD DISTRIBUTING PLAN

For the Kansas City showing of Cecil B. DeMille's production "Feet of Clay" at the Newman Theatre, 150,000 pieces of printed matter were distributed in advance of the opening date.

The distribution did not cost the theatre a penny. The only cost to the theatre was the printed matter purchased from the exchange and the date imprinted. The following accessories were distributed:

70,000 Rotogravure Sections.  
70,000 Heralds.  
10,000 Cards (miniature reproductions of 24-sets).

The "Rotos" were wrapped in laundry bundles by eight of the largest laundries of Kansas City. Each laundry was given a third of the back page for use as an ad to boost their particular service. The Newman Theatre utilized the rest of the page for its ad. In addition to the above distribution 15,000 of these "Rotos" were stuffed in a community newspaper, as a "Movie Roto Section," on which the newspaper sold an ad, giving the theatre, the other half of the page for its play date, etc.

By arrangement with the S. S. Kresge Dollar store, William Jacobs, of the Newman staff, who put over this extensive distributing campaign, arranged with the store management to distribute these heralds by wrapping one with every package that went out of their store for ten days prior to the showing of the picture. The store utilized half of the back page for their ad calling attention to the fact that they were in position to furnish phonograph records of all the musical numbers that would be featured during the running of the picture.

The Kodak shops also distributed some of the 10,000 cards in packages going out of their shops.

A large percentage of the literature distributed in exploiting "Feet of Clay" went right into the homes, and the run on the picture during its showing at the Newman Theatre was evidence that it was a most effective publicity stunt.

### PRODUCERS TIE-UP WITH NATIONAL BOOK WEEK, NOVEMBER 9.

Plans for the activities of Book Week, to be celebrated beginning November 9, under the auspices of the National Committee for Better Pictures and the National Association of Book Publishers, are well under way, with picture produc-

ers and distributors showing a deep interest in the project.

The two organizations are calling upon their members, comprised of millions in all parts of the United States, to see pictures produced from the works of celebrated authors. Vitagraph expects to play a particularly important part in these activities, according to a statement just issued to John B. Rock, General Manager. In a "True Talk for Exhibitors" he calls attention to the unusually large number of Vitagraph's authors and stories which are ready for booking now.

Some of the productions in Mr. Rock's list have been available for many weeks and have achieved a success which assures their wide popularity during Book Week. Others have not yet been released but have scored instant triumphs.

### UNIVERSAL PLANNING SERIES OF EXPLOITATION CAMPAIGNS

Universal Pictures Corporation announces that they are inaugurating an extensive exploitation campaign on all the pictures which they release. These campaigns will be started in each city from the home office and will extend to every city, town and hamlet playing Universal pictures. Jewels, Western features, two-reel Jewel series, two-reel westerns and one and two-reel comedies are included in the picture to receive this special exploitation treatment.

A staff of seasoned exploiters, headed by Jerome Beatty, is prepared to give individual attention to the needs of every exhibitor of Universal pictures.

Assisting Jerome Beatty at the home office and working in the Metropolitan territory is Joe Weil, who put over "The Hunchback of Notre Dame" with such success in Paris. Others on the staff and the territories they cover are: Al Fimman, Philadelphia and Washington; Phil Kahn, Boston; Jack Edwards, Chicago; Jack Hays, Pittsburgh; Charles Lowenberg, Cincinnati; Irvin Zeltner, Buffalo and Albany; "Bob" Gary, Kansas City; Maurice Davis, St. Louis; Jack Meredith, Dallas, Oklahoma City, El Paso and New Orleans; Arthur Janisel, Salt Lake City, Denver and Butte; W. R. McCormack, Indianapolis; A. L. Burks, Detroit; Andrew Sharick, Cleveland; Mrs. Ann McMurdy, Milwaukee; Robert Bender, Seattle and Portland; Roland McCurdy, Los Angeles; Ben Fitchel, San Francisco; H. S. Ward, Des Moines, Omaha and Sioux Falls; M. H. Wilkes, Toronto and Montreal; T. W. Crosbie, Winnipeg, Calgary, Vancouver and St. John.

Campaigns are now being arranged for "The Tornado," "California Straight Ahead," "The Gump Comedies," "The Marrying Age," "Dangerous Innocence" and "Let'er Buck," the Hoot Gibson film at the Pendleton round-up.

### COMING—A COMEDY KNOCKOUT

PRODUCERS DISTRIBUTING CORPORATION

# RECKLESS ROMANCE

An AL CHRISTIE FEATURE



Starring TROY BARNES TULLY MARSHALL and an all-star cast ADAPTED FROM THE Great Broadway Success

WHAT'S YOUR WIFE DOING? DIRECTED BY SCOTT SIDNEY

### WESTERN VAUDEVILLE MANAGERS ASS'N

Offices  
201 Mainstreet Theatre Building  
KANSAS CITY, MO.  
Representative  
JOLLY JONES, JR.  
Phone Grand 1860  
VOD-VIL FURNISHED FOR THEATRES.



## BOX-OFFICE REPORTS

### FIRST NATIONAL

**The Isle of Lost Ships**, Milton Sills and Anna Q. Nilsson—An exceptionally good sea picture. Pleased almost everybody. A very interesting feature with good pulling power.—Mrs. C. W. Robinson, Carlyle Theatre, Carlyle, Ill.

**My Boy**, Jackie Coogan—Picture a real hit. Print good. Accessories O. K.—W. E. M. Wilson, Jr., Opera House, Wheatland, Mo.

**The Bad Man**, Holbrook Blinn—Good picture that got over nicely. Print good.—R. D. Strickler, Wickiser, Craig, Mo.

**The Love Master**, Strongheart—Seemed to please those that came, but people here are losing interest in dog pictures.—C. J. Caldwell, Star Theatre, Sweet Springs, Mo.

**One Clear Call**, Henry B. Walthall—Fine picture but too long for Saturday night. Print good.—L. C. Whitehair, Novelty, Chapman, Kans.

**The Seventh Day**, Richard Barthelmess—This picture seemed to please our patrons and had a very good house on it. Print and accessories good.—W. J. Shoup, DeLuxe, Spearville, Kans.

**Penrod and Sam**, Bennie Alexander—Picture pleased. Had a very fair crowd. Print very good.—Opera House, New Hampton, Mo.

**Brawn of North**, Strongheart—A very good picture. We should have more like it.—W. E. Stepp, Regent Theatre, Pleasanton, Kans.

**The Bond Boy**, Richard Barthelmess—Good picture well acted. Print and accessories good.—C. R. Marshall, Palace Theatre, Golden City, Mo.

**Oliver Twist**, Jackie Coogan—Good business. Print A-1. Accessories good.—Opera House, Delphus, Kans.

**A Self-Made Failure**, Bennie Alexander—Good clean, wholesome comedy that pleased nearly 100 per cent. Good box office picture. Cast excellent. Print and accessories good.—Grand, Moberly, Mo.

**The Golden Snare**, Lewis Stone—Very good Curwood story. Good action and photography. Pleased about 90 to 95 per cent. Very good attendance. Lewis Stone and Noah Beery did fine work.—T. H. Lawk, Opera House, Mound City, Kans.

**Why Men Leave Home**, Lewis Stone—Excellent picture. Pleased all who saw it. Drew well. Cast excellent. Rings true and has good lesson without being preachy. Print and accessories good.—Earl Hayes, Grand, Moberly, Mo.

**The Love Master**, Strongheart—Gave us a very satisfactory evening's entertainment. Not a biop icture, but will give solid satisfaction to any average audience. Print and accessories good.—G. J. Ransom, Collee, Highland, Kans.

**Jim the Penman**, Lionel Barrymore—Had a very fair business. Print and accessories good.—J. U. McCoy, Dighton, Dighton, Kans.

**The Hottentot**, Douglas MacLean—Over the top again and a pleased crowd. Each scene so much to the exhibitor. Print good.—D. J. Blackwell, Best Theatre, Henrietta, Mo.

**The Sea Lion**, Hobart Bosworth—Fair house. Seemed to please patrons. Print and accessories O. K.—R. A. Christy, Baker, Overbrook, Kans.

**My Boy**, Jackie Coogan—Many compliments. Business not so good, but good class of patrons. Accessories good.—B. M. Palmer, Jr., Whiteway, Jewell, Kans.

**The Hottentot**, Douglas MacLean—Considered good by all who saw it. We need more good comedy dramas of this order. Print fine. Accessories good.—Avice Clark, Garden, Marion, Kans.

**The Marriage Cheat**, Percy Marmont—It was a dandy little picture. Did not draw, but I would like to see the picture that will do that in this town at this period. Accessories good.—New Grand, Pittsburg, Kans.

**Brawn of the North**, Strongheart—The print and accessories good. Picture also good.—E. H. Intelman, Star, Cole Camp, Mo.

**Nomads of the North**, Lewis Stone—Mighty good picture. Make ten all like it. Print good.—A. B. McCullough, The Community, Newsho, Falls, Kans.

**Voice From the Minaret**, Norma Talmadge—Good picture and pleased all who saw it. Print and accessories good.—J. M. Bailey, Bailey, Waverly, Kans.

**Ashes of Vengeance**, Norma Talmadge—In my personal opinion and in that of our audience this is a very wonderful picture. Artistically conceived, beautifully set, and extremely well acted. It was a pleasure to show it. Print and accessories OK.—G. C. Ransom, Collee, Highland, Kans.

**When A Man's A Man**, John Bowers—This picture is a good one.—C. C. Perry, Rex Theatre, Mayville, Mo.

### STANDARD

**False Trails**, Pete Morrison—Good western. Enough comedy sprinkled in to please everybody.—N. Flynn, Wonderland Theatre, Kansas City, Mo.

**Payable on Demand**, Leo Maloney—A real good western.—C. M. Pattee, Pattee, Lawrence, Kans.

**False Trails**, Pete Morrison—An extra good comedy western. Pleased 100 per cent.—H. Wertenberger, Empress, St. Joseph, Mo.

**UNIVERSAL**  
**Wolves of the North**, Serial—In regard to your serial, "Wolves of the North" will say that it is going over the biggest of any serial ever played in this town. It is a wonderful picture and the scenery is great. Although we have only played two chapter we are well pleased with it and advise all theatres that run serials to give it a trial, for as an outdoor picture it cannot be beat.—R. E. Nichols, Cozy Theatre, Osage City, Kans.

### VITAGRAPH

**Bring Him In**, Earle Williams—I certainly think this one is a good picture, showing the clean life of the great out-of-doors. The moral of this one is O. K.—J. E. Zimmerman, Rex, Bronson, Kans.

**Black Beauty**, Jean Paige—This is an exceptionally good picture for grade and high school students. The most wonderful story of what life is to a horse. Another story of what life is to human hearts is woven in also. Will stand heavy advertising. I regret that more of our students could not see it.—J. E. Zimmerman, Rex, Bronson, Kans.

**Flower of the North**, Pauline Stark—Good picture with plenty of action, fine scenery and well played.—W. H. Wilson, High School, Sublette, Kans.

**No Defense**, Wm. Duncan—The best Duncan I have had, and real entertainment it was. Made a very good Saturday night program.—W. A. Doerschlag, Strand Theatre, Ransom, Kans.

**Spooks and Spams**, Larry Semon—This is the best one reel Semon I have played. It sure got the laughs.—W. A. Doerschlag, Strand Theatre, Ransom, Kans.

**My Man**, All Star—A very good picture like all Vitagraph pictures. They get the full house.—Ed. Rogers, Palco, Kans.

**Between Friends**, Alice Calhoun and Norman Kerry—Very fine picture and it pleased 100 per cent of my patrons.—C. D. Kittel, Idle Hour, Seymour, Mo.

**Man Next Door**, Alice Calhoun and James Morrison—Could not have wished for a better picture. Liked it because of the Western and also the society scenes. Alice Calhoun is so sweet that no one could dislike her. Probably the author of the story had some drawing power.—C. Morris, DeLuxe Theatre, Moline, Kans.

**Ninety and Nine**, Colleen Moore—A good story and well produced. Forest fire scenes excellent. People like Warner Baxter personally. I do not like Colleen Moore.—C. Morris, DeLuxe Theatre, Moline, Kans.

### A BOX-OFFICE WINNER

PRODUCERS DISTRIBUTING CORPORATION

REGAL PICTURES INC  
presents

"ANOTHER  
MAN'S WIFE"

WITH  
JAMES KIRKWOOD-LILA LEE

MATT MOORE-WALLACE BEERY  
and CHESTER CONKLIN

STORY BY ELLIOTT CLAWSON  
DIRECTED BY BRUCE MITCHELL

JAMES KIRKWOOD

LILA LEE



# The ST. LOUIS FILM MARKET

## STOCK SUBSCRIPTION SUIT AGAINST MAYOR APPEALED

The suit against Mayor Henry W. Kiel of St. Louis to compel payment of a \$500 subscription for stock in the William Christy Cabanne Motion Picture Trust Estate has been appealed to the St. Louis Circuit Court by counsel for the trustees of the motion picture company. The organization is now in the hands of a receiver.

The appeal is from the decision of a jury in a Justice of the Peace court which found that while His Honor had signed his name to a subscription roll with the figures \$500 opposite it was intended only to influence others to purchase stock in the company and didn't really mean the Mayor should pay \$500 into the treasury of the company.

The trustees for the company contend that Mayor Kiel subscribed for the stock in April, 1923, but that when a certificate was delivered to him he refused to pay for the stock. Mayor Kiel testified that the salesman informed him that he didn't have to pay for the stock and that he merely wanted the use of his name in soliciting stock from others.

## GIGANTIC BUILDING PROGRAM CONTINUES IN ST. LOUIS

### Kingland Opens, New Michigan Ready for Thanksgiving.

Friend Brothers' beautiful new Kingland Theatre, Gravois avenue at Kingshighway, St. Louis, Mo., opened on October 22 with Gloria Swanson in "Her Love Story" as the feature attraction. The theatre is among the finest outlying houses in this section and is absolutely fire-proof. The seating capacity is 1200.

Fred Wehrenberg has announced that his new Michigan Theatre, 7220 Michigan avenue, will open on Thanksgiving Day with "Barbara Frietchie" as the feature picture. Wehrenberg purchased the Michigan from Fred Hoelzer along with the Ivory, Lidel, Marguerite and Manion's Park summer theatre a few weeks ago, and is rushing it to completion so that it will be ready for the grand opening on Turkey Day. The house has accommodations for 1200 persons and will cost upwards of \$125,000.

"Doc" Tetley's smiling face was seen at the Fox Exchange on Saturday, October 25. "Doc" looks after the film entertainment for the people of Flat River and Farmington.

### Bandits Fail to Crack Safe.

Burglars made an unsuccessful attempt to break open the safe of the Elks Theatre at Olney, Ill., several days ago and almost wrecked the strong box and office with three charges of nitro. Phil A. Heyde, manager of the theatre, said that had the burglars been thoughtful enough to have telephoned him he would have saved them a lot of trouble as there was nothing in the safe at the time.

### Amusu, Dupo, Ill., Sold.

H. Welch has sold the Amusu Theatre at Dupo, Ill., to Passek & Lock. The new owners plan to operate the house on Saturdays, Sundays and Wednesdays. The theatre seats 450 persons and does a very nice business.

### Tom McKean Recovering.

Tom McKean, manager for F. B. O. is rapidly recovering from the injuries received in a recent automobile accident near Duquoin, Ill., and hopes to hobble over to his office during the coming week. The M. D. on the job says that he must stay home another three weeks, but he has a fat chance of forcing Tom to keep out of the game that long. Chasing fat contracts is too fascinating a sport for Tom to remain on the rip track that long.

## There Is Only one PATHE NEWS!

--And here is what Bob Smith of the  
New Grand Central says about it:--

Dear Mr. Graham:

Once more I am going to write you just a few lines to express my gratitude for being able to say that we are showing Pathe News in our theatre.

Also, for the wonderful cooperation and for the more than excellent service rendered us in your News service. On the recent arrival of the German Dirigible ZR-3 in America, I wish to state that the New Grand Central Theatre had this shot on the screen twenty-four hours before any other motion picture theatre in the city and it is to us just another of the wonderful Pathe scopes.

Sincerely yours,

NEW GRAND CENTRAL THEATRE.

(Signed) Bob Smith, Manager.

## PATHE EXCHANGE, Inc.

HARRY GRAHAM, Branch Manager

3316-18 OLIVE STREET

ST. LOUIS, MO.

**PATHE ENTHUSED ABOUT  
"THE BOX-OFFICE TEN"**

The local Pathe office is greatly enthused over the new group of feature pictures called Pathe's Box-Office Ten. This group includes "Never Say Die" featuring Douglas MacLean, "Dynamite Smith" with Charles Ray, "The Price of a Party" featuring an all-star cast headed by Hope Hampton, "The Battling Orioles," a feature comedy, featuring Glenn Tryon and a number of comedy stars, "Barriers Burned Away," Harold Lloyd in "Hot Water," "Is Love Everything?" with Monty Banks, "East of Broadway," Douglas MacLean in "Sky High" and Monty Banks in "Racing Luck."

This series, according to Manager Harry Graham contains all very exceptional box-office attractions, some of which in their premier showings have made new records.

Further enthusiasm is caused by a telegram received from New York stating that "Hot Water" has broken all records at the Strand Theatre of that city on the opening day with receipts exceeding those of "Girl Shy" by nearly \$2,000.00. Mr. Graham predicts an equally big success for "Hot Water" in the St. Louis territory.

Charles Christie of the Christie Film Company is en route to New York from Los Angeles for a conference with the executives of Producers Distributing Corporation on plans for the production of several big feature comedies for the coming season.

**BRIGHT BITS & NEWSY NOTES**

S. E. Pertle of Jerseyville, Ill., and A. H. Whitney of the Liberty Theatre, Mexico, Mo., were among the out-of-town exhibitors seen along Picture Row during the past week. Other visitors included Guy Alverson, Logan, Ill., and J. Dabrymple, Oblong, Ill.

Sam Werner of United Film Exchange announces that "Empty Hearts" will open at William Goldman's Kings and Rivoli Theatre day and date on November 8. William Goldman, owner of the theatres, plans an extensive advertising campaign to put the picture across in worthy style.

Jack Wel of Seznick, Charles Werner of Metro-Goldwyn and Tom Leonard of Progress Pictures were exchange managers who spent part of the past week out in the territory. All report that business conditions are improving generally.

William A. Doerge is managing the Opera House at Festus, Mo.

S. T. Wilson, formerly manager of the Associated Exhibitors exchange in Memphis, Tenn., and also with F. B. O., at Little Rock, Ark., has joined the local sales staff of Associated Exhibitors, and will work the key cities in Southern Illinois.

Horace Green, well known Eastern film man has purchased an interest in the Pert Theatre, Gillespie, Ill., and will

manage the theatre. At one time he was manager of the Triangle office in Philadelphia, and has had considerable experience in all branches of the business, including exhibition.

Charles Ray in "Dynamite Smith" has been sold to such representative houses in this territory as the Lyric at Springfield, Herb Walter, the live wire of that house has also purchased Pathe's comedy "The Battling Orioles."

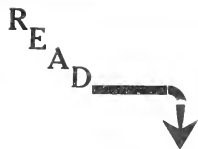
The St. Louis branch of Pathe is now housed at its new quarters, 3316 Olive Street and exhibitors are unanimous in declaring it to be one of the best equipped exchanges in the Central West.

Pathe two-reel comedies are monopolizing the screen in St. Louis, still, playing at the Loew's State, Missouri, Kings, Rivoli and West End Lyric.

Pathe's new serial "Ten Sears Make A Man" has been sold to the St. Louis Amusement Co.

The Missouri Theatre is showing Pathe's wonderful novelty release "The Death Ray" this week. This release has also been sold to the St. Louis Amusement Co.

Lee Moran, veteran screen comedian, has been signed by Mermaid Comedies.



**PROGRESS  
(St. Louis)**

**A Rodeo Mix-up**, Edmund Cobb. I saw in the last issue of your Journal where Tom Leonard, manager of the Progress Pictures Corporation, St. Louis, has released another bunch of western pictures.

I have played one of Tom's westerns each week for the last six months and am well pleased with them. On Tuesday, Oct. 14, I ran Edmund Cobb in "**A Rodeo Mix-up**" and it pleased 100 per cent. It is a western that would be hard to beat by any western player. And Tom has many of them that I would be glad to recommend to any exhibitor—T. L. Now, Star Theatre, Co. Mo. Ill.

(Reel Journal, Issue of Nov. 1)

**We have lots of GOOD WESTERNS  
The Best On the Market**

**Progress Pictures Corp.**

(Specializing in Western Productions)

TOM LEONARD, Manager

3405 Olive Street ST. LOUIS, MO.

*Dramatic  
Thrilling and  
Intensely Appealing*

**"THE  
MASKED  
DANCER"**

WITH

**HELENE CHADWICK**

AND

**LOWELL SHERMAN**

Directed by

**BURTON KING**

A PRINCIPAL PICTURES SPECIAL

**ST. LOUIS FILM EXCHANGE**

HARRY HYNES, Manager

3334 Olive Street

ST. LOUIS, MO.



## "MASKED DANCER" IS A THRILLING LOVE STORY

"The Masked Dancer," distributed in this territory by the St. Louis Film Exchange, has been hailed as one of the most thrilling motion pictures of the year. It is a screen adaptation of Rodolph Lothar's impelling love story, "The Woman With the Mask." The story relates the novel experience of a brilliant young writer who falls in love with a famous "masked dancer" and later discovers that she is his wife. This gives rise to a series of rapidly moving and dramatic events, in which an East Indian Prince plays a big part.

Helene Chadwick plays the role of the "masked dancer" and Lowell Sherman appears as the titled East Indian. Leslie Austen has the part of the husband. In support is a brilliant cast of prominent players, including Joseph King, Arthur Housman, Charles Craig, Mmie. Andree, Rossina Rudami, Dorothy Kingdon, Aleyce Mills and Helene Ward.

The picture is said to be beautifully embellished and splendidly photographed. Burton King directed, from the scenario by John Lynch.

### St. Louis P. D. C. Tops Records.

C. D. Hill, manager of the local Producers Distributing Corporation office reports the last week broke all records in the history of the office. He is making a great drive to keep out in front in the \$4000 Derby which closes on November 1.

Declaring that "Captain Blood" possesses the most ideal screen material of any of Rafael Sabatini's novels, the National Catholic Welfare Conference, through its official publication, The Motion Picture Review, published in Washington, D. C., praises Vitagraph's special production as a work "containing qualities which will easily rank it as a super-picture."



### Cruze Weds Compton

Hollywood, Oct. 25—James Cruze and Betty Compton were married recently at Cruze's home, "Flintbridge," near Hollywood, by Judge Robert H. Scott. The attendants were Mrs. Ethel Fishback, long friend of Miss Compton, and Fulye Cosgrave, long-time friend of Cruze.

### MAKING ROUNDS.

Alice Day is making the rounds of the comedy troupes at the Senne't studio as leading lady. She began with Harry Langdon upon signing her five-year contract six months ago; since then she has played leads with Billy Revan, Ralph Graves, Sid Smith and Raymond McKee. Alice now is playing opposite Ren Turpin in a burlesque on "The Virginian" to be called "The West Virgin'ian."

Just ONE Little Idea--

And You've Received TEN-FOLD VALUE!

SEND IN THAT SUBSCRIPTION NOW

Date..... 1924

THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.

Enclosed please find my two dollars (\$2.00) for which kindly enter my subscription to THE REEL JOURNAL for one year (fifty-two issues.)

Exhibitor.....

Theatre.....

Town..... State.....

The Best  
INVESTMENT  
You Can Make



## PRAISES NEW BUFFALO

BILL, JR. WESTERN

Again Tom Leonard, of Progress Pictures Corp., says "I told you so!" And rightfully so in his reference to "Hard Hittin' Hamilton," one of the latest Buffalo Bill, Jr. westerns, distributed by Progress. Tom says it's great and calls our attention to the review in the Exhibitors Trade Review, which carries out all his claims for the new western star, and then some.

The review:

The smiling personality of Buffalo Bill Jr., lends greatly to the success of "Hard Hittin' Hamilton," as a Western program picture. There is little of novelty about the story—yet the scenes are so well depicted and the thrills so carefully placed, that exhibitors will find no trouble playing to filled houses wherever fans of the drama or the plains are found.

Without doubt Bill packs a wall-punch, rides with thrilling precision, makes love handsomely and takes a beating like a man. This all adds to his growing popularity.

In this picture it would seem that there are almost too many fight affairs, all carefully decided in favor of the hard-knocking hero. Yet, withal, the character of Bill Hamilton is a rather satisfactory one, and will please audiences prepared for thrills.

In one of the early sequences, there is a ride for life in a ranchman's buckboard. A rear wheel snaps off, and the team of horses, shy and runaway wild. Buck saves the lives of the three of them by getting out on the shaft and pulling the horses up short. He then takes his own saddle horse which had been tied on behind, and adjusting a rope from the saddle has the horse serve in place of the other wheel.

The story runs true to form and has a direct appeal to all the movie fans who

live in Western drama the ultimate on the screen. In many average and neighborhood houses, this demand is constant.

## NEWS NUGGETS

James Wesley Horne is directing "Hail the Hero," Richard Talnadge's new starring vehicle being made at the E. B. O. studios for Carlos Productions.

While waiting to start work on "Parisian Nights," soon to be launched for E. B. O. by Gotham Pictures, Al Santell, the director has been engaged to direct Douglas MacLean in "Sky High."

Harry Woods, the new slick villain of "A Cafe in Cairo," Priscilla Dean's second Hunt Stromberg production, was formerly a well known football player and owned and managed the Akron Indians, the first professional world's champion football team.

Ronald Hoffman who will make a series of four productions for Producers-Distributing Corporation has announced the signing of Henry B. Walthall to star in "On The Threshold," a Saturday Evening Post story.

Edward Sloman has started production at Universal City on "Up the Ladder," Virginia Valli's new starring vehicle. Forrest Stanley will play the role of the inventor. Others in the cast are George Fawcett, Holmes Herbert, and Arthur Livingston.

"Robinson Crusoe," Hysterical History comedy in one reel, presenting the famous literary character in a humorous vein, stands at the head of Universal's Short Product releases this week.

A record of the suggested eliminations and changes in its pictures made by var-

## Are YOU Sending in Your Box-Office Reports

?

They are the exhibitor's  
guide to better pictures  
and greater profits.

FILL OUT  
the blank on  
PAGE 18

MAIL IT TODAY

ious censorship bodies throughout the country is being assembled by First National Pictures and the resulting information sent to its studio executives, its directors, and to the Will Hays organization.

First National has selected "Love's Wilderness" as the final title for its first production starring Corinne Griffith.

A scene from the Warner Bros. Classic of the Screen, "A Lover of Camille," from the play "Deburau." Monte Blue and Marie Prevost are the featured players. The St. Louis Film Exchange is the distributor in this territory.



# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE  
SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

114 West 10th St. 340 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

## Show Printing--

We can satisfy you not only  
in price but give you quality  
also in all kinds of printing.



19th and Wyandotte Streets  
Kansas City, Mo.

Smiling  
Service!



Archie  
Josephson,  
President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

\$1.50 up  
without Bath  
200 ROOMS  
\$1.75 and up  
with Bath

## AT KANSAS CITY THEATRES

Week Ending November 1  
NEWMAN

"Cornered," Marie Prevost, Rockliffe  
Fellows—Preferred.

ROYAL  
"America," D. W. Griffith production—  
United Artists.

MAINSTREET  
"Christine of the Hunn," rt." Florence  
Vidor—First Nation

LIBERTY  
"The Fast Worker," R. M. Denny.  
Laura LaPlante—Universal

MURRAY  
"Life's Greatest Game," John G. Walker,  
Gertrude Olmstead—F. B. O.

## "THE BELOVED BRUTE" LAUDED IN PREVIEW

Gratification and the confident prediction that they have another big success were expressed this week by Vitagraph executives when they viewed the first prints on "The Beloved Brute" to be received on Hollywood, says C. A. Schultz, Kansas City manager. The picture was shown at the company's Brooklyn studios and aroused great enthusiasm. "The Beloved Brute" is an adaptation of Kenneth Perkins' widely-read novel of the same name, issued by Macaulay 1923, with Marguerite de la Motte and Victor McLaglen in the leading roles. Others in the cast are William Russell, Mary Alden, Stuart Holmes, Frank Bronlee, Wilfred North, Ernie Adams, D. D. McLean, William Moran, George Ingleton and Jess Herring. J. Stuart Blackton directed the production.

"The Beloved Brute" is described as a stirring picture, set in a remote locale—Arizona—but covering too broad a field of human appeal to limit it to class-

ification under a single category. Threading its way through the story is an alluring romance, but thrills, suspense, and comedy play their full part in making it a moving spectacle.

Detroit newspaper critics as a whole have united in their praise of Harold Lloyd's latest Pathe comedy "Hot Water," which opened last week at the Adams Theatre to one of the largest grosses that house has ever experienced.

## CURRENT RELEASES

P. D. C.  
Re-Miss Romance, Christie Special (6).  
VITAGRAPH  
The Magnificent Ambersons, All Star (7).  
PARAMOUNT  
The Sainted Devil, Rudolph Valentino.  
UNIVERSAL  
K—The Unknown, Virginia Valli, Percy Marmont (7).  
The Girl Hater, Arthur Lake (1).  
The Stolen Man, Wolves of the North, No. 10, The Canyon Torrent, Riddle Rider Series, No. 1 (2).  
The Young Dances, Filly Girls (2).  
The Smoke Signal, Madge Lane, J. B. Warner (2).  
International News, Nov. 27-28.  
METRO-GOLDWYN  
The Bandolero, Special Cast (7).  
Alice, Meredith, Marion Davies (13).  
The Silent Avenger, Raaf Production (7).  
ENTERPRISE  
Treasure Canyon, J. B. Warner (5).  
PATHE  
Ten Scars Make A Man, No. 6 (2).  
He Knew Her Man, Aeson Fable (1).  
Topics of the Day, No. 46.  
Pathe News, Nos. 94-95.  
Gildford Glory, Rice Sportlight (1).  
East Company, Our Gang comedy (2).  
Pathe Review, No. 46.  
SELZNICK  
The Bowerer Bishop, Henry Walthall (6).  
The Manarin's Mixup, Stan Laurel (2).  
News Reel.  
FOX  
Thems of Passion, Geo. O'Brien.  
Daughters of the Night, All Stars.  
Six O'Clock, Imperial Comedy (2).  
Finger Lakes, Educational (1).  
The Scorchers, Wm. Farnum (5).  
Paul Jones, Jr., VanDyke (2).

## THE BENNETT FILM RENOVATOR

"CLEANS WHERE OTHERS FAIL"  
Maximum Results at Minimum Cost  
For Full Particulars write

### GEORGE BENNETT

Route 2 Argentine, Kans.

**K Engraving & Colorplate Co.**  
8th and Walnut - Kansas City  
Perfect Plates for all  
Printing Purposes  
"on time" service  
**Main 4707**  
A. M. PETERSON - J. S. JENSEN - W. R. KROGGER

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### PICTURE SHOW WANTED

300 sets of lantern slides at \$2.00 to trade in on picture show in a good town. What have you? Address M. G. Frost, Box 205, Grain Valley, Mo. 11-15

### FOR SALE

Two Powers 6-B improved model picture machines, brand new, one Westinghouse motor generator, one both \$800 limit for two machines; one Minnie Saxon, \$9.50. Articles all new, can be bought at a bargain. Stella Theatre, Council Grove, Kans. 11-1

### FOR SALE

Stella Theatre, Council Grove, Kans., building in equipment. 11-1

### SITUATION WANTED

Student, desires position as assistant. Object experience. E. D. Wiggins, Box 217, Bucklin, Mo. 11-1

### WANT TO BUY

20 sets of lantern slides with incandescent equipment and screen. Royal Theatre, Gardner, Kans. 11-1

### FOR SALE

Brand new theatre equipment, two Powers 6-B list model picture machines, motor driven, one Westinghouse generator, one steel booth, one 9x12 Minnie Saxon. If interested write W. R. Brantley, Council Grove, Kans., Stella Theatre. 11-1

### POSITION WANTED

Non-union operator wants position at once. 5 years experience, handy, own equipment. Reliable and sturdy. Reference, C. S. Tressler, 427 N. Monroe St., Wichita, Kans. 11-1

### MOTOGRAPH DE LUXE FOR SALE

In perfect condition. Priced to sell quick.—Address: M. N. Hillier, Baldwin City, Kans. 11-1

### FOR SALE OR TRADE

For sale or trade for picture show. Good conformity in live town Missouri town. Located next door to theatre. A. B. Cantwell, Bucklin, Mo. 11-1

# Warner Bros.

Did not release a million dollar special as their first picture to lure you into buying a big block of pictures--but in the final analysis the WARNER TWENTY will measure up to a greater box-office value than any other program.

*Every Warner User  
Is a Warner Booster--*



*Save  
TWENTY  
Dates for the  
New Warner  
TWENTY*

**FILM CLASSICS**  
OF KANSAS CITY, Inc.

AL KAHN, General Manager  
M. A. KAHN, Manager

115 WEST 17TH STREET  
KANSAS CITY, MO.

# The Reel Journal

The Film Trade Paper of the Southwest

## A Few One and Two Reel Specials to Fit Any Program

### First—Grindell-Matthews "DEATH RAY,"—2 reels.

This is what Detroit thinks of it:

On the bill in Detroit at the Adams Theatre with Harold Lloyd's latest comedy, "HOT WATER," two of the local critics made special mention of the shorter length film.

According to Free-Press—

"The Adams is presenting an unusual list of attractive short reels, one of unusual interest showing actual scenes of the Grindell-Matthews DEATH RAY, which it is claimed will make war almost impossible."

### Second—"MAUD MULLER" with Marjorie Daw and Bruce Gordon 2 reels

(By John Greenleaf Whittier)

An excellent attraction with "HOT WATER."

### Third—TRUE DETECTIVE STORIES—Four 2-Reelers

Authentic stories of experiences of the Federal and New York detectives—Action galore.

#### OTHERS OF EQUAL IMPORTANCE

#### WILL NIGH MINIATURES—Three 1 Reel Specials

Each one a feature condensed into one reel.

#### "BIRDS OF PASSAGE"—3 Reels

Shows migration of all kinds of birds to the South. Most wonderful bird picture ever made.

#### "WHY ELEPHANTS LEAVE HOME"—2 Reels

"IS CONAN DOYLE RIGHT"—2 Reels

**Pathe Exchange, Inc.**

111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.

# Immense!

*Just simply immense!*

THOSE FOUR words (uttered by one of the shrewdest exhibitors in this country) describe our new series "THE GO-GETTERS." It would be absolutely ridiculous for us to tell you "THE GO-GETTERS" are immense if they were not for YOU HAVE EYES AND YOU CAN SEE. They'll pack your house BIGGER and BIGGER as the series proceeds. ALL the flash and fire of the original "FIGHTING BLOOD" stories—ALL the comedy, drama, and DRAWING POWER are all there in—

## THE GO-GETTERS

with the original "FIGHTING BLOOD" stars

Pewitching Alberta Vaughn—Al Cooke, Kit Guard (America's leading screen fun makers) and George O'Hara popular with millions, all in "The GO-GETTERS." Every episode is a story—and each story ties on to the last. They've got the best serial ever made **lashed to the mast** and beaten forty ways. We're setting the pace with series pictures. Ask any exhibitor who played our "FIGHTING BLOOD" stories whether they did business or not. Play "The GO-GETTERS" and clean up. **Nothing like them on the market. No competition whatsoever.** They are without question, the cleanest, finest, fastest moving, most wholesome, most entertaining photodramas on the market. The first one will throw your house into spasms of laughter—the 2nd is a riot, the third will make 'em sweat waiting for the fourth—the fourth is a bigger riot than the 1st chapter and so on . . . **building** as they go along. "The GO-GETTERS" are the **photoplay gems** of the years. No question about it. See them and sell yourself. No salesman necessary.



George O'Hara



Alberta Vaughn



Al Cooke



Kit Guard

## Film Booking Offices

Snowier Bldg., Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.

127 S. Hudson, Oklahoma City, Okla.  
106 S. Cross Street, Little Rock, Ark.

# IT'S JUST ONE BOX-OFFICE

ATTRACTION  
AFTER  
ANOTHER

FROM FIRST  
NATIONAL



# "Husbands and Lovers"

A John M. Stahl  
Production

The man who gave  
you "The Dangerous  
Age" and "Why  
Men Leave Home."

Lewis Stone, Lew Cody  
and Florence Vidor

"Husbands and Lovers" even surpasses in pep, class and drama.



A First National Picture

KANSAS CITY, MO.  
1712 Wyandotte Street

First National Pictures, Inc.

ST. LOUIS, MO.  
3319 Locust Street  
Harry Weiss, Branch Mgr.



Published Every Saturday by  
REEL JOURNAL PUBLISHING CO.

Mainstreet Theatre Bldg.  
KANSAS CITY, MO.

BEN SHLYEN

Publisher and Editor

St. Louis Correspondent  
DAVID F. BARRETT  
3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## "The White List"

It is gratifying to the industry to note that one large distributor announces for the coming season a policy of "white pictures, made by white people, and sold by "white contracts," namely Universal's "White List" for spring, 1925. Apparently the announcement is made in good faith, and it will be interesting to watch the conclusion of such an estimable promise.

We can say safely in passing, if the terms of the announcement are lived up to, such fine cooperation between distributor and showman will become one of the friend-making epochs of the industry.

## Dividends, Etc.

The Motion Picture Bulletin of California prints in a current issue a list of nearly 100 exhibitors who contributed a portion of their seating tax saving toward financing the M. P. T. O. A. which aided them in winning their fight.

It occurs to us that such might be the basis for a general contribution by members of the association in this territory in appreciation of the many fine movements launched, generated and often concluded by their own organization.

We are all humanly unappreciative, naturally and physically so, but we would like to call this generous matter to the attention of those exhibitors in our territory who believe in reciprocity of dividends and good sportsmanship.

## PRINCIPAL PICTURES WELL SOLD IN THE KEY CITIES

A. H. Blank Film Enterprises report many important deals closed on Principal Pictures in the Kansas and Western Missouri territory.

Among the more important accounts that have closed for Principal Pictures are the Liberty Theatre, Kansas City, Mo.; Pantages Theatre, Kansas City, Mo.; Electric Theatre, Kansas City, Mo.; Tootles Theatre, St. Joe, Mo.; Miller and Palace Theatre, Wichita, Kans.; Orpheum Theatre, Topeka, Kans.; Princess and Jefferson theatres, Springfield, Mo.; Orpheum and Lyceum theatres, Leavenworth, Kans.; Tackett Theatre, Coffeyville, Kans.; Marshall Theatre, Manhattan, Kans.; Bowersock Theatre, Lawrence, Kans.; New Lewis Theatre, Independence, Mo.; Grand Theatre, Pittsburg, Kans.; Strand Theatre, Independence, Kans.; Best Theatre, Parsons, Kans.; Pastime Theatre, Ottawa, Kans.; Ashland Theatre, Wellington, Kans.; Liberty Theatre, Kirksville, Mo.; Electric Theatre, Chillicothe, Mo.; Lyric Theatre, Bonville, Mo.; Blake Theatre, Webb City, Mo.; Novelty Theatre, Winfield, Kans.; Rialto Theatre, Monett, Mo.; Star Theatre, Warrensburg, Mo.; Royal Theatre, Cherryvale, Kans.; Lyric Theatre, Abilene, Kans.; Rex Theatre, Clay Center, Kans., and Isis Theatre, Augusta, Kans.

A. H. Blank Film Enterprises report an unusual interest on the part of the exhibitors for this block of pictures, the quality of which ranks especially high. Reports on "Captain January," "Daughters of Pleasure" and "Mine With The Iron Door" in the territory are very gratifying.

## T. B. WILDMAN, ENTERPRISE HEAD, TO OMAHA FOR P. D. C.

Another change in the personnel of Movie Row was made this week when Truly B. Wildman, Enterprise manager, left Friday for Omaha, where he is to assume the management of the Producers Distributing Corporation office. His successor has not been named, although Roy Withers, salesman, is said to be slated for the office.

Wildman was a popular figure on Movie Row and was widely known to exhibitors of the territory. Prior to his departure the Film Board of Trade, from which organization he recently resigned as president, presented him with a handsome portfolio as a mark of appreciation for his services while here.

## Paramount Finishes "Lord Chumley."

"Lord Chumley" is finished. This is the Paramount version of the famous play by Henry C. DeMille and David Belasco which Paul Irlbe and Frank Urson have produced for Paramount.

Viola Dana, Raymond Griffith, Theodore Roberts, Cyril Chadwick and Anna May Wong are featured in the cast.

## To Broadcast "Peter Pan"

Because of the interest evinced in "Peter Pan" by the vestmasters of Hollywood, Herbert Brenon, producing the Sir James Barrie classic for Paramount has arranged with powerful local radio broadcasting stations to give "Peter Pan" concerts every week.

## M. P. T. O. SIGNS WITH DENVER SLIDE ADVERTISING CO.

The organization committee of the M. P. T. O. Kansas and Missouri soon will begin functioning in full power. The illness of L. M. Miller of Wichita, Kans., chairman of the body, has delayed progress somewhat. The work of collecting the outstanding obligations of about \$7,000, pledged at the recent Topeka, Kans. convention, now is under way and expected to be completed soon.

The merged association, which recently decided to handle all its own slide advertising, has altered that policy somewhat and last week signed a contract with the Alexander Film Company of Denver, which will handle the physical end of film advertising which will add considerable revenue to the treasury of the association. Revenue from the first of the films sold, which will be animated playlets, will go to the association, while the balance of the advertising will be paid for by the advertiser to the exhibitor. This will have no bearing on dues, but will serve to strengthen the treasury to such an extent that dues will be considerably smaller than they otherwise might be without the advertising revenue.

## T. O. SERVICE BUREAU STARTS RATE FIGHT

E. F. Fitzpatrick, an official of the Theatre Owners Service Bureau of Chicago, comes to the Kansas City territory to represent his company's proposition to exhibitors this week, according to word received by C. E. "Doc" Cook, secretary of the Kansas-Missouri M. P. T. O. The exhibitor organization recently signed a contract with the Service Bureau to the end of effecting a cut in theatre insurance rates.

Exhibitors will not be bound by contract to certain obligations, Cook pointed out. The workings of the Service Bureau are such that they receive only the saving on insurance negotiated by themselves for the first year. Thereafter, the exhibitor may pocket the saving, he said.

## UNITED ARTISTS MOVE INTO LARGER QUARTERS

Armed with the unusual record of having increased business more than 300 per cent since Guy F. Novarre became manager on July 1, the Kansas City United Artists exchange moved into new and larger quarters Thursday at 1704 Baltimore Avenue. The company formerly was located on the Seventh floor of the Davidson building.

Novarre also announced an increase in his staff. Al Eden, a well known figure along movie row, has been employed as a salesman, and an additional inspector has been added.

The company's new offices will be among the most pretensions in the Kansas City market. A sixty-foot frontage on Baltimore avenue has been leased. Interiors are to be done in gray with ivory woodwork.

W. D. Fite, exhibitor of Independence, Florida and Salina, Kans., was a Movie Row visitor recently.



# THE FACTS ARE:

There has never in this business been a more completely satisfied, completely successful army of exhibitors than the thousands who booked and are playing Paramount's Famous Forty.

The showman who, week after week, can screen such record-breakers as "The Covered Wagon," "Manhandled," "Monsieur Beaucaire," "Feet of Clay," "The Alaskan," "Merton of the Movies," and "Sinners in Heaven," naturally carries a big grin on his face and a big balance in the bank.

And when he thinks of the rich box-office harvest to come—of Valentino in "A Sainted Devil," DeMille's "The Golden Bed," Gloria Swanson in "Wages of Virtue," Meighan in "Tongues of Flame," the Negri-Lubitsch "Forbidden Paradise," the epic "North of 36" and the others, all coming before February 1, 1925—the future looks even rosier to him than the present.

To the great army of exhibitors of the present Famous Forty, the announcement that Paramount will produce and release a SECOND FAMOUS FORTY GROUP OF SUPERLATIVELY GREAT PICTURES, beginning February 1, 1925, brings an absolute guarantee that their present prosperity will continue.

To exhibitors who are not showing the Famous Forty, the announcement offers an opportunity to tie up with a tidal wave of success that has never been equaled and won't be stopped.

To all exhibitors everywhere: Keep your time open for  
Paramount's Second Famous Forty and keep happy!  
S. R. KENT.



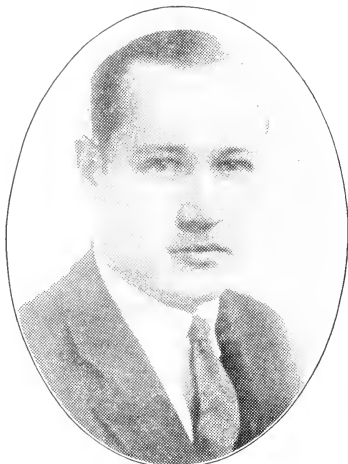
110 West 18th Street  
KANSAS CITY, MO.

**FAMOUS PLAYERS-LASKY  
CORPORATION**

3721 Washington St.  
ST. LOUIS, MO.



## E. C. Rhoden, New Head of Film Board of Trade



E. C. RHODEN

E. C. Rhoden, manager of the First National Pictures Kansas City office, was elected this week president of the Film Board of Trade to succeed Truly B. Wildman, former Enterprise manager, who resigned to accept the management of the Omaha office of Producers Distributing Corporation.

Guy F. Novarre, United Artists manager, was elected vice-president.

Mr. Rhoden is well known and favorably liked by a great number of exhibitors of this territory, to whom his appointment will be received with satisfaction. He is very familiar with the work of the board, having been connected with it since its inception some five years ago.

In another respect, Mr. Rhoden has the distinction of being the dean of Kansas City distributing managers in point of service with one company.

## BELASCO USES 'AERIAL WINGS' TO EXPLOIT 'BUTTERFLY'

Chicago, Nov. 4.—Jean Belasco, former Universal exploitation man at Kansas City, Mo., and now managing director of the Randolph Theatre, Chicago, has devised a new use for the radio in exploiting pictures. He used it to exploit his engagement of "Butterfly" Universal Jewel.

On the front of his car he erected a loop aerial and an amplifying horn. On the inside he had the rest of the outfit. On the windows of his car he carried large cards with stills from "Butterfly" the cast and dates of the Randolph showing.

The radio equipment was so powerful that Belasco could easily tune in on various stations and, despite the many street noises, give the crowds that gathered a faithful reproduction, of the music or rather attraction that was being broadcast.

This achievement with the use of radio fulfill the first step of a prophecy which the Reel Journal made in a recent editorial concerning potential tie-ups with wireless power.

## "RECKLESS ROMANCE" SECOND CHRISTIE SOON READY

"Reckless Romance," the second of the Al Christie feature-length comedies, will soon be ready for showing, it is announced through Producer's Distributing Corporation, which has set a release date of November 9th on the picture.

The new farce follows "Hold Your Breath" which has been having successful laugh showings in various parts of the country. "Reckless Romance" boasts of an exceptional cast for a feature comedy, with T. Roy Barnes, Harry Myers, Wanda Hawley, Tully Marshall, Sylvia Breamer, Lincoln Plumer, Morgan Wallace and Jack Duffey.

The original play, "What's Your Wife Doing?" from which "Reckless Romance" was filmed is unusual by reason of the fact that it was written in collaboration by a Hungarian and a New York playwright, Emil Nivtray and Herbert Hall Winslow. The screen version which Scott Sydney directed, was written by F. McCrewe Willis and Walter Woods.

## RUTH HIATT TO STARDOM IN "POOR BUTTERFLY"

Jim Jeffries Makes Debut Before the Silver Screen.

New York, Nov. 4.—Ruth Hiatt, formerly leading lady with Educational-Mermaid Comedies and previous to that in the same capacity with Lloyd Hamilton, is given her first and real starring opportunity in "Poor Butterfly," a Mermaid comedy released the second week of the month. Jay Belasco, formerly leading man with the Christie forces, Jack Ackroyd, Otto Fries, Jack Lloyd and other well known Mermaid comedians will be seen in her support.

The single reel subject for the week will be the Cameo comedy, "Go Easy," with Cliff Bowes and Virginia Vance in the leading roles.

Larry Semon's second special comedy through Educational will reach the screen during the week starting November 16. "Kid Speed" is an auto-racing comedy with the imitable Larry driving one of the high speed cars. James J. Jeffries, former heavyweight champion of the world, makes his film debut in this picture. The cast includes Dorothy Dwan as leading lady, Oliver Hardy and Frank Alexander. "Earths Oddities," a Lyman H. Howe Hodge-Podge will also make its appearance this week.

## Lloyd Hamilton "Crushed"?

Lloyd Hamilton's "Crushed," the subway comedy on which he has been working for the past two months, will be released November 26. A replica of one of New York's I. R. T. subway stations and a subway train were constructed for the picture and many gags are performed in this set. Dorothy Seastrom and Blanche Payson will be seen in support. "Empty Heads," another Cameo comedy with the team of Cliff Bowes and Virginia Vance will be released the same week.

Two two-reel comedies will be released the last week of the month. Walter Hiers' second comedy through Educational, "Fat Chance," will present this round star in a hilarious comedy of the troubles of a fat man when he tries to reduce. Lige Conley will be seen in "What A Night," a spooky Mermaid comedy.

Sunday started First National's "National Sundown Week" and on that occasion its Western epic, produced under the personal supervision of Earl Hudson, is having its initial showings in thirteen key cities. The feature is to play at the Main-street Theatre, Kansas City.

The Serial  
With Many  
Covered  
Wagons

# "Days of 49"

111 W. 18th St. STANDARD FILMS Kansas City, Mo.



**F.B.O.**  
*announces*

# TRIGGER FINGERS

*The first of Jesse J. Goldberg's brand new*

# TEXAS RANGER SERIES

*of 8 Western Pictures*

**Starring the GREAT BOB CUSTER**

All F.B.O. salesmen are in the field now selling this brand new series directed by Reaves Eason. These new Westerns will be a sensation.

Snowier Bldg., Kansas City, Mo.  
127 S. Hudson, Oklahoma City, Okla.

**FILM BOOKING OFFICES**

106 S. Cross St., Little Rock, Ark.  
3312 Olive Street, St. Louis, Mo.

## "OUR GANG" BUNCH 'GANG' PERFECTLY GOOD HOTEL

Pathe Presents Three Comedies on This Week's Program.

"Ten Scars Make A Man" goes into its sixteenth chapter on the Pathe program releases for the week of November 16th, supported by a strong lineup of short subject product. In it Allene Ray, the featured player, does some of her very best work. She is strongly supported by Jack Mower, Larry Steers, Leon de La Mothe, Frank Lanning and Harry Woods.

Another important unit on the program of Pathe for the week is the Hal Roach "Our Gang" comedy entitled "Fast Company." As fast company Hal Roach's rascals prove themselves about the fastest outfit that has ever demolished a perfectly good hotel.

"Love's Sweet Piffle" featuring Ralph Graves is the Mack Sennett comedy offering for the week. This production is the fourth picture of the first series of Sennett Star Comedies. The cast consists of Ralph Graves, Thelma Hill, Vernon Dent, Tiny Ward and Yorke Sherwood.

"Gridiron Glory," a Grantland Rice "Sportlight," is also one of the Pathe releases for the week. This film contains scenes of the training of candidates for big college football teams and some of the thrilling plays of the season's biggest games. These are shown in both normal and slow motion.

Pathe Review No. 46 contains three subjects. The first is a second installment of "Jungle Life in India." The second subject for the weekly magazine film is "Classical Jazz." It is done in slow and normal motion demonstrating some of the eccentric dance steps of today. The third is a Pathecolor on American Industries and covers the growing of "Cherry Coffee in Hawaii."

"She Knew Her Man," animated cartoon comedy of the Aesop's Fable, "Topics of the Day" No. 46 and Pathe News Nos. 94 and 95 complete the program for the week.

### FROM A N. Y. REALTOR.

The Mission bells are ringing  
But they jangle out of tune,  
For earthquakes hit this country  
Every other day at noon.  
The snow and sleet are falling  
As I shiver 'neath the trees.  
If this is California  
I'll take New York, please.

The roads lead out to nowhere  
Past estates with no one home,  
And only Fords are visible  
Everywhere you roam.  
But I have solved the secret  
Though I didn't have to try,  
It's "Sunkissed California"  
'Cause the sun kissed it goodby.  
—Karl Kitehen in N. Y. World.

F. E. Long, new owner and manager of the Olive Theatre at St. Joseph, Mo., was in Kansas City recently and while here placed his order for a pair of Simplex projectors, with the new and extremely popular Simplex incandescent lamp equipment. Mr. Long also placed his order for a Gold Fibre screen.

## F. B. O. BUYS RIGHTS FOR VON PELT'S "THE AIR HAWK"

New York, Nov. 6.—Contracts have been signed whereby Film Booking Offices of America will release "The Air Hawk," starring Al Wilson, famous stunt aviator.

E. O. Von Pelt, of the Van Pelt-Wilson Productions, arrived in New York last week with a print of "The Air Hawk," the first of a series of special features which it is probable will be released by F. B. O.

The supporting cast includes Virginia Brown Faire, Lee Shumway, Leonard Clapman, Emmet King and W. J. Hayes. Frank Tomick, Maurice Murphy and Boyd Montith, three nationally known aerial navigators, also assisted in the aerial maneuvers in "The Air Hawk."

The production was directed by Bruce Mitchell, formerly of the Thomas H. Ince Company.

### "U" BUYS "THE PLASTIC AGE"

Believing that the problem of youth, the youth of America in colleges and schools, are more interesting than any other problems of life, Carl Laemmle, president of the Universal Pictures Corporation, has just signed a contract in New York which gives Universal the rights to "The Plastic Age," one of the most widely discussed psychological novels of today.

"The Plastic Age" was written by Percy Marks.

## CINEMA FILM COMPANY ENTERS KANSAS CITY FIELD

Charles Hendricks of the Crescent Film Company, announces the organization this week of the Cinema Film Co., a states rights firm, holding the distribution rights of thirty Western features for the independent market. The new company will occupy quarters at 111 West Eighteenth Street.

The new organization marks another step in the growth of the Kansas City market as one of the largest film distributing centers in the country.

Mr. Hendricks, who will head the new organization, announces for immediate release the Sanford special production, "Souls in Bondage," starring Pat O'Malley and featuring an important cast including Cleo Madison, Otto Lederer, Frank Hayes, Gene Crosby, Peter Howard, Eugenia Gilbert and Leon Artigue.

Starting November 15, the company will release two Billy Franey two-reel comedies each month and a one-reel Cinema star feature every week. Among the important specials announced for coming release are features starring such actors as Pete Morrison, Dick Hatten, William Mix, Rob Reeves, Jack Richardson, Leonard Clapham, Matty Mattison, Billy Franey, Vivian Rich and Gene Crosby.

Glenn Tryon and Blanche Mehaffey have started to work on their latest Hal Roach-Pathé comedy entitled "Meet the Wife."



**Juvenile  
COMEDIES**

Kid cut-ups with as much appeal to  
Dad and Ma as to the youngsters

*E. W. Hammond* Presents

**"DIRTY HANDS"**  
and  
**"OH TEACHER"**  
with **Jack McHugh**

and six other gems of juvenile fun

"THE JUNIOR PARTNER"  
"BARNUM, JUNIOR"  
"ABOUT FACE"  
"OVER THE FENCE"  
"THREE CHEERS"  
"YANKEE SPIRIT"

*Educational Pictures*

KANSAS CITY—  
130 West 18th St.,  
C. F. Senning, Mgr.

ST. LOUIS—  
334 Olive St.,  
S. J. Hankin, Mgr.

# "CAPTAIN JANUARY" Had Them "STANDING OUT"

| CLASS OF SERVICE | SYMBOL |
|------------------|--------|
| Day Message      | •      |
| Day Letter       | Blue   |
| Night Message    | Nite   |
| Night Letter     | N L    |

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

## WESTERN UNION TELEGRAM



NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

| CLASS OF SERVICE | SYMBOL |
|------------------|--------|
| Day Message      | •      |
| Day Letter       | Blue   |
| Night Message    | Nite   |
| Night Letter     | N L    |

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT W. U. BUILDING, 7th & MAIN STS., KANSAS CITY, MO

1924 NOV 4 PM 8 58

WZC 693 40 COLLECT NL  
WICHITA KANS 4  
A. H. BLANK ENTERPRISES  
130 W 18TH ST  
KANSAS CITY MO

BABY PEGGY PERSONAL APPEARANCE IN CONJUNCTION WITH CAPTAIN JANUARY HAD THEM STANDING OUT LAST NIGHT ON THE OPENING AS EARLY AS SEVEN OCLOCK BOTH PICTURE AND STAR HAVE CAPTIVATED ALL WICHITA ANTICIPATE RECORD BUSINESS ON THE ENGAGEMENT  
STANLEY CHAMBERS

### Are You Among the Prominent Exhibitors Holding a Principal Contract?

#### "CAPTAIN JANUARY"

Starring Baby Peggy, Hobart Bosworth, and Irene Rich

Classified by Photoplay as one of the six best.

#### "DARING YOUTH"

A Comedy-Drama with Bebe Daniels and Norman Kerry.

#### "DAUGHTERS OF PLEASURE"

With Monte Blue, Marie Prevost, Clara Bow and Wilfred Lucas.

#### "MASKED DANCER"

With Helene Chadwick and Lowell Sherman.

#### "LISTEN LESTER"

Famous Stage Play with Louise Fazenda, Eva Novak, Harry Myers, Charlie Murray, George O'Hara, Alec Francis and Dot Farley.  
A Fast and Furious Comedy Drama.

#### "MINE WITH THE IRON DOOR"

A Harold Bell Wright Story.

This is the Biggest Box-Office Attraction Available.

#### "GOOD BAD BOY"

With Joe Butterworth  
Directed by Eddie Cline who made "Circus Days"

#### "GIRLS MEN FORGET"

With Patsy Ruth Miller, Johnnie Walker, and Alan Hale.  
Read what the critics say of this one.

#### "RECREATION OF BRIAN KENT"

A Harold Bell Wright Story.  
Which means another breaker of House Records.

#### "HELEN'S BABIES"

A Book Read by Millions.  
Starring Baby Peggy and Clara Bow  
Another Box-Office Combination

## A. H. Blank Film Enterprises

M. E. "Marty" WILLIAMS, Manager

130 WEST 18TH STREET

KANSAS CITY, MO.

## EXCHANGEMAN COMMENDS PATHE'S 1924 RECORD

C. C. Vaughan Calls Attention to Unusual Feats of News Film:

A survey of the past year shows an unusual record for Pathe News both in the matter of actual "scops" and the marvellously rapid delivery of news films to the theatres, declares C. C. Vaughan, Kansas City manager. Scarcely a week has passed in which Pathe News has not called forth expressions of approval from the exhibitor ranks or the daily press for some feat of screen journalism or quick dispatch of important news views to the nation's theatres. Just to cite a few of the Pathe News achievements for the past year which stand out prominently in its record for 1924, Mr. Vaughan would call attention to the following:

Beginning with issue No. 41 and continuing in several successive issues, Pathe News brought to the screens of the country a comprehensive and highly interesting pictorial narrative of the traffic in contraband liquor, which has become almost a constant feature of the news columns of the country's newspapers. In terms of actual motion-pictures, far superior in interest values to the cold type of the greatest dailies, Pathe News set before the American public the complete story of "Rum Row."

Another series of news views that stand out prominently in the Pathe News record for 1924 are the exclusive pictures of the Kilauea volcano in Hawaii in eruption. The night views, showing the blazing eddies of molten lava flashing like great streams of forked lightning against the densely black background of night, elicited enthusiastic comments from exhibitors and press reviewers alike.

A feature of the earlier issues was the scoop scored by Pathe News in being the first news reel organization to bring views of the funeral of the Russian dictator Lenin to theatres all over the country. These pictures were given their initial presentation at Broadway houses on Sunday, February 10th. John Dored, Pathe News cameraman, who filmed these pictures, was thrown into a Moscow prison for violation of the Soviet order against the use of cameras during the demonstration, and the films were smuggled out of Russia just in time to escape the clutches of the Reds.

During 1924 Pathe News scored another record for fast work, when its views of the arrival of the ZR-3, America's new Zeppelin, over New York City, filmed that morning both from the air and from vantage points on the roofs of skyscrapers reached the various Broadway theatres in time for their opening shows.

Another example of speedy handling of news film was the work done by Pathe News in setting its view of the opening game of the World Series played in Washington to the New York theatres in time for the evening shows of the same day. In order to accomplish this feat ten cameramen and two aeroplanes were required.

"A Message to Garcia," written by Elbert Hubbard from a true story of an unparalleled heroism in the Spanish-American war in Cuba, has been bought by Metro-Goldwyn-Mayer.



G. B. Howe, traveling auditor for Universal, is back from a quick trip to New York.

G. A. Hickey, Metro-Goldwyn district manager, is in Omaha this week.

C. E. Gregory, Kansas City manager for Metro-Goldwyn, is out on a long trek through Kansas.

Movie Row looked lonesome as a Russian church early this week. Apparently most exhibitors were out exploiting the election.

C. W. Allen, Vitagraph's first lieutenant in this territory, is making a flying trip to the North Missouri centers this week.

J. A. Masters, cashier at the Kansas City F. B. O. office, is confined to his home with sickness this week.

C. E. Mayberry, district manager of Producers Distributing Corporation, made a visit to the Kansas City office this week.

Robert Giles, P. D. C. shipper, was kept away from his desk this week because of the illness of his mother.

Producers Distributing Corporation has employed Miss Woodell, formerly with Vitagraph, in the capacity of bill clerk.

Metro-Goldwyn has two new salesmen. George Hartmann, formerly with Vitagraph, is now with their organization, and Jack Flannery is covering the North Kansas territory, formerly trekked by George Naylor, who has resigned.

Buddy Hootin, Metro-Goldwyn exploiter, has gone to Kirksville, Mo., to give the cash register at the Princess Theatre a shake up.

George Naylor, formerly with Metro-Goldwyn and J. Irwin Dodson have been added to the sales force of Producers Distributing Corporation.

Harry Hollander, Universal chief in this territory, is representing the Kansas City office at the New York sales conference for the Central Division this week.

R. R. Gladish, Rex Theatre, Higginsville, Mo., improves his projection facilities with a pair of Simplex machines, equipped with new Simplex incandescent units, replacing alternating current arcs. The purchase was made last week.

Among the exhibitor visitors of the week were: A. F. Jarboe, Royal Theatre, Cameron, Mo.; Stanley Chambers, Miller Interests, Wichita, Mo.; F. W. Meade, Meade Theatre, Kingman, Kans.; and M. W. "Bill" Reimcke of the Hostettler interests.

Frank E. Long of Olive Theatre, St. Joseph, Mo., Mo., was visiting the film exchanges lining up his bookings. Mr. Long recently closed his house for a short while to remodel and redecorate and has put in a new screen and other equipment. Mr. Long was the original owner and manager of the Olive.

W. C. Haines, Selznick manager, left Wednesday for a flying trip to the key towns of Oklahoma.

M. A. Levy, Fox manager, returned Wednesday from Chicago where he attended a session with other Fox officials.

Truly B. Wildman, popular Douglas Fairbanks impersonator of Movie Row, has discarded his famous impressario mustache before leaving for Omaha and a colder climate.

The Yale Theatre Supply Company, local supply dealers, report the following incandescent lamp installations made recently: Eldorado Theatre, Eldorado, Kans., replacing direct current arcs; the Strand Theatre, Arkansas City, Kans., replacing D. C. arcs; New Grand Theatre, Pittsburg, Kan., replacing D. C. arcs; Maple Theatre, Kansas City, Mo., replacing A. C. compensars. Many others will be reported as soon as installations can be made.

Paramount's "North of 36" is on the last lap toward completion. Irvin Willat and the unit have returned to the Paramount studio from Miller Brothers' 101 ranch in Oklahoma to make the final interior shots.

Kansas exhibitors evidently think very highly of Billy Andauer the Newman Pathe cameraman. Last week W. R. Rowell of the Eldorado Theatre, Eldorado, Kans., employed Billy to shoot the annual Kafir Korn Carnival, and this week W. L. Schenkhuberger of Haworth's Auditorium used the Andauer Service to film their big fall festival. The preceding week Roy Benston of Lindborg used Andauer three days at Bethany's celebration.

The publicity staff at the Orpheum Theatre, Kansas City, literally fell over itself when Ethel Clayton, appearing there in a sketch, proudly announced that her girlhood days had been spent in Harlan, an across-the-river town from Kansas City. And newspaper stories to follow were fluent and abundant.

Virtually all theatres in Kansas City played to capacity crowds election night, suburban and first runs alike. Practically all houses had made arrangements for election returns, while two performances were given at all legitimate theatres. At the Y. M. C. A. and other civic centers motion pictures constituted a major part of the "election night" program.

***The Best Financial News  
You've Had This Season***

**"Broken  
Laws"**

*with*  
**Mrs. WALLACE REID**

**Percy Marmont and distinguished cast**

**is coming soon from F. B. O.**

**BACKED BY A TREMENDOUS NATION-WIDE PUBLICITY AND EXPLOITATION CAMPAIGN**

**Snover Bldg., Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.**

**Distributed by  
FILM BOOKING OFFICES OF AMERICA, Inc.**

**127 S. Hudson, Oklahoma City, Okla.  
106 S. Cross Street, Little Rock, Ark.**

# The Meaning

by Carl Laemmle, President

WHAT IS THE MEANING OF THE LIST YOU'VE BEEN hearing about?

WELL, IN THE FIRST PLACE, IT IS UNIVERSAL'S newest list of pictures — twenty-one of them — and I honestly believe the biggest and best group ever produced by any company at any time.

SO, IS TWENTY-ONE pictures made for exhibitors who are eager to give their customers treatment.

EXCELLENT STORIES, CHOSEN FROM HUNDREDS upon hundreds of books, plays and original scripts. Excellent casts, selected not only with an eye upon their box office values but upon their fitness for each part in each story. Able, careful directing and the most painstaking editing have been given to every foot of every picture.

ALL THROUGH. NOT A BLACK SPOT on the list. Not a single dead one to be carried along by the live ones.

AND THEY'RE NOW OFFERED TO YOU ON the Universal's famous live-and-let-live basis— treatment from one year's end to another.



# The WHITE LIST

## Universal Pictures Corporation

**WHITE CONTRACTS—NOT TRICKY ONES.**  
*White salesmanship*—no penny-catching schemes or plans.

**SOME OF THEM WERE VERY EXPENSIVE.**  
Some were made at a very moderate cost. In no case was money wasted. In no instance was useless extravagance permitted. Whatever the story required was put into the picture. But in no case did we squander money for the mere sake of yelling to you about costs.

**THE TITLES ARE PACKED WITH BOX OFFICE VALUE** but they are **not** ! The advertising which we have prepared for **you** is the kind that will pull with the greatest possible power—but it is **not** !

**"THE WHITE LIST" WHAT A GODSEND** to the moving picture business! What a fine thing it is for exhibitors to know that there is such a list available! What a bully sensation it is for an exhibitor to be able to book a whole list of pictures, knowing in advance that there will be no headaches, no bad after-taste, no regrets, no apologies—*nothing but clean profit!*

**THAT'S THE MEANING OF** **THE WHITE LIST**. Look elsewhere for a blue list or a black list or a yellow list, but if you want a **white list**, come to Universal!

CONTRACTS

21 WHITE

Released January 18

**Smouldering Fires**

with

**Pauline Frederick Laura La Plante**

Tully Marshall, Wanda Hawley, Malcolm McGregor and Bert Roach  
Story by Sada Cowan and Howard Higgin

A Clarence Brown Production

Universal Jewel

Released January 25

**Hoot Gibson in The Hurricane Kid**

By Will Lambert

with Marian Nixon, William Steele, Arthur Mackley,  
Harry Todd, Fred Humes, Violet La Plante

Directed by Edward Sedgwick

A Universal Gibson Production

Released February 1

**Reginald Denny in Oh, Doctor!**

with Mary Astor

Otis Harlan, Wm. V. Mong, Mike Donlin, Lucille Ward, Tom Ricketts  
from the Saturday Evening Post Story, and Novel by Harry Leon Wilson

A Harry Pollard Production

Universal Jewel

Released February 15

**Secrets of the Night**

featuring

**James Kirkwood Madge Bellamy**

Zasu Pitts, Rosemary Theby, Tom Wilson and Edward Cecil  
from the sensational stage success "The Night Cap" by Guy Bolton and Max Marcin

Directed by Herbert Blache

Universal Jewel

Released March 1

**The Mad Whirl with May McAvoy**

Jack Mulhall, Barbara Bedford, Vera Stedman and George Fawcett  
from the story "Here's How" by Richard Washburn Child

Directed by William Seiter

Universal Jewel

Released March 15

**Virginia Valli and Norman Kerry**

in

**The Price of Pleasure**

by Marion Orth and Elizabeth Holding

with Louise Fazenda, T. Roy Barnes, George Fawcett,  
Kate Lester and Ward Crane

Directed by Edward Sloman

Universal Jewel

Released March 22nd

**Hoot Gibson in The Lone Outlaw**

with Marian Nixon, G. Raymond Nye, Jessie Sedgwick,  
Charles K. French, Frank Campeau and others

Directed by Edward Sedgwick

A Universal Gibson Production

Released March 29

**House Peters in Raffles**

**The Amateur Cracksmen**

from the novel by E. W. Hornung

with Miss Du Pont, Hedda Hopper, Winter Hall, Freeman Wolf

A King Baggot Production

Universal Jewel

Released April 12

**Eyes of Fools**

featuring

**Alma Reubens Percy Marmont**

Jean Hersholt, Cesare Gravina, Rose Rosanova, Zasu Pitts,  
Andre De Beranger

from the story "Miracle" in the Ladies' Home Journal  
by Clarence Buddington Kelland

Directed by Edward Laemmle

Universal Jewel

Released April 20

**Reginald Denny**

in

**California Straight Ahead**

by Byron Morgan

with Gertrude Olmstead, Tom Wilson, Charles Gerrard,  
Lucille Ward, John Stepping

A Harry Pollard Production

Universal Jewel

Now it's unanimous: Uni

mmle's

# Best List

## AS PICTURES

## TREATMENT

May 1  
**Mary Philbin and Norman Kerry**  
in  
**Fifth Avenue Models**

with Rosemary Theby, Joseph Swickard, Rose Dione  
and Jean Hersholt  
Directed by Svend Gade Universal Jewel

May 10  
**Virginia Valli in Up the Ladder**

with Forrest Stanley, Holmes Herbert, Margaret Livingston,  
George Fawcett, Priscilla Moran  
Queen Davast Big Broadway Stage Hit  
Directed by Edward Sloman Universal Jewel

May 24  
**House Peters in The Love Cargo**

from the novel "Head Winds" by A. M. Sinclair Wilt  
Universal Jewel

May 31  
**Hoot Gibson in Let 'Er Buck**

with Marian Nixon, Josie Sedgwick, G. Raymond Nye  
Directed by Edward Sedgwick A Universal Gibson Production

June 7  
**Laura La Plante and Eugene O'Brien**  
in  
**Dangerous Innocence**

based on the novel "Ann's An Idiot" by Pamela Wynne  
Directed by Wm. Seiter Universal Jewel

June 14  
**Jack Hoxie in Ridin' Thunder**

with Katharine Grant and Francis Ford  
Directed by Clifford Smith A Universal Western

Released June 21

**Herbert Rawlinson and Madge Bellamy**  
in  
**The Fightin' Cop**

From the Red Book Magazine story, "The Flower of Napoli"  
by Gerald Beaumont

with Cesare Gravina, Martha Mattox, Dorothy Brock,  
Jackie Morgan, Harry Mann, Nick de Ruiz  
Directed by Edward Laemmle Universal Jewel

Released June 28

**William Desmond in The Meddler**

with Dolores Rousav, Jack Daugherty, Claire Anderson,  
Albert J. Smith, Kate Lester and others

Directed by Arthur Rosson A Universal Western

Released July 5

**Hoot Gibson in Taming the West**

Story by B. M. Bowers

Directed by Edward Sedgwick A Universal Gibson Production

Released July 19

**Jack Hoxie in Don Dare-Devil**

By William Gittens

with Cathleen Calhoun, William Steele, Cesare Gravina, Duke Lee  
Directed by Clifford Smith A Universal Western

Released July 26

**William Desmond in Red Clay**

By Sarah Sadoris

with Marcelaine Day, Billy Sullivan, Lola Todd, Albert J. Smith  
Directed by Ernst Laemmle A Universal Western

Universal has the pictures

## PAULEN AND GRIFFITH SEEN AS FRIENDS OF INDUSTRY

Kansas exhibitors are voicing general satisfaction over the election of Ben S. Paulen as Governor and Charles B. Griffith for attorney general, according to C. E. "Doc" Cook, secretary of the Kansas-Missouri M. P. T. O. A. "We believe we have in Kansas two fair-minded and loyal friends to the industry," Cook said.

He called to mind several recent occurrences which would establish the fine spirit of courtesy of the two officials. Only last year, Paulen extended to a visiting committee of the M. P. T. O. the privilege of using his executive chambers in which to hold a meeting, Cook said. It is such fine spirit as this that we as a body appreciate, he declared.

### Arbuckle Banned in Tacoma.

Tacoma, Wash.—Roscoe ("Fatty") Arbuckle has been banned from appearing here. He was booked for a monologue act at the Pantages. The censors started the action and were sustained by both Federal and Superior Courts.

Arbuckle recently appeared at the Pantages Theatre here after winning a fight with Kansas City censorship authorities.

First National has signed Lambert Hillier to wield the megaphone on the film version of Maxwell Struthers Durt's novel, "The Interpreter's House," which will be one of that company's first productions at the old Biograph Studios in New York. Milton Sills will have the leading role in the novel with Doris Kenyon opposite him.

## "NEVER SAY DIE" NAMED IN MONTH'S HIGH LIST

Robertta Nangle in the Chicago Tribune names Douglas MacLean's "Never Say Die," Associated Exhibitors release, among the ten best pictures of the month, according to D. L. Martin, Kansas City manager. In commenting on the picture the Tribune says: "MacLean is a comedian who really can make you laugh. Among the pictures with which it is named are "The Covered Wagon," "Captain Blood," "The Thief of Bagdad," "Secrets" and "The Alaskan."

Other critics opinions of "Never Say Die" are:

Topeka Capital: "There's every bit as many laughs in 'Never Say Die' as there was in 'The Yankee Consul'."

Boston Post: "A big quota of laughs, a thrill or two and romance, all of these shaken together."

## ST. REGIS, NEW PRODUCER, PLANS 16 FOR 1924-25

After almost six months of quietly organizing its plans, the St. Regis Pictures Corporation announces plans of production this week.

St. Regis Pictures Corporation is a new producing firm, probably the largest single independent producing organization formed for Eastern production since Famous Players turned to New York with a quota of its producing units.

For its first year's activity are announced sixteen feature productions, including a series of pictures to be made by Becton Pictures, another new producing firm, the controlling interest in which St. Regis had taken over, as a part of its pre-announcement activities. For the productions already planned \$1,500,000.00 has been made available.

The officers are as follows: T. Carlyle Atkins, president; Joseph S. Klotz, treasurer and Arthur Hoerl, secretary. Edwin Silton, president of Becton Pictures Corporation, will take an active part in the affairs of St. Regis. George V. Hobart, playwright and author of note, is a member of the editorial staff.

## CAREY GOES IN FOR COMICS IN P. D. C.'S "SOFT SHOES"

"Soft Shoes" the sixth subject in the Hunt Stronberg series starring Harry Carey promises to be something of a decided novelty. In this feature Carey will step forth as a comedian and contribute laughs as well as thrills in his portrayal of the stellar role.

"Soft Shoes" is an original story written by Hunt Stronberg from an idea suggested by Carey himself and it will give the star the first comedy part in which he ever appeared.

The heroics and hard riding stunts that have attracted Carey's big following will be retained but in the main the star will essay a humorous role.

Although it opens in the familiar "cow country" the story soon shifts to San Francisco's underworld and Chinatown.

## "NO GUN MAN" STARTED FOR FILM BOOKING OFFICES

Hollywood, Nov. 7.—"The No-Gun Man" went into production this week at the F. B. O. Hollywood studios with Lefty Flynn starring and Harry Garson in the role of producer-director. It will be the second of the Garson-Flynn series of semi-Westerns for Film Booking Offices.

## PRODUCERS LIST THREE FOR NOVEMBER RELEASE

"Reckless Romance," "What's Your Wife Doing?," "The Chorus Girl."

During the month of November, Producers Distributing Corp. will release film adaptations of two famous Broadway stage successes, "Reckless Romance" the Al Christie feature adapted from "What's Your Wife Doing?," and "The Chorus Lady" the James Forbes' play, in addition to the Elmer Harris production "The Girl on the Stairs."

The first release of the month will be "Reckless Romance," a six-reel Al Christie feature, featuring T. Roy Barnes, Harry Myers, Sylvia Breamer, Wandu Hawley, Tully Marshall, Mitchell Lewis, Lincoln Plumer, Jack Duffy and Morgan Wallace.

The Elmer Harris production "The Girl on the Stairs" starring Patsy Ruth Miller will be released on November 16th. This is an adaptation of Winston Bouve's "Ainslee Magazine" story produced under the direction of William Worthington and the personal supervision of Elmer Harris.

"The Chorus Lady" is a pictorial elaboration of the play by James Forbes produced by Regal Pictures, Inc., at the Thomas H. Ince studio under the direction of Ralph Ince with Margaret Livingston starring in the role made famous on the speaking stage by Rose Stahl. This production will be released on November 23d.

## "SKY HIGH" NEW MacLEAN FOR ASSOCIATED EXHIBITORS

Douglas MacLean is now in the midst of making his fourth independent production "Sky High," which will be released through Associated Exhibitors, Inc.

In the cast is Ann Cornwall, formerly featured in Bobby Vernon's Christie comedies. Raymond Cannon, whose clever work had much to do with the success of "Never Say Die" is furnishing the story for the new comedy.

The company will be transported to France, where the shooting of several scenes of "Sky High" will take place, after the filming now under way in Hollywood has been finished. Art director, Carr sails for Paris this week.

To Kenneth Harlan goes one of the most coveted roles of the year, that of Brian Kent in Harold Bell Wright's "The Re-Creation of Brian Kent," which Principal Pictures are to start filming within the next week or ten days.

The Serial  
With Many  
Covered  
Wagons

# "Days of 49"

111 W. 18th St. STANDARD FILMS Kansas City, Mo.

# GETTING BUSINESS

Is Just a Matter of

ADVERTISING

PROPERLY

**For That Reason--**

*The Best Results Can Only Be Obtained  
From the Best Advertising*

**And That's Why--**

We have created this exceptional proposition for live wire exhibitors who want to increase business the greatest amount possible at the very lowest possible expense.

## THE STAR ART POST CARD PROGRAM

An attractive looking three-color effect postcard with a change of star photographs for your use every week.

Movie fans are always seeking screen star's photographs and none offered them previously can compare with these for striking beauty.

The reverse side is left blank for the printing of your program.

## THE 4-PAGE MINIATURE MAGAZINE PROGRAM

A little leaflet containing the latest current movie gossip, illustrated and neatly gotten up. The star photograph is changed each week and so are the contents.

Exhibitors who have used "Screen Topics" in the past have found this little magazine to be very popular with their patrons. Every theatre-goer likes picture news and "Screen Topics" gives it in briefly told, neat, dressy and interesting style.

The back page is left blank for the printing of your program.

Date.....1924

THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.

Gentlemen:—Please enter our order for

(Quantity).....of your  
STAR ART POSTCARDS to be shipped  
us weekly C. O. D., plus parcel postage.

Name .....

Theatre .....

Town .....

State.....

## THE REEL JOURNAL

Mainstreet Theatre  
Building

KANSAS CITY,  
MISSOURI

Date.....1924

THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.

Gentlemen:—Please enter our order for  
(Quantity).....of your

SCREEN TOPICS to be shipped to us  
weekly C. O. D., plus parcel postage.

Name .....

Theatre .....

Town .....

State.....

“THE WHITE LIST” REVEALS UNIVERSAL’S ’25 PRODUCT

Laemmle Announces 21 Pictures For Spring Release.

New York, Nov. 13.—(Special to Reel Journal).—As the culmination of one of the greatest of our tensor campaigns ever conducted in the moving picture industry, the general president of the Universal Picture Corporation has just announced that “The White List” advertised in various trade and other publications during the past month or so is the name given to the list of Spring product, twenty-one titles of pictures to be released during the month of 1925.

The White List consists of a series of special contracts made by Universal's leadership with such directors, and adapted from good and standard stories or plays, as the following: Pauline Frederick, Laura Laemmle, George Hill, Richard Denny, Fred C. Brantley, Madge Bellamy, May McAvoy, Edna May Oliver, Norman Kerry, Howard Hughes, Ben Belairs, Percy Marmont, Mae Busch, Eugene O'Brien, Earl Hamer, Fred Russell and William Desmond.

Prominent Directors Named.

The list of directors contains such well known names as Clarence Brown, Edmund Selwyn, Harry Pollard, Herbert Brenon, William S. Hart, Edward Sloman, Fred Ross, Russell and Wade, Clifford Smith, Arthur Rosson and Ernest Laemmle.

Through this year has gone to great lengths to secure the works of favorite authors and playwrights for screen material. The list of authors is indicative of the quality of the stories. Among them are: Scott Auger, Howard Hughes, Will Langford, Howard Greenwald, Guy Bellamy, Robert Lord, Edith Lathrop, George B. Searle, George Loane Tilton, Pauline Frederick, Fred C. Brantley, Norman Kerry, Owen Sather, Fredson Lee, William Randolph Hearst, Ed Pennington, B. M. Bowers, Charles Forbes, Sarah Siddons and many others.

On Live and Let Live Basis.

The White List is on a Laemmle “live and let live” basis. Universal's management will not buy back, write, treat or tamper with any of them. We are proud of the complete ownership for the stories and the pictures are white, clean and unblemished. The exhibitor who obtains the picture will have to produce the picture in the best possible condition.

The White List consists of 21 titles. The first 10 titles will be released during the month of 1925. The remaining 11 titles will be released during the month of 1926. The first 10 titles will be released during the month of 1925. The remaining 11 titles will be released during the month of 1926.

The first 10 titles will be released during the month of 1925. The remaining 11 titles will be released during the month of 1926. The first 10 titles will be released during the month of 1925. The remaining 11 titles will be released during the month of 1926.

ABRAHAM LINCOLN PROVEN BOX OFFICE TRIUMPH

The confidence of First National Pictures in the drawing power of Al and Ray Rockett's production of “Abraham Lincoln” has been more than justified by the results it has attained, says E. C. Rhodin, Kansas City manager. Good business was expected from it, but not the wonderful box office results that it has been turning in from various sections of the country, Rhodin declared.

This production has already played approximately 200 theatres, including many key city points. Not only has it done excellent business in the key city engagements but it has proved itself a remarkable attraction in smaller communities. Exhibitors have advertised the dramatic qualities of the film and the entertainment to be found, the public agreeing with them.

It has been shown in a number of Southern cities, among them at the New Broadway Theatre in Columbia, S. C. The review in the Columbia State-beams, “Columbia rises from the ashes of Sherman's savage torch to applaud Abraham Lincoln.” There is much American and Americanism in it. One almost received a new baptism of the spirit of America, for one must somehow feel that here, when all is said and done, and half forgotten—flows by the real current, the real stream of our living life. It is a picture that is good for Americans to see.

February 15th will be the release date of “Secrets of the Night,” the Universal level version of the Broadway stage success, “The Nightcap.”

March 1st is set as the release date for “The Mad World,” the Universal level adaptation of Richard Washburn Child's story “Here's How.” It was speeded in production so that the star, May McAvoy, could leave for Rome where she is to do “Ten Hm!”

On March 15th will release a new Virginia Valli picture, “The Price of Pleasure.” Norman Kerry also is featured in this film.

Next, on March 22nd, will come another Universal Edison production, “The Lone Outlaw,” a stirring western starring Doug Gilson. It was directed, of course, by Edward Sedgwick.

March 29th will see the release of Hans Peter in “Puffs,” the Amateur Crackman. King Baggot, who made “The Tomoad” with Peter, has just started work on this one.

April 12th is the date set for “Eyes of Faith,” Clive Brook's Jewel production of the great Clarence Buddington Kelland novel “Miracle” now running in the Ladies Home Journal. Percy Marmont and Alma Rubens are taking the leading roles.

April 20th is the date for “C. Horner Straight Ahead,” a new Reimold-Denny comedy drama.

May 1st is set as “Fifth Avenue Model,” a Jewel production. Mary Philbin and Norman Kerry. This feature was adapted by Arthur Hailey, the author, “The Part in Life.”

The next May release, May 10th, will be “Up the Ladder,” another Virginia Valli vehicle.

Next, on May 24th, Universal will offer another Hans Peter, Jewel, “The

AMERICAN LEGION HEAD COMMENDS “SILENT WATCHER”

First National screened its new Frank Lloyd production, “The Silent Watcher,” from Mary Roberts Rinehart's “The Arat on the Hill” for the National Officers of the American Legion in Indianapolis.

Earle A. Meyer, director of The American Legion Film Service, wrote to Frank Lloyd Productions, Inc., concerning the showing for Legion officials as follows:

“The Silent Watcher” was screened last night for the National officers of the Legion. Everyone who saw it was greatly impressed by the picture.

“The policy of the Legion with regard to films has been very clearly defined by the National Executive Committee, and this policy prevents us from endorsing any but such films as depict some phase of the war or appeal for better citizenship.

“Some day I hope you will make a big war picture and let the Legion sit in while it is in production.”

J. K. McDonald has selected “Wife No. 2” as the permanent title of his new production for First National release which has hitherto been referred to by its tentative title, “Friedwols Sal.” Photography is nearing completion. The cast includes Mae Busch, Eugene O'Brien, Ben Alexander, Mitchell Lewis, Mildred Harris, Tom Santschi and others.

Love Carol, to be adapted from A. M. Sinclair Will's novel, “Head Winds.”

Following this, May 31st, comes another Hoot Gibson picture, “Let 'Er Buck,” a rollicking romance of the Pendleton Rompud.

On June 7th the release will be “Dangerous Innocence,” featuring Laura La Plante and Eugene O'Brien.

Then, on June 14th, will come “Ridin' Thunder,” a Luck Hoxie picture, directed by Clifford Smith, with Katherine Grant and Francis Ford playing important roles in support of Hoxie.

“Following the Hoxie picture will come a special film co-starring Herbert Rawlinson and Madge Bellamy. It is “The Fighting Cop,” directed by Edward Laemmle from the Red Book Magazine story “The Flower of Napoli” by Gerald Beaumont.

Next comes a William Desmond picture, “The Meddler,” directed by Arthur Rosson and released June 28th.

There will come another Hoot Gibson picture, “Taming the West,” also directed by Sedgwick. It will be released July 5th.

Another Jack Hoxie picture will come next, on July 19th. It will be “Don Daredevil,” a dramatic western picture.

The final picture on The White List will be “Red Clay,” a William Desmond picture, directed by Ernest Laemmle.

In addition to the unprecedented activity at Universal City in connection with The White List, Universal production forces also are in the midst of the greatest undertaking I have ever sponsored—the filming of “The Phantom of the Opera.” This picture is a greater proposition than “The Hunchback of Notre Dame.” It will star Lon Chaney as the Phantom, and will have Mary Philbin and Norman Kerry as the leads.

# A Few Pictorial :: Moments ::



Wallace Reid, as she appears in "BROKEN LAWS," a story of our jazz-age, distributed by F. B. O.

"CAB, SIR?" says Harry Langdon in his new comedy, "Watch Out," now in production at the Mack Sennett Studios. Langdon's work is being watched with great interest since Sennett predicted that he will be a rival of Harold Lloyd and Charlie Chaplin within a year. He is rapidly forging to the front through his work in Sennett comedies released by Pathe.



A "falling" comedy from "THE SIREN OF SEVILLE," a Hunt-Bros. production distributed by Producers Distributing Corp.



Scenes from "THE TENTH WOMAN," a Warner Bros. Classic of the Screen.



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## CHRISTINE OF THE HUNGRY HEART

First National—Florence Vidor

WORLD—Apparently the determining factor in the transfer of "Christine of the Hungry Heart" to the screen was its unusual title to Florence Vidor. A studio-made story could not have fitted her talents more exactly, and she makes the most of her opportunities, playing with a strength of force that still is marked by restraint. The story gives her some fine opportunities, notably her parting with her little son, and she rises to every crisis without degenerating into ranting. The roles will please Miss Vidor's admirers immensely. It will meet the approval of the readers of the author, but many will find it a bit too slow to win their entire sympathy.

NEWS—This is a sure-fire attraction for the average audiences. Should prove a valuable one for high class patronage. While nothing has been revealed here that has not been employed many times, the story is so well generating a fair amount of sympathy through the convincing work of Vidor and the cast. The theme is familiar and she offers nothing novel. But, it is well treated, and in this case has been summed in a sympathetic fashion.

FILM DAILY—As a whole, a woman's picture full of heart throbs and a mighty charge of pathos. Runs too long. Florence Vidor gives delightful performance and all-around fun. Olive Brooks makes the best American appearance and registers a victory.

## THE STORY WITHOUT A NAME

Paramount—Arenas Ayres, Antonio Moreno.

TRADE REVIEW—This picture has been liberally publicized through the Photoplay magazine, offering prizes aggregating thousands of dollars for a contest. This exploitation guarantees big audience interest for the film wherever shown. And if there be those who know nothing of the prize contest, the all star cast and the various radio themes will have them to your theatre. The story itself is undeniably melodramatic, but for those who prefer their entertainment undiluted without any admixture of the very nice.

NEWS—Should interest patrons of the average dance exploitation. Suitable for large, large or small. Great for the theatre. The film is really much better than it appears. It comprises action and melodrama in a straight out-and-out manner. More vigorously but loses somewhat in suspense through an anti-climactic ending. There is much flag waver in the well mounted and acted in the picture. Carries thrills.

FILM DAILY—A whole picture for the price of a half. There's a real story here. The picture checks the most important points in a hectic sort of

radio meller. Of course you'll not have any trouble getting them in. Let them know all about the contest.

## MEDDLING WOMEN

Chadwick—Lionel Barrymore, Sigfrid Holmquist.

TRADE REVIEW—Lionel Barrymore can make a weak picture strong, but Lionel Barrymore, coupled with a clever story, such as he is provided with in "Meddling Women," results in an exceptionally interesting picture bubbling with box office value. There are dramatic situations piling one on top of another so rapidly that keeps the suspense

at all times and never permits a relaxation until the finish. It has not a dull moment.

FILM DAILY—As a whole, inartistic effort that caters directly to a sensation seeking crowd. Pity to waste the talents of a Barrymore on such poor stuff. It all depends on the clientele you cater to. You know whether you can use a film of this order to advantage. Be your own judge in this case.

HERALD—Type: Character drama, general interest type. Highlights: Bootlegging episode, murder, gossiping old maid, lost memory, meddling mother-in-law, complications of impressario.

## NEWS NUGGETS

Anna Q. Nilsson has signed a contract with First National to do one picture in the East. The picture has been announced as "One Way Street."

E. H. Griffith has been signed by St. Regis Pictures Corporation to direct its first production, an adaptation of "The Ultimate Good" by J. C. Brownell, which appeared in Everybody's Magazine. The picture is scheduled for Associated Exhibitors release.

Herbert Rawlinson, Earle Williams, and Clara Bow have been engaged for Howard Estabrook's latest picture for Associated Exhibitors.

Buster Keaton, whose new Metro-Goldwyn comedy triumph is "The Navigator," the Joseph M. Schenck presentation directed by Donald Crisp and Keaton from the script by Jean Havez, Joe Mitchell and Clyde Bruckman, recently attended with a friend a congratulatory dinner where prohibition was discussed. "Every time a man drinks booze liquor," contended one of the guests indignantly, "he becomes a lawbreaker."

"To be sure," agreed Buster's friend drily, "but a man who imbibes what he get around here must be kind of desperate in the first place."

Ruth Dwyer has been chosen by Buster Keaton to appear opposite him in "Seven Chances," the comedian's next feature comedy to be presented by Joseph M. Schenck through Metro-Goldwyn.

Two notable additions have been made to the scenario staff at Metro-Goldwyn-Mayer's Culver City studios, with the acquisition of Charlton Andrews, well known playwright, and Ballard MacDonald, song writer and humorist of national reputation.

Albert Shelby LaVino has been signed by Metro-Goldwyn-Mayer to write adaptations for the screen. His first work

for this firm will be "The Summons," by Katherine Newlin Burt, which Robert G. Vignola is to direct.

Universal cannot use "The Great Miracle" for Clarence Buddington Kelland's story, "Miracle," after all. Mr. Morris Gest is afraid that it will be confusing in view of the fact that his production with a somewhat similar name is on tour in the largest cities, and Universal has acceded to his request that another title be chosen.

Universal's circus serial, which will introduce Joe Bonomo, highly vaunted strong man, which goes into production this week under the direction of Jay Marchant, will be entitled "The Great Circus Mystery." The cast includes Louise Lorraine and Robert Seiter.

Having finished "Ridin' Thunder" under the direction of Clifford Smith, Jack Hoxie starts this week on Wyndham Gitten's story, "Don Dare Devil." The cast includes Cathleen Cahoon, Duke R. Lee and William Welsh.

With Warner Baxter, and Victor Varconi engaged for important parts in "The Golden Bed" by Cecil B. DeMille, the cast for this big production is complete. Those already signed for principal parts are Rod LaRocque, Vera Reynolds, Lilian Rich, the latest DeMille "find," Henry Walthall and Emily Fitzroy.

With the signing of Wanda Hawley for the leading role opposite Pat O'Malley in "On the Shell" production work on this Producers Distributing Corporation release was started at the Peninsula Studios this week.

Another big stage play has been secured for release by Producers Distributing Corporation in 1925, in the purchase of "The Awful Truth" the Charles Frohman production in which Ina Claire created a sensation last season.





Edited by "BOB" GARY, Universal Exploiteer

### MUSKOGEE, OKLA., THEATRE PUTS OVER NATIONAL CANDY DAY WITH MacLEAN "NEVER SAY DIE"

Manager Harry Marsh, of the Broadway Theatre, Muskogee, Okla., put something over in his city, and among others "The Covered Wagon" was playing a special engagement there, when he arranged for a National Candy Day and for co-operation of all the Candy Manufacturers of the state and also the stores selling nationally known candy products.

Manager Marsh first obtained the co-operation of his daily newspaper, "The News," with the result that the candy shops and manufacturers took enough space to make up a full page in the paper, which was actually a Douglas MacLean in "Never Say Die" page, advertising the theatre and the picture.

He obtained for the shops over 500 boxes of candy, and in the advertisement announced that the first 500 children to attend the theatre would receive a box of candy free.

The school children came in droves and Manager Marsh arranged for a special Saturday matinee for them, with the result that he packed his theatre to absolute capacity. It seemed that every school boy and girl in Muskogee was present, and each of them obtained a box of candy. The result of this matinee was evident throughout the entire week, because you simply could not keep the children from telling the folks at home about the way the children all screamed at the funny antics of Douglas MacLean in "Never Say Die." "Word-of-mouth advertising," said Manager Marsh, "is the greatest force in the world to bring people into a show."

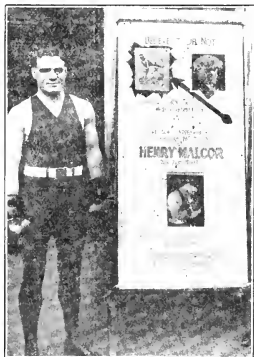
### COAST CHAMP PROVES "FAST WORKER" IN LIBERTY STUNT

Henry Malcor, middleweight champion of the Pacific coast, is appearing at the Liberty this week in a series of physical fitness exercises.

Malcor, during his two year sojourn on the west coast, served as an athletic director for motion picture stars in Hollywood. The above program was arranged by Jack Roth and the writer in conjunction with the showing of "The Fast Worker," Universal Jewel production, starring Reginald Denny. Denny is one of the very few stars who have been able to make good in the movies, using only plays with an athletic background. Malcor is a training mate of Reginald Denny, and has taught the Universal star many of the tricks of the trade.

The coast middleweight's exhibition included shadow boxing, bag punching, rope skipping and other forms of routine training. Malcor broke into Kansas City dailies sport and movie pages and topped all down town theatres as a space grabber. Local editors object to theatrical publicity with a lot of superlatives, with the old pap about "visions of beauty," "tense, thrilling episodes," and he old phrases of the press agent. They have been printed so often they do not mean anything, therefore, it was possible or Malcor to get a good break on a local angle trying up with the picture. This stunt was an innovation from an exploitation angle, and business showed an increase of 50 per cent.

### THE LOBBY POSTER



A neat window display was obtained by William Jacobs, manager of the Royal, when he negotiated space from the Fidelity National Bank for a colorful representation of one of the scenes in "America" now running at the Royal. The window represented a cleverly executed Indian fight of frontier days, and attracted swarms of passersby.

### SHOWMAN FINDS ADVERTISING CLOCK SOURCE OF REVENUE

R. B. Christian of the Byers Theatre, Excelsior Springs, Mo., has a system of slide advertising, in addition to regular slides thrown on the screen, and being new and novel is proving mighty beneficial in way of additional revenue. On the wall in the house to the right of the stage is a huge clock, faced in white, while only the ends of the hands are visible.

During the entire performance advertising slides of local concerns are thrown upon the face of the clock, which serves as a screen, a change being made about every three minutes. This method of advertising requires virtually no additional work on the part of the operator and is of unlimited value to local merchants.

### ELABORATES SUCCESSFULLY ON WRECKED CAR IDEA

Jack Meredith, Universal exploiteer, working with Charming and Stenett of Capitol Theatre, Dallas, Texas, during the engagement at that theatre of "The Reckless Age," Universal Jewel starring Reginald Denny, elaborated on the stunt of using wrecked automobiles to exploit the picture and made a big hit with it, for the theatre.

Meredith tied up with the Dallas Journal and the police department who helped him considerably in putting over his idea. He staged a parade of wrecked cars led by a band and a police escort, that stretched for two blocks. A big truck, equipped for carrying home smashed cars, followed the band and the police with a large sign in front reading: "Fatalities of the Reckless Age." Then followed a record of auto deaths for the year and for the day. Under this was "Be Careful What's Your Hurry? Make Dallas Safe, Dallas Journal." In addition to this each one of the wrecked cars in the parade carried a banner referring to the picture, "The Reckless Age" at the Capitol Theatre. The stunt not only pulled great interest on the street, but the Journal carried readers on it for several days.

### "SPECIAL SHOW FOR WOMEN"

The "special show for women" appears to be the stunt which tells at the box office, especially in Kansas City. The fact that "Marjah, the mind reader" was to give a special show for women at the Globe Theatre this week, with private interviews to the first fifty women, was worth a story in daily newspapers and the box office results were well worth the effort.



# BOX OFFICE REPORTS

**F. B. O.**

**North of Nevada**, Fred Thomson—An exceptionally good western. Silver King is a real wonderful horse—John Saunders, Cheney Theatre, Cheney, Kans.

**Fashionable Fakers**, Johnnie Walker—A real good entertaining picture.—John Saunders, Cheney Theatre, Cheney, Kans.

**On Time**, Richard Thalmadge—An exceptional thrill type comedy drama. Very entertaining.—John Saunders, Cheney Theatre, Cheney, Kans.

**FIRST NATIONAL**

**Skin Deep**, Milton Sills—Fine picture. Print good.—Royal Theatre, Gardner, Kans.

**Mighty Lak A Rose**, Dorothy Mackail—One of the best picture I ever ran. If all pictures were half as good we could all be happy. Let's have more like it. We wish to thank you for the showing of this picture. Print, fine. Accessories good.—A. B. McCullough, Community, Neosho Falls, Kans.

**Circus Days**, Jackie Coogan—This picture pleased 100 per cent. Have been in business two years, the first of February. Circus Days broke house records. Had a good house Friday night. Turned them away first show Saturday night. We have a poor show town, but Jackie brought them in once.—C. A. Botkin, New Theatre, Harper, Kans.

**The Girl in the Limousine**, Larry Semon Good picture and would like to have more like it. Print good.—W. M. Goodnight, Lyric Theatre, Holden, Mo.

**Flaming Youth**, Colleen Moore—One of the best we have had so far. It was about 50.50 which was the best. "Flaming Youth" or "Perfect Flapper." Print and accessories good.—W. R. Alsbach, DeLuxe Theatre, Bunklia, Kans.

**Flowin' Gold**, Anna Q. Nilson and Milton Sills—Pleased. Print wonderful. Not a break or misframe. Accessories good.—R. R. Winship, Majestic Theatre, Phillipsburg, Kans.

**Nomads of North**, All Star—Picture good. Crowd not so good. Accessories good.—E. H. Entelman, Star, Cole Camp, Mo.

**Man of Action**, Douglas MacLean—Very interesting comedy-drama. Pleased those who attended.—Palace Theatre, St. Joseph, Mo.

**Brawn of North**, Strongheart—One of the most interesting subjects I ever have had the pleasure to play. I surely pleased with old and young, even the tiniest kiddies. Print in a No. 1 condition. Accessories just fine.—Mrs. W. H. Schedel, Lindel Theatre, Mulvane, Kans.

**Bond Boy**, Richard Barthelmess—Picture gave entire satisfaction. Print extra good. Accessories good.—W. J. Shoup, DeLuxe Theatre, Spearville, Kans.

**White Shoulders**, Katherine MacDonald Very good picture, but shown to a small audience. Print and accessories good.—Carl Cunningham, Community Theatre, Gover, Mo.

**Scars of Jealousy**, All Star—A splendid picture.—W. T. Elland, Empire Theatre, St. Pauline, Kans.

**Mighty Lak A Rose**, Dorothy Mackail—Pleased most patrons. Print good.—Opera House, Laedale, Mo.

**FOX**

**The Blizzard**—Absolutely no good from every point of view.—D. Kennedy, Electric, Glasgow, Mo.

**PARAMOUNT**

**Flaming Barriers**, All Star—Good little program picture. Want more like it.—D. Kennedy, Electric, Glasgow, Mo.

**P. D. C.**

**Wandering Husbands**, Lila Lee and James Kirkwood—Fine entertaining picture. Was sure surprised in this one. Stars were cast right and did good work. 100 per cent entertainment.—Sam Minnick, Electric, Chillicothe, Mo.

**UNIVERSAL**

**K-The Unknown**, Virginia Valli—I like to report a good picture, and here is one from every angle. Good story by a good author, good cast—well directed and produced in an elaborate way and is good enough for anybody's house. You will be more than pleased with this one.—Sam Minnick, Electric, Chillicothe, Mo.

**Riders Up**, Creighton Hale—Here is one of the best program pictures I have run in a long time. It ought to be run at least two days. Why Universal didn't release this as a "Jewel" is a mystery to me.—Sam Minnick, Electric, Chillicothe, Mo.

**The Storm Daughter**, Priscilla Dean—A fine picture. Did big business two days. Used a Dempsey with it.—Sam Minnick, Cater, Marcelline, Mo.

**VITAGRAPH**

**Pioneer Trails**, All Star—A very good picture. Condition of film good.—Clarence Stevens, Amusu Theatre, Archie, Mo.

**Son of Wallingford**, All Star—A fair program picture but too long. Could have been told in six reels. Audiences don't enjoy the long drawn out pictures.—W. A. Doerschlag, Strand, Ransom, Kans.

**The Trouble Hunter**, Jimmy Aubrey—Not much to this one. One of Aubrey's poorest in my estimation. A fail to see the comedy.—W. A. Doerschlag, Strand, Ransom, Kans.

**The Love Bandit**, Victor Sutherland—A dandy good outdoor picture. A little old, but it is worth running. Nice scenery and good acting. If you haven't played it, book it. A good program picture.—A. R. Plummer, American Legion, Sedgwick, Kans.

**The Angel of Crooked Street**, Alice Calhoun—I consider this one a good entertaining crook drama. It is rather old, but worth showing.—J. E. Travis, Doric, Erie, Kans.

**WARNER BROS.**

**Find Your Man**, Rin-Tin-Tin—Wonderful picture, sure nacked them in.—Sam Minnick, Electric, Chillicothe, Mo.

**A Horsemanship in Goom!**

Goom, Mo., Nov. 7—(Special to Reel Journal)—The worm has turned, and in its turning all Goom has narrowly escaped civil warfare. The trouble, which has been brewing between factions lead by Josh Perkins, owner of Goom's De Luxe Nickelodeon Happy Hour Theatre and Miss Agatha Higgonbottom, director of a class in esthetical dancing, came to a head when Miss Agatha asked permission to present her company of refined but rambling terpsichoreans in their premiere showing of a musical skit, entitled, "When Knights Were Bold and Ladies Cold" at the Happy Hour. Josh refused, and is reported to have informed Miss Agatha that the Happy Hour was a respectable first run house, conducted in the interest of professional dramma and comedy. This is said to have bitten fiercely into Miss Agatha's heart strings, and she, swearing vengeance, threatened gun play by horse whip. Not since ex-bartender Al Schmidt shot three stray preachers in a fit of uneasiness on the night of the passage of local option back in 1908 have the brotherly instincts of Goom been so endangered. The entire town is agitated.

The entire fifteen Universal Ranch Riders of the Jack Hoxie unit are working throughout most of the current production starring Hoxie, "Don Daredevil," directed by Clifford Smith.

## Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL,  
19th & Wyandotte, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....

Star ..... Producer.....

Remarks .....

Title .....

Star ..... Producer.....

Remarks .....

.....

.....

.....

City .....

Theatre .....

Exhibitor .....

If Every Exhibitor Does His Duty There Will be No Mediocre Pictures



## SKOURAS ENTERPRISES BUY SITE FOR \$2,500,000 HOUSE IN DOWNTOWN ST. LOUIS

**Splendid New Theatre to Be Largest  
In City With 4,500 Seats, Total  
Cost \$5,000,000?**

Skouras Brothers Enterprises of St. Louis have announced the acquisition of the northwest corner of Seventh and Locust streets, as the site for a \$2,500,000 motion picture house to be known as the Ambassador. The lot and present improvements cost approximately \$1,750,000 or about \$14,000 per front foot, a record price for real estate in that vicinity.

The success of Loew's State Theatre, Eighth street and Washington avenue, was the determining factor in Skouras Brothers' purchase. They had been watching the business done by the new Washington avenue movie palace and are certain that down-town night life has come back, and that subways and other transportation improvements will center amusements there.

Rapp & Rapp of Chicago are to design the new theatre which will seat 4,500 persons, the largest of any in St. Louis. Whether the building shall be used exclusively for the theatre has not been decided, but it is probable that an office structure will also be erected. The equip-

ment and decorations will cost upwards of \$500,000 and are to include a pipe organ costing \$100,000. The eventual investment will be almost \$5,000,000 according to tentative plans.

Spyros Skouras, Charles Skouras and George Skouras who control Skouras Brothers Enterprises are striking examples of what can be accomplished in this country by men of determination and ideals. They started in the motion picture business but a few years ago with one small house on Market street. Today they own the Grand Central, West End Lyric, Lyric and Capitol theatres and have a half interest in the St. Louis Amusement Company which owns the Tivoli, Paganini, Pershing, Grand-Florisant, New Lindell, North Grand, Novelty, Shenandoah, Arsenal, Shaw, Manchester, Arco, Lafayette and Gravois. They also are district distributors for First National and Educational Pictures and own the St. Louis Film Exchange that handles Warner Brothers Classics, Samuel Goldwyns and other high class pictures.

## THIRD ATTEMPT TO WRECK ST. LOUIS HOUSE GOES AWRY

A third attempt to wreck the Roosevelt Theatre, 810 North Leffingwell avenue, St. Louis, was made early on Tuesday, October 28th when unknown parties tossed dynamite onto the sidewalk in front of the picture house. The front windows were shattered, the canopy was wrecked and a large hole torn in the concrete sidewalk. Nick Zotos, proprietor of the theatre, which caters to negroes has been unable to give the police a clew to the attacks.

Three weeks ago early one morning several bullets were fired through the front windows of the show house.

Early in the morning of October 25 while making his rounds the patrolman on the beat found a rear window of the theatre had been broken open. He investigated and discovered an unexploded dynamite bomb consisting of several 14-inch sticks of dynamite wrapped with electric tape. The fuse had burned within an inch of the dynamite.

The police are investigating several clews in hope of clearing up the mystery. One is that perhaps white persons may have resented the replacement of white operators with negroes.

**Now Booking--**

**Thirty Weeks of Sure-Fire Profit**

**"INTO THE NET"**

**"TEN SCARS MAKE A MAN"**

**"GALLOPING HOOFES"**

Ask the Pathe or Associated salesman about Pathe's box-office ten including "HOT WATER" and "BATTLING ORIOLES".

**PATHE EXCHANGE, Inc.**

HARRY GRAHAM, Branch Manager

3316-18 OLIVE STREET

ST. LOUIS, MO.

## \$35,000 FIRE LOSS TO ALTON, ILL., PLAYHOUSE

One man and six women had their hair badly singed when fire broke out on the stage of the Grand Opera House at Alton, Ill., October 27, shortly before the premier showing of "The Ten Commandments" in the city was scheduled to take place. There were about 100 persons in the house at the time, the doors had been opened thirty minutes earlier than usual to let early-comers into the house.

The first is believed to have been caused by defective wiring. When a rear door was opened this furnished a draft for the fire and the flames shot over the top of the curtain into the auditorium.

Those in the audience rushed to the exits and six women had their hair slightly singed by the flames. M. Bardilio, a member of the orchestra that travels with the picture was more seriously injured when he returned to the orchestra pit to recover his musical instrument. His hair was burned from his head and he sustained painful burns on the head and face.

William M. Sauvage, manager of the Opera House estimated the loss from the fire at approximately \$35,000. The flames gutted the rear of the show house.

The first of the big stage plays to be produced for release by Producers Distributing Corporation during the coming season will be Anthony Paul Kelly's "Three Faces East." This is rated as one of the biggest of the Sam H. Harris stage plays produced during the past several years.

## BRIGHT BITS & NEWSY NOTES

Bearing a load of juicy contracts, E. L. Alpers, St. Louis manager for Universal, left for New York for a sales meeting of Universal Exchange heads at the Hotel Astor, on November 3-4.

Miss Naomi Kirsch, a film inspector of the First National office has announced her engagement. The date for the wedding has not been set.

Noah Bloomer's new Rex Theatre, Belleville, Ill. has opened and is doing a nice business.

G. E. McKean, manager of the local Fox office is in Chicago to attend a conference of branch managers.

The Elite Theatre, Hernie, Mo., has been taken over by W. L. Smith.

R. C. Seery, First National district manager was a visitor of the past week.

An epidemic of smallpox in Marshall, Ill. has forced the Pythian Theatre there to close temporarily.

Out-of-town exhibitors in during the week included: Mrs. S. M. Kennedy, Kirksville, Mo.; Joe Schraempp, Duquoin, Ill.; Noah Bloomer, Belleville, Ill.; C. Poole, Frankfort Heights, Ill.; Charles Goodnight, DeSoto, Mo.

A theatre to cost upwards of \$50,000 is to be built at Sycamore, Ill., by Walter Owbridge.

Work has started on the new motion picture theatre, owned by Robert Cox and James K. Grigsby at Blandinsville, Ill. Stuffings Brothers of Peoria, Ill., are the contractors. The plans were prepared by architects of Peoria, Ill.

The Bonne Terre Amusement Company, Bonne Terre, Mo., has incorporated with \$12,000 capitalization. V. M. Johnson is the principal stockholder.

A handsome sidewalk canopy is being added to the new Shenandoah Theatre, 2227 South Broadway, St. Louis, Mo.

Spyros Skouras reports that "Hot Water" has broken all previous box-office records at the New Grand Central, West End Lyric and Capitol Theatres.

Floyd Lewis, Special Representative of Associated Exhibitors is visiting the St. Louis Branch.

The Pathe sales force is very much interested in our new George B. Seitz serial "Galloping Hoof." Mr. Seitz is the same man who produced "Into the Net", the biggest serial of all times, so exhibitors can plan on seeing something unusual in "Galloping Hoofs" which will be a race track story.

## The Public Taste

has grown to demand more WESTERNS —but they're choicy about the quality of these pictures.

You can only

## GIVE THEM THE BEST

When you show

## PROGRESS WESTERNS

featuring the screen's most popular "western" stars in stories and action that always win at the box-office.

GET OUR LINE-UP NOW

## Progress Pictures Corp.

(Specializing in Western Productions)

TOM LEONARD, Manager

3405 Olive Street

ST. LOUIS, MO.

## "The Twenty Wonders"

WARNER BROS.  
Classic of the Screen

Season 1924-25

Find Your Man  
Recompense  
The Dear Pretender  
The Dark Swan  
DeBureau—Lover of Camille  
The Age of Innocence  
How Baxter Butted In  
This Woman  
The Narrow Street  
The Man Without a Conscience  
Eve's Lover  
A Lost Lady  
The Broadway Butterfly  
The Lighthouse by the Sea  
My Wife and I  
The Eleventh Virgin  
The Bridge of Sighs  
Trapped in the Snow Country  
Second Lubitsch Production  
(Title to be announced)

A Wise Showman  
Picks The Best

## ST. LOUIS FILM EXCHANGE

HARRY HYNES, Manager

3334 Olive Street

ST. LOUIS, MO.

## ST. LOUIS MUN'Y OPERA CO. NAMES NEW OFFICERS

Mayor Henry W. Kiel has resigned as president of the St. Louis Municipal Opera Association saying he wished to divorce the enterprise from the city administration.

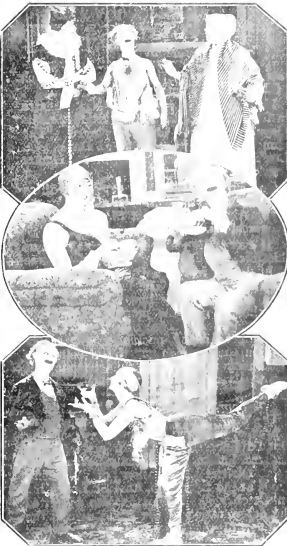
Following the lead of his chief, Director of Public Welfare Nelson Cunliff then stepped aside as chairman of the executive production committee.

H. J. Pettengill, chairman of the board of the Southwestern Bell Telephone Company, was named president to succeed Kiel. Other officers elected were: First vice-president, Morton Mayo; second vice-president, F. W. A. Vesper; third vice-president, Carl F. G. Meyer; treasurer, Walter A. Weisenberger; secretary, Nona B. Crutcher, and members of executive productions committee, Mayor Kiel, Cunliff and Park Commissioner Fred W. Pape all by virtue of their official jobs; Edward Hidden, M. E. Holderness, Max Koenigsberg, Eomas H. Lovelace, Arthur Siegel and Otto E. Rugg.

The association presents a season of light operas in the Open Air Theatre at Forest Park every summer.

The Peninsula Studios, San Mateo, have selected "Poor Maana," a stage farce by Elmer Harris, to serve as the third Elmer Harris production to be filmed for release through the Producers' Distributing Corp.

Hal Roach is completing preparations for making a new feature production starring Rex, the famous equine star of the screen.



Ben Turpin in scenes from the Pathe release, "Romeo and Juliet"

## "CLASSMATES" FOR RELEASE BY F. N. IN NOVEMBER

Richard Barthelmess' new "Inspiration" picture for First National, "Classmates," scheduled for release on November 23, has been completed. It gives Mr. Barthelmess a sympathetic role of the kind in which the public likes to see him and he has a very fine supporting cast in Reginald Sheffield, Madge Evans, Beach Cooke, James Bradbury, Jr., Major Henry B. Lewis, Adjutant at West Point, Charlotte Walker, Herbert Cornhill, Claude Brooks, Antrim Short and Richard Harlan.

Josephine Lovett prepared the scenario from William C. DeMille and Margaret Turnbull's stage success. John S. Robertson directed it.

The West Point atmosphere in "Classmates" is declared to be correct in every detail, the Superintendent of the Military Academy having assigned his Adjutant to assist the director and the star in getting all Academy details absolutely correct. The West Point authorities have passed on the different phases of military life in the picture and given it their O. K.

The South American jungle scenes in "Classmates," filmed in the Florida Everglades, give a picturesque and unfamiliar background to some very dramatic and highly emotional scenes.

### Allen Company Incorporates.

Jefferson City, Mo.—Allen Amusement Co., St. Louis, has incorporated with a capital of \$10,000. Incorporators, David Nelson, Paul Whitman and M. F. Hecker.

## Just ONE Little Idea--

# And You've Received TEN-FOLD VALUE!

## SEND IN THAT SUBSCRIPTION NOW

The Best  
INVESTMENT  
You Can Make



Date ..... 1924

THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.

Enclosed please find my two dollars (\$2.00) for which kindly enter my subscription to THE REEL JOURNAL for one year (fifty-two issues.)

Exhibitor .....

Theatre .....

Town ..... State.....

## "THE BROADWAY BUTTERFLY," SONG BY ST. LOUIS WRITERS

When "The Broadway Butterfly," now in production by Warner Bros. at their West Coast studios, is released there will be on sale in all the music stores of the country a popular song especially written around the story of the photoplay and bearing the same title, according to Harry Hayes, manager of the St. Louis Film Exchange.

The song has already been written and is now being published by Jack Mills whose most recent success is "Just a Girl That Men Forget."

The song has been written in collaboration by Gene Rodemich, Reeves Espy, and Larry Conley, all of St. Louis. Mr. Rodemich who wrote the score, is musical director for the Skouras Bros. Circuit.

The Warner Bros. will use the song in conjunction with the exploitation of the picture.

### Unit Escapes Blizzard Menace.

The lives of Cecil B. DeMille, Irene Rich, Theodore Kosloff, and members of the company producing "The Golden Bed" for Paramount were endangered in a blizzard which came up on the Nisqually Glacier in the Mt. Ranier group, according to dispatches received yesterday.

Mr. DeMille and the company were making a mountaineering scene at an altitude of ten thousand feet when the blizzard imperilled their lives. Much of their equipment was sacrificed in the rush to the lower altitude and safety.

## HOMER MARVEL 'MARVELED' AT "HUNCHBACK" RECEIPTS

Even a Marvel marvelled at the marvelous box office receipts "The Hunchback of Notre Dame" can make.

Homer Marvel runs the Plaza Theatre in Mt. Vernon, Ill., for the Reid-Yemm-Hayes circuit. Homer played "The Hunchback" with Maurice Davis, St. Louis' Universal exploiter, Homer "pushed" the picture.

One glance at his first day's box-office report and Marvel rushed this wire to Eddie Alpersen, manager of the St. Louis Universal Exchange:

"If every 'Blue Monday' was as good as this one, I'd like to have Monday come eight days a week. Thanks to Davis' aggressive campaign, 'The Hunchback' gave us a new week-day house record. 'The Hunchback' gets the money. Regards.

What's more, "The Hunchback" stood up the second day, packing in the school kids on the matinee and thus freeing the "real money" seats for the grownups at night. Even a Marvel marvelled.

### Says Movies Breed Crime.

The customary knock on the movies as a breeder of crime in youth was made by Donald Robertson, an actor person in an address before the Twenty-Second Illinois District Federation of Women's Clubs at the Elks Club, East St. Louis, Ill., on October 30. Robertson also regretted the deterioration of the stage. He is the founder of the Chicago Civic Theatrical Association. Among other things he said that if vice and vulgarity were taken from present day motion pictures there would be little left.

### "U" SELLS ENTIRE PRODUCT

Following the extraordinary box-office business that "The Hunchback of Notre Dame" did over his circuit when Maurice Davis, Universal's St. Louis staff man, exploited it, Tom Reid booked the entire Universal product for the Reid-Yemm-Hayes circuit, which controls 18 houses in Southern Illinois.

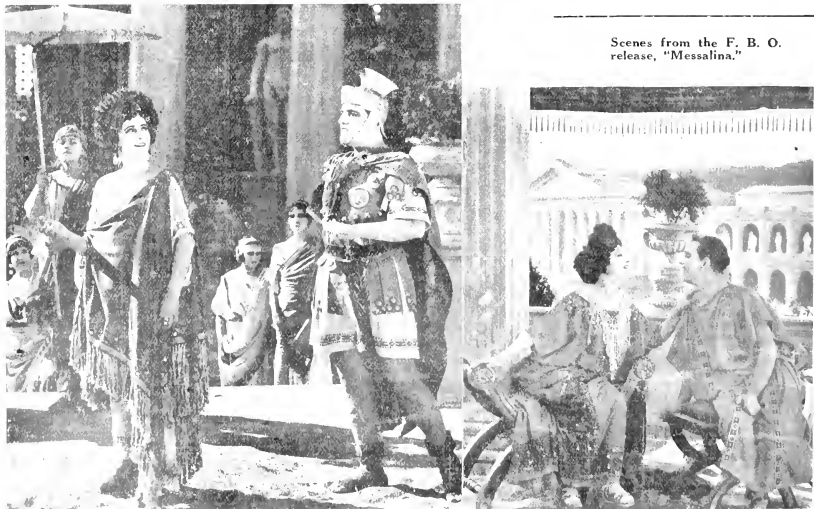
Jimmy Shea, Universal "go-getter" salesman, signed Reid for all the features, all the program pictures, the Dempseys and the entire short product as well as serials for his Marion and Benton houses. Contract figures were exceptionally heavy. Reid admitted.

### Paramount Signs Constance Bennett.

New York—In recognition of her splendid work in Zane Grey's "The Code of the West," now nearing completion, Constance Bennett was today signed on a long term contract by Paramount, according to an announcement by Jesse L. Lasker, First Vice-President in charge of production. Miss Bennett's first appearance under her new contract will be in a leading role in James Cruze's next production "The Goose Hangs High."

With a company of more than a hundred people, Herbert Brenon is preparing for a trip to Santa Cruz island where outdoor scenes for his production of Sir James M. Barry's "Peter Pan" will be filmed for Paramount.

Filming of Anzia Yezierka's colorful novel of the Ghetto, "Salome of the Tenements," which created such a stir in literary circles of a few months ago, was started at the Paramount Astoria studio recently. It will be a Sidney Olcott Production.



Scenes from the F. B. O. release, "Messalina."

# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE  
SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

THEATRE ARCHITECTS

124 West 10th St. 340 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

## WESTERN VAUDEVILLE MANAGERS ASS'N

Offices  
201 Mainstreet Theatre Building  
KANSAS CITY, MO.  
Representative  
JOLLY JONES, JR.  
Phone Grand 1860  
VOD-VIL FURNISHED FOR  
THEATRES.



## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

\$1.50 up  
without Bath  
200 ROOMS  
\$1.75 and up  
with Bath

Archie  
Josephson,  
President

## THE BENNETT FILM RENOVATOR

"CLEANS WHERE OTHERS FAIL"

Maximum Results at Minimum Cost  
For Full Particulars write

GEORGE BENNETT

Route 2 Argentine, Kans.

## EVERYTHING FOR THE THEATRE BUT THE FILM

CARBONS  
MINUSA SCREENS  
COMPENSATORS  
RHEOSTATS  
OPERA CHAIRS  
MAZDA LAMP EQUIPMENT  
MOTIOGRAPH PROJECTORS

CHAS. M. STEBBINS

Picture Supply Co.

1822 Wyandotte St. Kansas City, Mo.

## AT KANSAS CITY THEATRES

Week Ending November 8

### ROYAL

"The Female," Betty Compton—Paramount.

### NEWMAN

"Hour Hour," Aileen Pringle, John Gilbert—Metro-Goldwyn.

### MAINESTREET

"Madonna of the Streets," Nazimova and Milton Sills—First National.

### LIBERTY

"The Arab," Ramon Novarro, Alice Terry—Metro-Goldwyn.

### GLOBE

"The Painted Flapper," James Kirkwood and Pauline Garon—Independent.

### PANTAGES

"Oh, You Tony," Tom Mix—Fox.

## FILM BOARD CASES

The following cases came before the Joint Board of Arbitration, 111 West 18th street, Tuesday, November 4, 1924:

Fox vs. Gem Theatre, Conway Springs, Kans.

Fox vs. Isis Theatre, Minneapolis, Kans.

Fox vs. Star Theatre, Yates Center, Kans.

Vitagraph vs. Missouri Theatre, Mt. Grove, Mo.

Vitagraph vs. Eagle Theatre, Arcadia, Kans.

F. B. O. vs. Novelty Theatre, Barnard, Kans.

Vitagraph vs. Colonial Theatre, Cornington, Mo.

Vitagraph vs. Strand Theatre, Hays, Kans.

Vitagraph vs. Star Theatre, Newton, Kans.

Metro-Goldwyn vs. Dieter Theatre, Oak Hill, Kans.

## CURRENT RELEASES

### PATHE

Deaf, Dumb and Daffy, Spat Comedy (2).  
Champions, Rice Sportlight (4).  
Jumber Jacks, Aesop (1).  
Liquid Gold, Ten Scars Make A Man, No. 8.  
Topics of Day, No. 48.  
The Cannonball Express, Sennett Comedy (2).  
Pathe Review, No. 48.  
Pathe News, Nos. 98 and 99.

### SELWICK

From Stage to Studio (1).  
News Reel (1).  
Is Money Everything, Miriam Cooper, Norman Kerry (6).

### FOX

Troubles of a Bride, All Star (6).  
My Husband's Wife, Shirley Mason (5).

### UNIVERSAL

Ridin' Kid From Powder River, Hoot Gibson (6).  
Pier Revolver, Hysterical History (1).

Crashing Doom, No. 2, Riddle Rider (2).  
A Family Row, Buddy Messenger (2).

A Border King, Edmund Cobb (2).  
International News, No. 99 and 100.

### METRO-GOLDWYN

The Great Divide, Alice Terry and Conway Tearle (8).

He Who Gets Slapped, Lon Chaney and Norma Shearer.

### FIRST NATIONAL

"Sandra," Barbara La Marr.

### PARAMOUNT

Worldly Gods, Agnes Ayres.  
Forbidden Paradise, Pola Negri.

## FILM CLASSICS RELEASES

### ANNOUNCED BY AL KAHN

Al Kahn, president of Film Classics, announces release dates on the following Warner Brothers Classics of the Screen:

"The Age of Innocence," with Elliott Dexter, Beverly Bayne, Edith Roberts and Willard Louis—Nov. 10.

"The Lost Lady," featuring Irene Rice Matt Moore, June Marlowe, John Roche and George Fawcett—No. 18.

"The Lighthouse by the Sea," starring Rin-Tin-Tin, Louise Fazenda and Buster Collier—Nov. 24.

"Broadway Butterfly," with Dorothy Devore, John Roche, Louise Fazenda, Willard Louis, Cullen Landis and Wilfred Lucas—Dec. 30.

"The Bridge of Sighs," presiding Dorothy Mackaill, Alex Francis, Ralph Lewis and Creighton Hale—Jan. 15.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than \$5.

### FOR SALE

Picture show lease in good live town. Rent cheap. Good opportunity for a live wire. Address C. D. S., care Reel Journal. It

### PICTURE SHOW WANTED

80 acres of land valued at \$2,000 to trade in on picture show in a good town. What have you? Address M. G. Frost, Box 208, Grain Valley, Mo. H-15

### WANTED

Used G. E. incandescent lamp equipment with hand projector. Must be priced right and in good condition. Send description and price in first letter. H. V. Ritter, McDonald, Kans.

### FOR SALE

Picture show and building in prosperous mining town. C. H. Clayton, Excelsior, Higbee, Mo.

### SITUATION WANTED

Seeking position as high grade projectionist, district projection assistant. Object experience. E. D. Wiggins, Box 27, Bucklin, Mo.

### WANT TO BUY

20 opera chairs, used machine with incandescent equipment and screen. Royal Theatre, Gardner, Kans.

### FOR SALE

Used picture show equipment, two Powers 6-B 100-watt lamps, motor driven, one Westinghouse generator, one steel booth, one 9x12 Minna screen. If interested write W. R. Bratton, Council Grove, Kans.; Stella Theatre. It

Greatest and Most Colorful  
of All Modern Romances

WARNER BROS.  
by arrangement with  
DAVID BELASCO present

MONTE BLUE and  
MARIE PREVOST in

"The **LOVER**  
of **CAMILLE**"

The Photoplay Version of  
"DEBURAU"

Directed by HARRY BEAUMONT  
Screen Adaptation by Dorothy Farnum

Home, Career,  
and Honor—

—All forgotten  
in his over-  
powering in-  
fatuation for  
the beautiful  
woman of  
his dreams!



WARNER BROS.  
Classics of the Screen

Again the Warner Standard of BIGGER and BETTER Pictures is Maintained

Playing the Liberty Theatre, Kansas City, Week of Nov. 9

Save TWENTY Dates for the New Warner TWENTY

FILM CLASSICS  
OF KANSAS CITY, INC.

AL KAHN, General Manager  
M. A. KAHN, Manager

115 WEST 17TH STREET  
KANSAS CITY, MO.



*The***Reel**  
Journal**The Film Trade Paper of the Southwest****Serials With a Dollar Kick!**PROVED MONEY-MAKERS  
EVERY ONE OF THEM!**"THE WAY OF A MAN"**from the novel by  
EMERSON HOUGHwith  
Allene Ray and Harold Miller**"LEATHERSTOCKING"**from the world-famous novels by  
JAMES FENIMORE COOPERwith  
Edna Murphy and Harold Miller**"THE FORTIETH DOOR"**from the novel by  
MARY HASTINGS BRADLEYwith  
Allene Ray and Bruce Gordon**"INTO THE NET"**By RICHARD E. ENRIGHT  
Police Commissioner of New York Citywith  
Edna Murphy and Jack Mulhall**"TEN SCARS MAKE A MAN"**By PHILIP BARRY  
With ALLENE RAY

TEN CHAPTERS EACH

**TEN  
SCARS MAKE  
A MAN**with Allene Ray  
Patheserial**Pathe Exchange, Inc.**111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.

# GETTING BUSINESS

Is Just a Matter of  
**ADVERTISING**

**PROPERLY**

**For That Reason--**

*The Best Results Can Only Be Obtained  
From the Best Advertising*

**And That's Why--**

We have created this exceptional proposition for live wire exhibitors who want to increase business the greatest amount possible at the very lowest possible expense.

## THE STAR ART POST CARD PROGRAM

An attractive looking three-color effect postcard with a change of star photographs for your use every week.

Movie fans are always seeking screen star's photographs and none offered them previously can compare with these for striking beauty.

The reverse side is left blank for the printing of your program.

## THE 4-PAGE MINIATURE MAGAZINE PROGRAM

A little leaflet containing the latest current movie gossip, illustrated and neatly gotten up. The star photograph is changed each week and so are the contents.

Exhibitors who have used "Screen Topics" in the past have found this little magazine to be very popular with their patrons. Every theatre-goer likes picture news and "Screen Topics" gives it in briefly told, neat, dressy and interesting style.

The back page is left blank for the printing of your program.

Date.....1924  
THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.  
Gentlemen:—Please enter our order for  
(Quantity).....of your  
STAR ART POSTCARDS to be shipped  
us weekly C. O. D., plus parcel postage  
Name.....  
Theatre.....  
Town.....State.....

## THE REEL JOURNAL

—o—  
Mainstreet Theatre  
Building  
KANSAS CITY,  
MISSOURI

Date.....1924  
THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.  
Gentlemen:—Please enter our order for  
(Quantity).....of your  
SCREEN TOPICS to be shipped to us  
weekly C. O. D., plus parcel postage.  
Name.....  
Theatre.....  
Town.....State.....

# Richard Barthelmess *in* Classmates

Over One Hundred Theatres

will play "Classmates" simultaneously this week, as advertised in The Saturday Evening Post, November 22 issue.

The following theatres in this territory showing "CLASSMATES" on National release, are:

- MAINSTREET, Kansas City, Mo.
- NEW GRAND CENTRAL, St. Louis, Mo.
- LYRIC, Boonville, Mo.
- MILLER, Wichita, Kans.
- BOWERSOCK, Lawrence, Kans.
- MARSHALL, Manhattan, Kans.



From the Play by  
William C. DeMille and  
Margaret Turobull.

It's the kind of picture you have  
been waiting for. Watch its box-  
office Record.

## FIRST NATIONAL PICTURES, Inc.

KANSAS CITY, MO.  
1712 Wyandotte Street  
E. C. Rhoden, Branch Mgr.

ST. LOUIS, MO.  
3319 Locust Street  
Harry Weiss, Branch Mgr.



Published Every Saturday by  
REEL JOURNAL PUBLISHING CO.

Mainstreet Theatre Bldg.  
KANSAS CITY, MO.

BEN SHLYEN  
Publisher and Editor

St. Louis Correspondent  
DAVID F. BARRETT  
3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

### Mr. Chambers Says "Why"

The everlasting truth of the old song gag comes forth again—"When you get what you want, you don't want it."

Which applies to the so-called exponents of "better pictures" as well as other things.

But Stanley Chambers, Palace manager at Wichita, got a "red hot" bolt across in defense of the industry last week which deserves the attention of every exhibitor facing the so-called demand for better pictures.

Stanley booked "Abraham Lincoln." And boosted it. And asked the ministers and the clubwomen and the "morality howlers" to come out and see the preview. Which they were too busy to do, mostly.

So Stanley got hot. And rammed into 'em. In a rather forceful ad which is printed in another department of The Reel Journal, he told them literally it was time to support the "better pictures" or quit howling about the sex stuff.

And, it seems that he won out. For the last two days of the showing doubled any other two days of the entire engagement.

We are glad Stanley put it over. But especially, we want to call the exhibitor's attention to what can be accomplished by putting up a fight. Generally, you can go as far as you like. Tell 'em to show their sentiments in words that don't mean maybe. Support the "clean pictures," or stop the mouthing about the others. Show them you're will-

ing to do your part if they'll do theirs.

The industry needs more defenders against the interests that apparently seek to tear it down.

### More Box-Office Reports

There's always a tendency to let the other fellow do it. Especially, when it comes to mailing in box office reports. This practice we deplore.

Sincerely, we believe there is no department of The Reel Journal or any other trade paper of more value than the box-office reports from exhibitors. It is literally, the exhibitor's truest dope sheet. If a picture won for you, let the other fellow know about it. If it flopped, pass that fact on for his protection. It's more insurance for less money than anything we have to offer.

We have just as many pages as you showmen have box-office reports. Through them, let's all boost for better pictures.

### NEXT LUBITSCH PICTURE STARTED NOVEMBER 12TH

Ernst Lubitsch, famous international director now engaged in producing photoplays for Warner Bros., is one of the favored few in the motion picture industry whose activities are always genuinely interesting to the trade—probably for the reason that his work in this country to date has always meant a great deal in dollars and cents to exhibitors throughout the country.

Mr. Lubitsch is scheduled to start his next production at the Warner Bros. West Coast studios on November 12th. The script is ready, a cast has been selected, and a number of the big sets are well along towards completion. It is typical of Lubitsch that only he—and a precious few others know what it's all about. No title has been announced and the making of the company is still a closely guarded secret.

"Three Women," latest of the Lubitsch productions in the Warner list, although a part of the 1924-25 season's product—with the season just begun—has already attracted enough attention and favorable comment to justify the prediction that it will prove a much bigger picture than "The Marriage Circle" which immediately preceded it.

### "Flashing Spurs," Second Custer,

"Flashing Spurs" is the title of the second Bob Custer "Texas Rangers" production being filmed by Jesse Goldberg for Film Booking Offices in Hollywood. The series, for which Goldberg and F. B. O. recently contracted, will embrace eight productions, the stories of all of which will be laid in the Texas plains. Rexes Eason is directing.

### "HOT WATER" TAKES RECORDS IN ST. LOUIS AND KANSAS CITY

Feature Runs Six and One-Half Capacities First Day at Royal.

New York, Nov. 10.—Harold Lloyd's latest Pathé comedy "Hot Water" proved to be one of the biggest money-making pictures in the history of Kansas City and St. Louis.

At Newman's Royal Theatre in Kansas City the business on the opening day represented six and a half capacities according to the following telegram received at the Pathé Home Office from Oscar Morgan, Southern Division Manager for Pathé:

"Hot water broke all existing opening day records at Frank Newman's Royal Theatre, topping best previous matinee by many dollars and best previous Sunday by hundreds of dollars. Stop sat through last performance and packed house shrieked Stop business on day represented six and a half capacities."

J. E. Storey, general sales manager for Pathé received the following wire from Spyros P. Skouras of St. Louis:

"Just completed run of Harold Lloyd in Hot Water. Stop greatest box office attraction for the year. Stop Accept my congratulations.

Regards,  
In New York "Hot Water" continued through its third week at the Strand, equaling records made at that house by the last Lloyd production "Girl Shy."

### FRANK NEWMAN IS NAMED RITZ-CARLTON DIRECTOR

New York—Walter Hays of Buffalo and Frank L. Newman of Kansas City, have become members of the board of directors of Ritz-Carlton Pictures, according to an announcement by J. D. Williams, the company's president.

Newman is president and general manager of the Newman and Royal theatres, Kansas City. Hays is vice-president of the Mitchell H. Mark Realty Corporation, which has also become a heavy stockholder in the Ritz company. Hays' company owns and operates the New York and Brooklyn Strands and important houses in Albany, Troy and other eastern cities, with an investment in the neighborhood of eight million dollars. Mr. Mark, well known exhibitor and one of the original First National franchise holders, is the president of the Strand company.

"I am proud to make this announcement," said Williams. "For Mr. Newman, Mr. Hays and Mr. Mark are among the best known and most progressive exhibitors in America."

One of the interesting characters of Movie Row is Miss Ray Letzner, office manager of the Enterprise Distributing Corporation. Miss Letzner is one of the youngest officials in the film business here, but on the contrary, one of the oldest in point of service with one company. She has been with the Enterprise exchange for more than five years.

Besides her other numerous duties, Miss Letzner declares she's going after city bookings, and although many exhibitors are disposed to address her mail as "Mr." because her name is Ray, she would remind them that she's a "lady fillum pedler" and out to get their contracts.

# NAZIMOVA SIGNS CONTRACT UNDER VITAGRAPH BANNER

First Picture, "The Redeeming Sin,"  
with J. Stuart Blackton Directing.

New York, Nov. 10.—An event of outstanding importance in picture circles this week was the enlisting of Mms. Alla Nazimova, the celebrated Russian screen and stage star, under the banner of Vitagraph. Her first role will be that of Joan in "The Redeeming Sin," which is being produced by J. Stuart Blackton, at the Vitagraph Hollywood studios.

It was Nazimova who first flashed the brilliance of Ibsen successfully to American audiences, dispelling the traditional "fog" with which the work of the Norwegian playwright had been surrounded by pedantic critics. Her first dramatic work was as leading woman of a stock company in Russia, in which she starred in "The Aiglon," "Zaza," "Camille," "The Second Mrs. Tannegray," and several of the Ibsen dramas. After the Russian company had enacted "The Chosen People" in England, she came to New York.

Ever since her debut on the English-speaking stage, Nazimova's career has been an unbroken record of successes. In "The Master Builder" and "Little Eyolf" she won the greatest laurels. Then in the comedy, "The Countess Coquette," she made an equally strong impression.

A superior cast has been enlisted to support the star, Lon Tellegen appearing opposite her the role of Lantier, leader of the Aranches and one of their most unscrupulous members. Mr. Tellegen has but recently finished his work in "The House of the Dead" and "The Greater Than Marriage," soon to be released by Vitagraph.

Others in the supporting cast are Edward Burns, Otis Harlan, Rositta Marstini, William Dunn and Rose Tapley.

## 1923 PHOTOPLAY PRIZE TO "THE COVERED WAGON"

The Photoplay Magazine Gold Medal of Honor awarded annually for the best picture of the year has been won for 1923 by "The Covered Wagon," James Cruze's production for Paramount, Ben Blotcky, Kansas City manager, has learned. This award is made by the votes of the two and a half million readers of Photoplay Magazine.

This is the fourth medal awarded by Photoplay. The first in 1920 was given to William Randolph Hearst for "Humoresque." The next year Inspiration Picture won the prize with "To-Table David," in which Richard Barthelmess was starred. The 1922 medal went to Douglas Fairbanks for "Robin Hood."

Photoplay impresses upon its readers in announcing this annual contest that the award should go to the picture which most nearly approaches perfection in the matters of theme, story, direction, acting, continuity, setting and photography.

"The Covered Wagon" opened at the Criterion Theatre, New York City, on March 16, 1923. It stayed there 59 weeks, a record never approached by any other motion picture. In that time it was seen at that theatre by approximately 600,000 people.

In Hollywood, "The Covered Wagon" played 34 weeks to 710,000 people.

In Boston it played 29 weeks to 300,000 people.

In Chicago it played 23 weeks to 250,000 people and a year later made a return engagement to enormous audiences.

Book your selling troubles with  
The Reel Journal.

## "EAST OF BROADWAY" FOR RELEASE BY ASSOCIATED

Associated Exhibitors announces the release on their program for November 23, of the latest of their big feature productions entitled "East of Broadway," a thrilling police melodrama produced by Paul Schoefield, according to D. L. Martin, Kansas City manager.

"East of Broadway" is based on the Saturday Evening Post story, "Where Is the Tropic of Capricorn?" by Richard Connell, and was adapted to the screen by Paul Schoefield, William K. Howard was the director.

Owen Moore appears in the role of a youth who struggles to realize a boyhood ambition to become a policeman, overcoming obstacles to get on the force and meeting with exciting experiences afterward. Marguerite de la Motte gives a sincere characterization of a pathetic, little waif cast upon the world none too kind to the helpless. Other highlights in the production's unusual array of screen talent are Eddie Gribbon, Mary Carr, George Nichols, Francis McDonald and Ralph Lewis.

## Hospital Named For "Gloria."

An honor never before accorded an American artist was conferred on Gloria Swanson by the Belgian government, when a ward in the post-war hospital, Woluwe Saint Pierre was named after her.

Colonel Droussie, commandant of the hospital notified Miss Swanson of the honor which was given in appreciation of the time which Miss Swanson gave to the hospital during her recent visit to Brussels.

## Famous Declares Dividend.

At a meeting held today the Board of Directors of Famous Players-Lasky Corporation declared the regular quarterly dividend of \$200 per share on the common stock, payable January 2, 1925, to stockholders of record at the close of business on December 15, 1924. The books will not close.

## \$500 AWARDS IN CENTURY COMEDY SALES CONTEST

Salesmen in all Universal exchanges, distributors of Century Comedies, are hard at work making records in the sale of Century product, in order to win one of the three cash prizes offered by Julius and Abe Stern to the three salesmen making the highest sales record in Century Comedies, Baby Peggy specials and the three Universal Jewels, "The Darling of New York," "The Law Forbids" and "The Family Secret," productions in which Baby Peggy is featured.

The first prize is \$250, the second \$150 and the third \$100. This prize offer is in connection with Universal's big Lichtman Month Sales drive but because of the lateness of Century's entry the time has been extended to include November also.

## F. B. O. IS NEGOTIATING "BEST SELLER" MATERIAL

With most of the best known screen writers of Hollywood and several authors vying with each other to supply the demand of the F. B. O. market, announcement is daily expected from the West Coast studios of new deals in which Film Booking Offices will procure important new stories in which to put its popular stars. Roy E. Churchill, Kansas City manager, declares.

At least two different propositions are now being considered by Vice-President Schmitzer and General Manager B. P. Fineman which are expected to line up some magnificent story material for F. B. O.'s production units. With the arrival of John Brownell, scenario editor from the east, announcements of moments are to be expected.

## A Boost for "Broken Laws"

"Child Welfare Magazine," the official organ of the National Congress of Parents and Teachers Association, is devoting several pages of the December number to Mrs. Wallace Reid's screen production "Broken Laws."

## Sea Film Abandoned.

New York, Nov. 21.—Owing to inclement weather on the Pacific coast, Emory Johnson has decided to abandon the plan of producing a sea story as his seventh production for Film Booking Offices. Instead, he and his mother, Emilie Johnson, are at work on the final scenes of a drama based on mother and son love. Casting will begin in two weeks.

## A BOX-OFFICE TREAT

PRODUCERS DISTRIBUTING CORPORATION

# "THE GIRL ON THE STAIRS"




AN ELMER HARRIS PRODUCTION  
**PATSY RUTH MILLER  
AND MATT MOORE**

FOR THE PICTURES ONLY BY WILLIAM FAUST  
DIRECTED BY WILLIAM FAUST

## ENTERPRISE OFFERS 39 PRODUCTIONS FOR 1924-25

Following a very successful year, the Enterprise Distributing Corporation announces through its Kansas City manager, Bob Withers, the largest program in its history for 1924-25. The new product represents a total of 39 pictures, all new and all presenting a wealth of action characteristic of Western outdoor settings. Withers declares:

The new program is classified in seven series as follows: Kenneth McDonald series: "Yankee Speed," "After A Million," "Slow As Lightning," "Dynamite," "What Love Will Do," and "In High Gear."

George Larkin series: "Tango Cavalier," "Apache Dancer," "Mysterious Goods," "Stop at Nothing," "Gentlemen Unafraid," and "Deeds of Daring."

J. B. Warner series: "Wanted by the Law," "Treasure Canyon," "Westbound," "The Lone Fighter," "The Covered Trail," "Behind Two Guns," "Horse Shoe Luck," and "The Hellion."

Ora Carow series: "Getting Her Man," "Waterfront Widows," "Paying the Limit," and "Three Days to Live."

Al Ferguson series: "Harbor Patrol," "Driftwood," "Shackles of Fear," "Trail of Vengeance," "Al Ferguson S. 6, 7, 8."

Jack Perrin series: "Kidn' West," "Coyote Faus," "Desert Madness," "Canyon Rustlers," "Border Vengeance," and "Cactus Trails."

Henry B. Walthall: "The Able Minded Lady."

Twelve of the new product are already in the home. Withers announces, and the remaining features are to be delivered, two each month.

## EARL A. BELL JOINS FILM CLASSICS STAFF

Earl A. Bell, who has been with Al Kahn as sales manager of the Iowa and Nebraska territory, has come to Kansas City to assist M. A. Kahn in closing the Kansas City territory on the 1924-25 Warner Classics of the Screen.

Prior to joining the Film Classics staff, Mr. Bell covered the key points in Iowa for the Fox Corporation for five years. "I am well pleased to announce Mr. Bell's association with my staff here," Al Kahn, president of Film Classics, stated. "He is considered not only a man with sales ability, but a regular fellow and I am sure he will build up a high mark in this territory."

## CINEMA ANNOUNCES GROUP SHORT SUBJECT RELEASES

G. L. Hendricks, manager of the newly organized Cinema Film Company, announced this week distribution rights for the Independent Educational Film Company's "Balmora" productions for 1924-25. The series consist of ten short subjects of educational interest.

The release date for the first series is to be December 15. Hendricks announced and stated that one subject would be released each week following that date. In view of the increasing popularity of the short subject, Hendricks believes the new series will prove popular with exhibitors of this territory.

The first program of the series have been titled as follows: "Evolution," "Stone Age," "The Egyptian Coast," "The California Sea

Loon," "The Guardian of the Golden Gate," "A Winter Trip Through California," "Sports," "Nuggets of Gold," "From Forest to Mill," and the "Land of Burnt Fires."

## "Pampered Youth" Cast.

New York Nov. 14—Vitaphone has recruited an extraordinary cast for "Pampered Youth," work on which is about to begin at the company's Hollywood studios, with David Smith as both producer and director. This is the picturization of "The Magnificent Ambersons," Booth Tarkington's Pulitzer prize-winning novel.

"Pampered Youth" will bring together no fewer than eight Vitaphone favorites, who had important roles in previous successes, besides several other artists who have long lists of popular productions to their credit. They are: Cullen Landis, Ben Alexander, Alice Calhoun, Allan Forest, Emmett King, Charlotte Merriam, Kathryn Adams and W. J. Irving.

## MY! SENNETT 'CONDUCTOR' IS "OFF HIS TROLLEY"

The adventurous life of a street car conductor is the basis for the latest Mack Sennett comedy, "Off His Trolley," featuring Ralph Graves. Hal Conklin and Tay Garnett are responsible for the story, which has many humorous situations.

The direction was handled by Eddie Cline with titles by J. A. Waldron. In addition to Ralph Graves, the cast consists of Alice Day, Natalie Kingston and Marvin Loebach.

## Edward Auger On Tour.

New York, Nov. 11.—Edward Auger, assistant general manager of Vitaphone, has left for a business trip in Canada. Starting at St. Johns, he will proceed westward through Montreal and Toronto, and probably as far as Winnipeg. He will meet Vitaphone's branch managers and confer with leading exhibitors.

## ACTION—THRILLS—ROMANCE

PRODUCERS DISTRIBUTING CORPORATION

HUNT STROMBERG  
& CHARLES R. ROGERS  
Producers

**Priscilla Dean**  
in  
**"The Siren of Seville"**

Story by H. H. VAN LOAN—Directed by JEROME STORM



PRISCILLA DEAN

## One Want Ad "found all we needed"--

Chas. Cramer  
Wm. I. Bigelow  
ROYAL THEATRE  
Gardner, Kans.  
Nov. 8, 1924.

Reel Journal,  
Kansas City, Mo.  
Gentlemen:  
We notice you are still running our small want ad. Wish to advise that we found all we needed as a result of the first insertion. Have purchased the necessary equipment and are mighty well pleased with the results. Thanking you very truly,  
ROYAL THEATRE

To Buy or Sell  
a Theatre, The-  
atre Supplies,  
Equipment, or to  
find employment

## Reel Journal Want Ads

## THOMAS H. INCE DIES SUDDENLY IN HOLLYWOOD

Hollywood, Cal., Nov. 29.—Thomas H. Ince, nationally known picture producer, died at 5:30 o'clock this morning at his home in the Hollywood foothills of heart trouble, it was announced at his Culver City studio.

Death was due to angina pectoris. He became ill on a trip to San Diego, was taken from a train at Del Mar Monday night, and brought to his home here last night. The attack was sudden, he having been active in the midst of his motion picture work up to the time he was stricken.

Ince was one of the pioneers and leaders in the motion picture industry, having started by taking small parts in 1911, after a stage career and soon afterward was appointed director and then became producer, building some of the best known studios of recent years. He was 42 years of age.

Ince at the time of his death was supervising director of the Ince studio at Culver City, engaged in the production of big feature pictures. He is survived by a widow and three sons.

Charles Ray, Bill Hart, Dorothy Dalton, Doug McLean are some of the stars that the director discovered and directed. He produced independently, releasing his first productions through Paramount and later through First National.

The last picture produced by Mr. Ince to show here was "Christine of the Hungry Heart," starring Florence Vidor, which played recently at the Mainstreet. A new one, which just arrived from the coast, not yet released from the First National exchange offices, is "Idle Thomas," starring Percy Marmont. Charles Ray's new picture made under Ince, "Dynamite Smith," is booked to show at the Liberty this month.

## M. P. T. O. MEMBERS PROMPT WITH SUBSCRIPTION PLEDGE

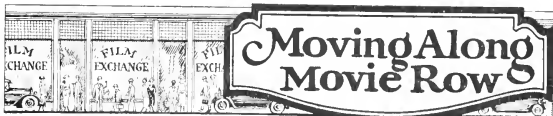
The majority of subscriptions pledged to the M. P. T. O. of Kansas and Missouri at its recent Topeka meeting, has already been received. C. E. "Doc" Cook, manager, announced this week. "We appreciate the fine spirit and interest in our movement," he said.

Much of the credit for the prompt collection of subscription goes to Mr. Miller of Wichita. "Doc" declared. While work was delayed some two weeks during Mr. Miller's recent illness, he and members of his committee, A. F. "Peck" Baker of Kansas City, Kans., and James Watson, Kansas City, Mo., were very successful in raising the pledges.

A meeting of the organization committee is to be called soon at which time the procedure of conducting the membership drive is to be determined. It has been decided to put an organization man on his full time in the territory.

Cook declared that none of the money already collected will be spent until the whole is in. "What we have is drawing interest," he said. The total amount subscribed at Topeka was approximately \$7,000.

Buddy Messinger's latest comedy for Century is "Ain't Love Grand?" now going into production under the direction of Charles Lamont. As his leading lady, Buddy will have Beth Darlington



Milton Simon, representing Arrow Film Corporation, visited friends along Movie Row this week.

Joe Brandt, president of C. B. C. was a Kansas City visitor Thursday.

The Liberty Theatre, Kansas City, has booked for showing the week starting December 7, the late Warner Bros. feature, "The Age of Innocence," and has scheduled "Narrow Streets" for the week of December 28. Al Kahn, president of Film Classics, has announced.

A showman books "Roaring Rails" for his Echo Theatre. We think he's good at amplifying exploitation.

Headline reads, "Gibson 'Hoots' at flu. After following his stunts, no doubt he can get by with it.

Bob Withers, Enterprise manager, and C. F. Senning, Kansas City chief for Educational, were among the early trippers to the territory this week.

"The Bandolero," one of the late Metro-Goldwyn features, was screened for the office this week. Now everybody knows it isn't a handkerchief.

Charles Knickerbocker, manager of the Kansas City office of Producers Distributing Corporation, hied away early this week for the key towns of the territory.

Bob Gary, a wit observed, is getting hump-shouldered exploiting the "Hunchback of Notre Dame." This week Bob is showing "em what gets the crowd" at H. L. Karr's Gem Theatre, Monett, Mo., in connection with a showing of the Universal feature.

G. A. Hickey, district manager for Metro-Goldwyn, has gone to Des Moines on business.

Nothing like sport. That's what Les Durland, Vitaphone booker, thinks. Les went duck hunting last week, and now that all but the stiffness is all over, he persists that he had a good time "hunting."

F. B. O., well distributor, a flock, or the 1925 program of which the most will be short subjects, it was announced.

The Kansas City Selznick office was closed Monday.

Mr. and Mrs. E. E. Trunnell of Noyvinger, Mo., announce the "premiere" of Carol Jean Trunnell, eight-pound child star wonder, on Sunday, November 9, 1924.

W. E. Ward of the Strand Theatre, Sharon Springs, Kans.; D. J. Michaels, Liberty, Kirksville, Mo.; and Stanley Chambers of the Miller Interests, Wichita, were among the exhibitors seen along Movie Row the past week.

C. A. Rehm of the Majestic Theatre, Baxter Springs, Kans., was a recent visitor.

C. A. Schultz, manager for Vitaphone in Kansas City, is jubilant of business prospects in this territory during the coming year. He announced this week that his sales force had closed 22 group contracts on next year's product during the past two weeks in addition to regular business. And this is John B. Rock Month too, he added. According to Schultz, the past three weeks have been among the greatest in sales ever recorded by the Kansas City office.

C. E. Gregory, Metro-Goldwyn branch manager, has returned from a tour through the territory.

The "regulars" and some new faces were seen along Movie Row this week. Among them: R. V. Turner, Panama Theatre, Burlington, Kans.; Stanley Chambers, Palace Theatre, Wichita; C. M. Pattee, Lawrence; W. S. Owen, Russell, Brunswick, Mo.; and W. H. Weber, Echo Theatre, Great Bend, Kans.

The Kansas City Pathe office was busy this week taking over the affairs of Selznick in this territory, in accordance with the national agreement recently entered. Pathe will handle the physical distribution for part of the Selznick product and


## NOW BOOKING

PRODUCERS DISTRIBUTING CORPORATION

# Why do you suppose played these three



## "JUDGMENT OF THE STORM"



## "THE WHITE SIN"



## "HIS FORGOTTEN WOMAN"

### Here's Why--

*Herald, October 11*

**Judgment of the Storm**, with a special cast—Great picture. I made money with this one. F. B. O. has some real ones. Pleased 100 per cent. Played it two days—G. A. Peterson, Cozy Theatre, Hollis, Okla.

**Judgment of the Storm**, with special cast—One of the best I have run this year. Pleased 100 per cent.—Fred Dykeman, Speedway Theatre, Springfield, South Dakota. Small town patronage.

**Judgment of the Storm**, with a special cast.—Oh boy, give us more like it. Moral tone good. Sunday, yes. Seven reels.—D. A. White, Cozy Theatre, Checotah, Okla.

**Judgment of the Storm**, with a special cast.—A good picture. Will do good anywhere. We need more pictures like this one. Seven reels.—G. P. Miller, Regent Theatre, St. Marys, Ohio. Small town patronage.

**Judgment of the Storm**, with a special cast.—Here is a real picture out of the beaten path, with a flock of real

stars that everybody will talk about. Seven reels.—Leo Burkhardt, Hippodrome Theatre, Crestline, O.—General patronage.

**Judgment of the Storm**, with Lloyd Hughes—A fine picture. Pleased 100 per cent. Ran for two days and did better business second day than the first. The snow and storm scenes are truly wonderful. If you haven't run this picture, book it, you can't go wrong, and F. B. O. will not ask all that you take in at the door.—H. D. McChesney, Princess Theatre, Crandon, Wis.—Small town patronage.

**The White Sin**, with Madge Bellamy.—Interesting from beginning to end. Above the average good picture. People well pleased. Six reels.—Mrs. Linnie M. Carter, Court Theatre, Huntingdon, Tenn.—Small town patronage.

**The White Sin**, with Madge Bellamy.—Ran this one Monday night and your fellows can take it from me it is extra good. The comments were all favorable and your patrons stop at the box office to tell you how good it was. That is an indication that it's above the average. It is worth the price. Six reels.—P. W. Quinlan, Ideal Theatre, Chateaugay, N. Y.—Small town patronage.

## Such Wide Spread Popularity Must Be Deserved--Book



# What 9487 theatres have PALMER pictures?

## THE STORM

## THE SIN

## TEN WIFE



### Here's Why--

#### World, August 30

**The White Sin.** Star, Madge Bellamy—Fine feature. It will pay to boost it. Print good. Tone fine, Sunday, yes.—Audience appeal, yes.—Roy E. Cline, Osage Theatre (200 seats) Osage, Oklahoma.

**The White Sin.** Star, Madge Bellamy—A good, story-telling program picture that pleased our audience. So far the Palmer pictures have been good, clean programs. The F. B. O. policy and their treatment to small exhibitors will make them the biggest distributing company in the world. Tone good. Sunday, yes. Good audience appeal. General class town of 3,000. Admission 10-20. William A. Clark, Sr., Castle Theatre (400 seats), Illinois.

#### Herald, October 11

**His Forgotten Wife,** with Madge Bellamy—There are many advantages in buying F. B. O. pictures. You get one that is a delightful surprise, that makes your chest expand and your patrons stop at the box office and tell you, "That ought to be a picture I ever saw." Such was my pleasing ex-

perience with "His Forgotten Wife." Six reels. P. W. Quinlan, Ideal Theatre, Chateaugay, N. Y.—Small town patronage.

**His Forgotten Wife,** with Madge Bellamy—Fine picture. One of the best in a long time. What a wonderful exhibitor want to hear! Pleasing picture from every standpoint. Six reels.—Mrs. M. Carter, Central Theatre, Hammond, Ind., Tenn. Small town patronage.

**His Forgotten Wife,** with Madge Bellamy—A very fine picture. Madge Bellamy is exceedingly beautiful in this and it holds interest well. Some said it was the best picture this year. Photography and lighting excellent. Six reels.—John M. Williams, Park Theatre, Glen Rose, Tex.

#### World, August 30

**His Forgotten Wife.** (1,500 feet). Star, Madge Bellamy—Here is a real good feature, one that will please ninety five per cent. Tone, yes, Sunday, yes, and audience appeal, yes.—Roy E. Cline, Osage Theatre (200 seats) Osage, Oklahoma.

**His Forgotten Wife.** Star, Madge Bellamy—A very good, pleasant feature. Well liked. Tone good. Audience appeal very good. Mill class, city of 20,000. Admission 10-25.—J. J. Spindler, Family Theatre, 150 seats, Brookside, Pennsylvania.

Snover Bldg., Kansas City, Mo.  
1312 Olive St., St. Louis, Mo.  
127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

## Thru Film Booking Offices of America



## HIJACKERS GET \$12,700 FROM NEWMAN EMPLOYEE

**Daring Looters Ambush Trailing Guard,  
Whisk Away.**

In one of the most daring holdups ever consummated in Kansas City, five men ambushed Gus Eyswell, treasurer of the Newman Theatre Company, as he started to enter the Commerce Trust Company, Monday afternoon, forced him into a waiting motor car and robbed him of \$12,700. The money represented the week-end receipts of the Newman and Royal theatres.

John Barkley, city detective, was twenty feet behind Eyswell at the time of the ambush. Two men sprang to the sidewalk, seized the detective's arms and, sticking a revolver against his side, commanded him to enter the waiting car with Eyswell. Barkley had been detailed for some time to guard the Newman Theatre receipts.

The car whisked away to the "North End," where two men leaped out with the satchels containing the money, and the driver proceeded some blocks with the prisoners before they were ordered out.

On March 4 of last year Eyswell was robbed of \$10,000 as he sat in the Newman Theatre at 10 o'clock at night. The theft was covered by insurance.

## RENAUD HOFFMAN'S NEXT "THE UNKNOWN SOLDIER"

Renaud Hoffman who is now working on "On The Threshold" the first of his new pictures for release by Producers Distributing Corporation has selected "The Unknown Soldier" as the second production in the coming series, according to Chas. Knickerbocker, local manager.

"The Unknown Soldier" will be an adaptation from the French story that is creating a sensation abroad and in all probability the leading feminine role in the film version will be played by Gladys Hulette who is now playing opposite Henry B. Walthall in "On The Threshold."

Dorothy Farnum is now preparing the script for "The Unknown Soldier" and Hoffman will start the picture immediately upon the completion of the current production.

## "U" RELEASES THIS WEEK "THE ROSE OF PARIS"

Harry Hollander, Universal manager in Kansas City announces the release this week of "The Rose of Paris," starring Mary Philbin picture. It is a Universal Jewel production and was directed by Irving Cummings.

This is the long heralded adaptation of the famous French novel "Mitsi" written by the French brother and sister whose pen name is Dely. This novel won high honors at the hands of French literary judges last year. Universal bought it at a handsome price. The story was adapted by Bernard McConville, with the assistance of Lenore Coffee, and the scenario prepared by Melville Brown and Edward T. Lowe, Jr.

The story is a Cinderella romance of a pretty French widow of great innocence. Mary Philbin was chosen as an ideal star for her role. Her excellent work and

popularity in a somewhat similar role in "Merry Go Round" made the role of Mitsi seem to be written especially for her, Hollander said.

The Universal studio executives gave Cummings free rein in selecting a cast for Miss Philbin. He selected the following well known players: Robert Cain, John Sainpolis, Rose Dione, Dorothy Revier, Gino Corrado, Doreen Turner, Edwin J. Brady, Charles H. Puffy, Carrie Daumery, Alice H. Smith, Frank Currier, D. J. Misoas and Cesare Gravina.

**Abraham Lincoln Breaks Records.**  
The Kansas City First National Exchange received information this week

to the effect that the New Burford Theatre, Arkansas City, Kans., established a new house record on the showing of "Abraham Lincoln," according to E. C. Rhoden, Kansas City branch manager.

A report was also received from Stanley Chambers, Palace Theatre, Wichita, Kans., to the effect that "Abraham Lincoln" built up all week and they were forced to turn them away on Saturday, the closing day.

Jack Roth of the Liberty Theatre here, has been suddenly called to Baltimore due to the serious illness of his mother.

# BOBBY VERNON IN "BRIGHT LIGHTS"



One of the funniest comedies in months.  
—Washington (D. C.) News  
First rate comedy.  
—Film Daily

The production is elaborately mounted and the cabaret stuff would do credit to a feature.  
—M. F. World

Bobby Vernon in "Bright Lights" is a good comedy to book.  
—Exhibitors Trade Review

Educational Pictures  
1924 THE EDUCATIONAL FILM EXCHANGE

Sign Up Now for  
the Six Two-Reel

Bobby Vernon Comedies

KANSAS CITY—  
139 West 18th St.,  
C. F. Senning, Mgr.

ST. LOUIS—  
3334 Olive St.,  
S. J. Hankin, Mgr.

A SURE-FIRE WINNER!

PRODUCERS DISTRIBUTING CORPORATION

# "CHALK MARKS"

With MARGUERITE SNOW-JUNE ELVIDGE  
REX LEASE and RAMSAY WALLACE  
A FRANK E. WOODS Production  
THE MOST STRIKING IDEA AND ORIGINAL  
STORY IN MOTION PICTURE HISTORY  
DIRECTED BY JOHN G. ADOLFI



## NEW REGULATIONS ISSUED ON GOVERNMENT ADMISSION TAX

### Box Office Price Must Be Printed On All Tickets.

Washington, D. C., Nov. 11.—A new edition of Regulations 43, applying to the tax on admissions, has just been issued by the internal revenue bureau to conform with the changes in Section 500 of the revenue law by the revenue act of 1924.

The 1924 act provided for the exemption from tax of admissions to places of amusement of 50 cents or less, and the new regulations show that exhibitors will not be required to show the name of their theatre or any serial number on tickets sold for 50 cents or less, although they will be required to show thereon the price for which sold.

### Previous Requirements Apply on Admissions Over 50 Cents.

In the case of tickets selling for more than 50 cents, the same requirements will apply as in the past; that is, they will have to show the name of the theatre, a serial number, the established price and the amount of tax.

The change in the law does not relieve exhibitors of the requirements that they shall post their scale of prices, and the amount of tax to be collected at each price, prominently at or near the box office. In the case of admissions of 50 cents or less, the words "No Tax" should follow the price, as, for instance: "Balcony, admission 25 cents, no tax."

Should an exhibitor lease his theatre for a performance by another organization, the following provision is made to relieve the exhibitor of the Regulations Governing Lease.

"Whenever a theatre, hall, park, ball-room or other place is leased for any occasion there is act the duty of collecting any taxes due on admissions to such place on that occasion.

"If the lessor, by the contract of lease parties and the safeguarding of the revenue the lessor in accordance with Article 37, is to assume the responsibility for the collection of the tax in such cases.

"If the lessor, however, does not assume responsibility for the collection of the tax, the lessee precisely like any other person collecting taxable admission must comply in all respects with these regulations more particularly with Article 26, 28, 29, 30 and 41.

### Sworn Statement Necessary.

"Every lessee or person who rents any theatre, hall, park, ballroom or other place or who assumes responsibility for collecting and making return on Form 729 of taxable admission charges shall furnish immediately after each performance or occasion for which admission charges are collected to the collector of the district in which such theatre, hall or ballroom or other place is located a sworn statement on Form 827 showing the number of persons admitted, the amount paid for admission by each, the amount of tax collected and the permanent address of the person responsible for making return on Form 729.

"It shall be the duty of every lessor or other person who rents any theatre, hall, ballroom or other place to furnish to the person leasing or renting the same a sufficient number of copies of Form 827 at the time of such lease or rental.

### Belasco's Car Stolen.

Jean Belasco, manager of the Randolph Theatre, Chicago, and former Universal exhibitor in the Kansas City territory, is fond of wrestling matches, but here, after when he attends he'll walk. Last Thursday night he took in the boat at Dexter pavilion and somebody stole his car. It was found by the police next day entirely stripped, even to the wheels. Now Mrs. Belasco is glad she got her fur coat last week.

William Desmond is starting on a new big western picture for Universal. It is entitled "Red Clay" and is being directed by Ernest Inamable. "Red Clay" is from the pen of Sarah Sadoris.

## COURT APPROVES ORDER FOR SELZNICK SHUT-DOWN

New York, Nov. 14.—Upon application of J. Bright Wilson, receiver for Selznick Distributing Corp., Judge Winslow in the Federal Court has issued an order permitting the closing down of the company's exchanges and the liquidation of its affairs.

Standard Guena Corp. was granted an order to remove its product from Selznick exchanges preparatory to turning it over to F. B. O. This step was contested by the creditors' committee on the ground that the contract between Standard and Selznick was entered upon by an identical set of officers and that the withdrawal of the short subject product had an effect on the assets of Selznick. It was arranged, however, not to hold up distribution through F. B. O. for this reason. The particular point in issue will be handled by a special master.

The reorganization plan, according to report, was not carried through because of the insistence on the part of Standard Guena officials to withdraw their product. Standard is said to have \$400,000 in unliquidated business on its books.

It was also reported yesterday that Henry M. Hobart of Distinctive had arranged to secure \$200,000 for the reorganization, but that this was not considered a sufficient amount of money to swing it.

### Coolidge An International News Fan.

President Coolidge this week complemented, in an unusual fashion, the enterprise of International Newsreel cameramen in Washington when he called for special prints made of Mrs. Mrs. Coolidge and himself immediately before and after election and had them made into a special reel to be shown to his guests aboard the Mayflower, according to Harry Hollander, Kansas City Universal manager.

An airplane followed the Mayflower on its week-end trip and when the Coolidge party was through with the film, it was rushed back to Washington in time for projection at the Rialto and Columbia theatres.

It was officially announced this week that the first starring vehicle for Agnes Ayres on the Producers Distributing Corporation program next season will be "The Awful Truth" the Arthur Richman stage play in which Ina Claire was starred last season by Charles Frohman.

## WHAT NEXT? HAMILTON "CRUSHED," THEN "HOOKED?"

Lloyd Hamilton, star in Educational-Hamilton comedies has just completed "Crushed," one of the most pretentious comedies he has ever attempted. A complete subway station was erected at the Fine Arts Studio for this picture, which is said to be the first of its kind ever made for comedy purposes only. The station is a replica of one of New York's busy express stops and is true to the original in every detail, even to the waste-cans on the platform. Two "subway trains" were also built and these run into and out of the station on the tracks in a remarkable convincing manner to anyone who has travelled on New York's underground transit system. The subway setting is the background of numerous original gags.

Hamilton's next comedy through Educational will be "Hooked." This will also be "bigger and better," and makes use of a setting duplicating one of the big passenger ships plying along the Pacific Coast. The entire Hamilton company spent over a week on the "Emma Alexander" getting the real ship stuff and the balance of the comedy will be filmed in studio settings.

### Another Boost for "Covered Wagon"

Ben Blotkey, manager of the Kansas City Paramount office, has received a very congratulatory letter regarding "The Covered Wagon," from J. S. Snodgrass, manager of the Strand Theatre at Atlantic, Kans. The late Paramount feature played at the Strand recently.

According to the letter, the picture broke all records at the Strand, and was enthusiastically received by all who saw it.

Lila Lee has been selected to play opposite Thomas Meighan in his next starring picture, "Coming Through" it was announced by Jesse L. Lasky, first vice-president of the Famous Players-Lasky Corporation in charge of production.

**NOW BOOKING!**

## "MILE-A-MINUTE MORGAN"

with **Matty Mattison and Vivian Rich**

Also 30 Other Westerns

**CINEMA FILM CO.**

111 W. 18th Street

G. L. Hendricks, Mgr.

Kansas City, Mo.

WAIT TILL THEY SEE—

PRODUCERS DISTRIBUTING CORPORATION

**A CAFE IN CAIRO**

Starring  
**PRISCILLA DEAN**

Produced & Directed by HUNT STROMBERG  
Adapted by HAROLD GATES from the novel by IDA FARRISER



Edited by "BOB" GARY, Universal Exploiteer

### UNIVERSAL'S BOOSTS EXPLOITATION SERVICE

By Bob Gary, U-Exploiteer.  
"Exploitation is more the use of the brains than the use of the check-book."  
"Do you get that? If you don't, read it over again, because it means real cash to you."

To make it more clear, there are three distinct means of getting people into your theatre. First of all, of course, there is the picture.

Then there's newspaper and bill board advertising, necessities which make a dent in your bank account. But exploitation costs practically nothing and reaches the people who don't read your ads, as well as impressing them on those who do. It's the money making combination.

To make this point more clear and to use a simple example, an exhibitor took a blanket and painted on it:

I'M NOT GOING TO SEE  
"THE HUNCHBACK OF NOTRE  
DAME"

I'M A JACKASS!  
HAW! HAW HAW!

Then he hired a boy and a donkey, had them parade the streets, and they halted traffic wherever they went. Believe me, those who hadn't read the newspaper ads knew "The Hunchback of Notre Dame" was at the Strand, while those who did had it doubly impressed on them. And that exhibitor packed his house to capacity for four days.

In many localities this example would be crude, but I cite it to you to explain my point. All sorts of exploitation stunts can be pulled, if one uses one's brains just a little. And they sure bring results.

I'm here to help you in every way and all it'll cost you will be the stamp on the envelope—it's a part of Universal service to which you're entitled.

### HOOPER AND JENCKS EXPLOIT TOPEKA RUN OF "AMERICA"

A wide campaign on D. W. Griffith's "America" was put on by the Hooper & Jencks interests in Topeka, Kans., for the first run of the picture at the New Grand Theatre.

The country was billed for fifteen miles surrounding the capital and an intensive billing inside the city included numerous striking window displays that included 30x40 inch enlargements of scene stills.

A special display was a miniature of "Fort Sacrifice" comprising the stockade and six elaborate buildings which was the handiwork of pupils at Seaman Rural High School. This model obtained featured space in the best downtown window of the biggest department store. The model had been constructed from plans and specifications provided by United Artists Corporation.

A feature of the theatre decorations was a cut out of "America" letters six feet high in blue against a specially light-

ed background, the design by John H. Plumb, advertising designer and George Whitney, scenic artist. A pre-election stunt was the distribution of 10,000 circulars addressed to voters, containing "America" propaganda. A special circularization of schools was also undertaken.

### MAURICE DAVIS PUTS OVER A DANDY

When a newspaper not only runs a motion picture story serially, but advertises it in its own paper and then spends its own money to advertise the story in another newspaper, that picture is in for a successful run.

That was William Goldman's experience, when he had "Wine" at his Kings and Rivali theatres in St. Louis. Working with Goldman, Maurice Davis, Universal's St. Louis exploiteer, so "sold" The Times on running William MacHarg's story serially, that The Times used 1,500 lines of its own advertising space to publicize the story.

Then The Times bought 600 lines in The Globe-Democrat, the medium which dominates the St. Louis morning field, to further publicize the story. "Job proof" sheets of "Is Prohibition a Failure?" one of the sensational ads, were posted on all ground-floor windows of The Times building, as well as on all its street-corner newspaper boxes.

A short story, "Wine" started in The Times a day before the picture opened, and continued through six days of its run, giving Goldman the benefit of the publicity right at the time he had on the picture.

Advertising was of the "Flaming Youth," "Daughters of Today" school, as sensationalism has always brought box-office success in St. Louis.

### THE STAR 'SHADOW' STUNT GOT 'EM OUT IN AKRON.

Miss Gladys Carr of Akron, Ohio, was awarded the first prize of fifty dollars in a contest conducted by the Akron Press and the Strand Theatre in connection with the showing of Universal's Jewel production of "Wine."

The object of the contest was to find the Akron girl who looked most like Clara Bow, the featured player in "Wine," and to stimulate interest in the picture and the theatre. Andrew J. Sharck, Universal exploiteer engineered the contest with the Press, and introduced a new feature for this variety of contest in the arrangements with Peck's studio, the local photographer, to take pictures of entrants free of charge.

Several hundred girls entered and those who did not win cash prizes were given tickets to the Strand for the "Wine" engagement.



An attractive Lobby Display Put on by Maurice Davis, Universal Exploiteer, in the St. Louis theatre.



# BOX OFFICE REPORTS

**ECONOMY**

Just a line about Economy service. I have played it every week for two years and can summarize by saying this exceptional service is entirely satisfactory. Prints always arrive on time.—Victor Cason, Bosworth, Mo.

**ENTERPRISE**

**Wanted by the Law**—J. B. Warner—This is an exceptionally good Western.—Wm. Parsons, Pershing, Joplin, Mo.

**Yankee Speed**, Kenneth McDonald—A fast moving action feature.—Wm. Parsons, Pershing, Joplin, Mo.

**FIRST NATIONAL**

**Penrod**, Ben Alexander—A good one. Pleased 100 per cent. Don't be afraid to advertise this one. Would like to get more as good. Print extra good.—C. C. Perry, Rex, Mayville, Mo.

**When A Man's A Man**, John Bowers—Our patrons were well pleased with this picture. I believe I can truthfully say it pleased 100 per cent. Our greatest drawing picture so far. I can recommend it to exhibitors both large and small. Print and accessories fine.—E. McCord, Gem, Stewartville, Mo.

**Those Who Dance**, All Star—Well liked subject. Print and accessories good.—R. R. Winship, Majestic, Phillipsburg, Kans.

**Girl of Golden West**, All Star—A fine picture in every way. Print good.—G. W. Rothrock, Campbell Theatre, Macksville, Kans.

**Wandering Daughters**, All Star—Good. Print good.—Mr. Shores, Shores Theatre, Clark, Mo.

**Jealous Husbands**—A dandy show. The print good.—Mr. Shores, Shores Theatre, Clark, Mo.

**Lilies of the Field**, Corinne Griffith—A picture that gave very good satisfaction. Print and accessories good.—Raymond Gray, Mayflower, Florence, Kans.

**Potash and Perlmutter**, Barnum Barnard and Alexander Carr—Film in good shape. Print good and is a feature full of laughs. Pleased everyone. Business poor but no fault of the picture.—Chas. D. Kirtel, Idle Hour, Seymour, Mo.

**Circus Days**, Jackie Coogan—One of the best. Wonderful child actor. You can't go wrong on this so "step on it." Print No. 1 condition. Accessories fine.—S. M. White, American, Keytesville, Mo.

**When A Man's A Man**, John Bowers—Played to fair business considering small town. One of the best pictures we have had the privilege of running for some time. Any theatre should make money off this picture. Print and accessories good.—A. Rodin, Electric, Longton, Kans.

**Girl of Golden West**, All Star—No business on account of first cold weather. A real good picture and pleased those that came. Print fine. Accessories good.—S. C. Andrews, Gem, Olathe, Kans.

**One Clear Call**, Henry B. Walthall—A real show for any house. Print good. Standard, Esbon, Kans.

**Brown of North**, Strongheart—A dandy good picture. Broke my Thur day night house record on a program picture. A

good line for my exhibitor. Strongheart will bring them in. Good photography. Wonderful scenery. Print and accessories good.—C. C. Perry, Rex, Mayville, Mo.

**Trouble**, Jackie Coogan—Good picture. Print and accessories good.—W. G. Claiborne, Opera House, New Hampton, Mo.

**Penrod**, Wesley Barry—Just my kind and my patrons like Barry. 100 per cent at the box office. Went over fine. The print and accessories good.—A. J. Blackwell, Best, Henrietta, Mo.

**Man of Action**, Douglas MacLean—It played 75 per cent of patrons. The title drew a good crowd. Print and advertising good. E. D. Larsen, Peoples, Moran, Kans.

**Kindred of the Dust**, Madge Bellamy—Good picture. Seemed to please most of patrons. Print fair.—Julian Watson, Electric, Sheldon, Mo.

**Isle of Lost Ships**, Milton Sill—An extra good picture. Fair business. Print good.—R. D. Strickler, Wickeser, Craig, Mo.

**Boy O' Mine**, Ben Alexander—Very good picture. Print and advertising good.—R. F. Brunet, Isis, Waterville, Mo.

**Meanest Mar in the World**—A good picture and the audience enjoyed it. The print and advertising good.—C. Watson, Electric, Caldwell, Kans.

**FOX**

**Soft Boiled**, Tom Mix—This one was a great show and took my house by storm. Condition of print good.—G. S. Johnson, Pechontaus Theatre, Satanta, Kans.

**STANDARD**

**Days of 49**, Serial—This is an extra good action picture which is making money. Pleased 100 per cent.—Bill Parsons, Pershing, Joplin, Mo.

**Rarin' To Go**, Buddy Roosevelt—Good western. This star will please everybody.—Geo. Christman, 12th St. Theatre, Kansas City, Mo.

**Days of '49**, Serial—One of the best serials I have run in a long time. Plenty

of action.—R. S. Stiles, Camden, Mo.  
rgoestoa-vb shrlln shrlln shrlln hrdln

**VITAGRAPH**

**The Sportman**, Larry Semon—A fair comedy. Got a number of laughs out of the audience. Condition of film fair.—J. E. Travis, Dorie Theatre, Erie, Kans.  
**The Man of Might**, All Star—A very good picture. Condition of film good.—Clarence Stevens, Amusa Theatre, Archie, Mo.

**On the Banks of the Wabash**, All Star—Very good. This picture made money for me. That's what exhibitors are after. Condition of film good.—L. D. Metcalf, Grand, Ash Grove, Mo.

**Wild Irish Rose**, All Star—A very good box office picture that will please all who like Irish pictures. Will please about 90 per cent. Has action in sufficient amount to keep story moving along. O'Malley and freckled faced boy do good work.—T. H. Lauck, Opera House, Mount City, Kans.

**The Man From Brodneys**, All Star—Drew best crowd on Friday night we have had in a blue moon but fell flat for Saturday night owing to heavy rain. I consider this a mighty good action picture and one that will please your patrons. What more can we ask for.—L. D. Metcalf, Grand, Ash Grove, Mo.

## NEWS NUGGETS

Additions to the cast of "Silk Stocking Sal", the second of the Evelyn Brent star series being produced by Gothic Pictures for Film Booking Offices are as follows: Alice Browning, Virginia Madison, Marilyn Warner and John Gough. Tod Browning is directing. Others in the cast besides Miss Brent, are Robert Ellis, lead, and Earl Metcalfe, heavy.

Joseph M. Schenck has purchased "East of the Setting Sun" for Constance Talmadge. "East of the Setting Sun" is a tale of Graustark by George Barr McCutcheon, which has recently been running in the Saturday Evening Post and is now published in book form.

Sir James M. Barrie has seen the first three reels of the Paramount production "Peter Pan" and is so delighted with them that he has allocated the agreement which stipulated that he was to approve the entire picture before it was released.

Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL,  
19th & Wyandette, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....

Star ..... Producer .....

Remarks .....

Title .....

Star ..... Producer .....

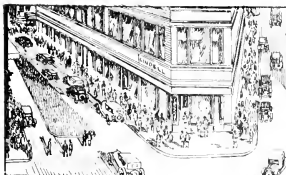
Remarks .....

City .....

If Every Exhibitor Does His  
Duty There Will be No Mediocre  
Pictures

Theatre .....

Exhibitor .....



# The ST. LOUIS FILM MARKET

## ACTRESS ASKS \$3,500 IN SUIT AGAINST VIRGINIA

Grace Palmer, a vandyville actress, has filed suit in the St. Louis Circuit Court against the management of the Virginia Theatre, 5117 Virginia avenue, St. Louis, Mo., asking \$3,500 damages for injuries alleged to have been suffered when a drop curtain fell on her.

The curtain struck her on the head as she concluded her turn at the theatre the night of March 16, last, her petition alleges. She claims to have suffered concussion of the brain, lost weight and suffers from sleeplessness and is also subject to "sinking spells." The theatre is owned by the Virginia Amusement Company.

## St. Regis Signs Madge Kennedy

Madge Kennedy, vivacious star of the stage and screen, who has just completed one of the most successful engagements of Broadway record in "Poppy," has been signed by St. Regis Pictures Corporation, as co-star in its initial production "The Ultimate God," from J. C. Brownell's Everybody's Magazine story, which is to be released and distributed by Associated Exhibitors.

Conway Tearle, as was previously announced by St. Regis will have the starring male role.

## Two Houses Change Management.

The Easton Amusement Company headed by George Skouras and Maurice Stahl are now operating the Aubert Theatre, Easton and Aubert Avenue, and the Chipewawa Theatre, Broadway near Chipewawa street. Both of these houses were formerly operated by Miss A. L. Ketchum. At one time Miss Ketchum also had the Plaza but that house is now being operated by the Superior Theatres, Inc., controlled by Hector M. E. Paszemoglu.

## Sam Norman to Tivoli.

Samuel Norman, formerly manager of the New Lindell Theatre has succeeded Maurice Stahl as manager of the Tivoli Theatre. John Weaver moves over to the New Lindell from the Gravois while Harry O'Brien goes to the Gravois from the Maffitt. All of the houses are owned by the St. Louis Amusement Company.

## The Missouri Asks How?

Herschel Stuart, managing director of the Missouri Theatre, Grand boulevard at Lucas avenue, the big Paramount first-run house, in newspaper advertising asks patrons of the house to write him letters telling just what they like and do not like about the Missouri and its programs. "Lend us your brains and a two-cent stamp," Stuart asks them. The letters enable him to keep in touch with his patrons and hold the Missouri up to a high standard.

## EAST ST. LOUIS MAJESTIC FACES MUSIC TAX SUIT

Suit has been filed in the United States District Court at East St. Louis, Ill., by the Leo Feist Company of New York against Fred Lehr, owner, and Harry G. Rodman, manager, of the Majestic Theatre, East St. Louis, asking \$250 damages for alleged violation of the copyright law. The petition alleges that "I Love You" was played by the Majestic Theatre orchestra without permission. A similar suit was filed against the Majestic management on October 8, last, by Irving Berlin, Inc., of New York in regards to playing of "Lazy" without permission.

New York, Nov. 21.—Mary Astor, the nineteen-year-old film star, has just been signed to a three year contract by Thomas H. Ince. Impressed by Miss Astor's clever work in several recent pictures, Mr. Ince lost no time in obtaining her exclusive services for a period of three years.

Miss Astor is a native of Quincy, Ill., and was educated in Chicago. She entered the films immediately after graduating from high school, and soon was given important parts by directors who saw in the young lady much talent. Her greatest role was in "Beau Brummel."

## Now Booking--

The ONLY one-reel Feature Attraction  
on the Market

# PATHE REVIEW

## Every Week for Everybody

Ask the Pathe Salesman to tell you About This Wonderful Subject

# PATHE EXCHANGE, Inc.

HARRY GRAHAM, Branch Manager

3316-18 OLIVE STREET

ST. LOUIS, MO.

## 2,000-SEAT BURLESQUE HOUSE FOR DOWN-TOWN ST. LOUIS

St. Louis is to have a new 2,000-seat burlesque theatre in the down-town district.

An announcement to this effect was made by Joseph Oppenheimer, a member of the company now operating the Garrick Theatre on Chestnut near Sixth. The new house will play Mutual Burlesque.

Oppenheimer said that the Garrick is not large enough to accommodate the crowds. The new house will be in the vicinity of the Garrick, probably on Market street, and will be ready for occupancy about May 1, 1925, it is said.

### Hughes, Co-Star in "Sally".

First National has again claimed Lloyd Hughes, this time to be the leading male support to Colleen Moore in her next starring picture, "Sally," which Alfred E. Green will direct.

Hughes recently performed the feat of playing in two First National pictures at the same time. One was "The Lost World," produced by arrangement with Watterson R. Rothacker, and the other was "If I Marry Again." Other names for the "Sally" cast will be announced soon.

Clarence Lazarus of the First National home office organization and Walter Lindlar, publicity men for First National were among the visitors of the past week.

L. C. Crow is now in charge of the Star Theatre, Paris, Mo., formerly operated by J. E. Hurley.

## BRIGHT BITS & NEWSY NOTES

The O. H. Theatre, Metropolis, Ill., was destroyed by fire according to advices from that city.

Among the theatres in this territory that are closed at present are: J. & J. Theatre, Hume, Ill.; Essex Theatre, Essex, Mo.; Whiteway Theatre, Peach Orchard, Ark., and Alton Theatre, Alton, Mo.

The Grand Theatre, Edinburg, Ill., is now under the management of W. J. Tetherton. It was formerly known as the Edinburg Theatre.

Friends of Dr. C. A. Tetley, exhibitor of Flat River and Farmington, Mo., have extended their condolences to him in his sorrow. Death claimed his mother and brother in one week.

Fire destroyed one of the Gould theatres in Lawrenceville, Ill., several days ago.

Dave Simpson is now booking for Pathe. He succeeds Arthur O'Toole who was transferred to Albany, N. Y.

Billy Lee, Pathe projectionist is always on the job. In their new quarters Pathe has a fully equipped exhibition room so that an exhibitor can see what a film looks like. Shows are held daily "Rain or Shine" as Harry Graham, manager, puts it.

The management of the Manchester Theatre and the St. Louis Globe-Democrat were hosts to some 1500 kiddies at a private showing of Jackie Coogan in "Long Live the King." Friday afternoon, November 14. Two comedies were also on the bill. "The show was part of a circulation campaign being conducted by the newspaper.

### Biz Names in Short Feature.

C. B. C.'s short subject's latest issue has intimate views and studio shots of a large number of big stars. Among those shown are the World Flyer Ruth Clifford, Wallace Beery, Milton Sills, Frank Lloyd, Doug. Fairbanks, Sam Goldwyn, Joseph Schenck, Norma Talmadge, Buster Keaton, Alice Joyce, Harry Morey, Clara Bow, and Antonio Moreno. This short subject is proving very popular with movie audiences in general, having as it does such a wide scope of interest.

### Famous-Keith Canadian Merger?

Toronto, Ont., Nov. 11.—According to a report here there is a possibility that there will be a joining of forces in a working arrangement between the Famous-Players Canadian Corp., and the B. F. Keith Company of Canada, Limited. Famous Players control a chain of 82 theatres in the Dominion while the B. F. Keith organization is getting into its stride with important theatres in the principal cities of Eastern Canada.

## Announcing

# "RIDERS OF THE PLAINS"

A Ben Wilson Chapter-Play

STARRING

JACK PERRIN

AND

MARILYN MILLS

HERE'S A WINNER!

A Story of the Pony Express  
and the famous Overland Coach  
PUNCH—THRILLS—ACTION

NOW READY FOR BOOKING

## Progress Pictures Corp.

(Specializing in Western Productions)

TOM LEONARD, Manager

3405 Olive Street

ST. LOUIS, MO.

ASK THE MAN  
WHO PLAYS THEM  
—HE'LL TELL YOU



Are the Best  
Bets on the  
Picture Market

Save TWENTY Dates For  
the New Warner TWENTY

## ST. LOUIS FILM EXCHANGE

HARRY HYNES, Manager

3334 Olive Street

ST. LOUIS, MO.



## CATHOLIC HEAD CONDEMNES SEX THEME PRODUCTIONS

However, Admits Blame Must Fall on Likes of Public.

The evolution of the movies from a little more than 20 years ago when they were a sideline for the fur dealers and clothes spongers of New York's lower East Side to the present era of luxurious picture palaces and million dollar super-feature specials was discussed by Charles J. McMahon, director of the Motion Picture Welfare Council in an address before the convention of the National Council of Catholic Women held at Hotel Statler, St. Louis Mo., November 11.

Touching on the physical side of the motion picture industry McMahon ranked as eighth in the American industrial field with a total investment of \$1,500,000,000, employing 300,000 men and women and drawing an average weekly attendance at 18,000 theatres of 50,000,000, the annual admission fees aggregating \$500,000,000.

### "Represent False Standards"

But it was on the moral respect that he gave the most attention. He said in part: "The moral lapses of the screen in the past included flagrant advertising, untruthful exploitation, misleading box-office title and nauseating flood of sex and vampire pictures—pictures that would indicate that to those who did not understand the real character of the American people that marital infidelity, divorce, jazz, cabarets and the wild antics of metropolitan high life were the chief amusements of all American men and women.

"Not only do such films result in creating false standards of life for our own people, but they serve to give an incorrect portrayal of our American social life, habits and ideals to the peoples of other nations to which our films are sent.

"Perhaps the great hypocrisy of the motion picture producer and his weakest apology for the immoral tone of many productions is his defense that the films present 'life as it really is.'

"In the usual sex play—the type that deals with a theme of marital infidelity or illegitimate love—we are treated to seven reels which reveal 'life' as the motion picture director sees it, and only in the last few feet of film is our attention directed to a moral which is intended to offset the influence of the previous footage.

"In making vice so attractive and sin so alluring, it is impossible to create in the end a moral reaction which outweighs the effect of the previous impression. There is no doubt that a continual attendance upon pictures of this type exerts a most demoralizing influence upon young men and women and that it weakens their moral fibre and results in much evil.

### Sees Betterment In Industry.

He credited the Motion Picture Producers and Distributors of America headed by William H. Hays, with causing a "noticeable striving for better pictures and unmistakable improvement in the business and moral tone of the industry."

Continuing he said: "It is unfortunately true, however, that the proportion of really worthy pictures to the mediocre and unworthy remains noticeably small, and that for every picture like 'The

White Sister,' 'The Covered Wagon,' 'The Ten Commandments,' 'The Hunchback of Notre Dame,' 'America' and 'The Iron Horse' there are hoisted upon the movie-going public 10 of mediocre quality or worse. I suppose that this cannot help but be the case, however, when nearly 1000 feature plays are produced by the industry every year."

Blame for the morals of the movies rests ultimately with the public, he concluded, as pictures are rated by the producers as successes or failures according to their box office drawing powers. He advocated the education of the public to higher standards as a remedy for the situation and expressed himself as opposed to legalized censorship except as a last resort.

In "The Redeeming Sin," production work on which has just been started by J. Stuart Blackton, Lou Tellegen will appear in his fourth Vitaphone picture within a year.

\* \* \*

Dorothy Dalton sued the Hotel Hamilton in New York for \$5,127 for losing some of her trunks. The court ruled against her.

### "Galloping Hoofs," Nears Finish.

The new Pathé serial, "Galloping Hoofs" starring Albino Ray, supported by an all-star cast headed by Johnnie Walker, is nearing completion at the studios in Fort Lee and will be released December 21. Harry Bradam, St. Louis manager, has announced.

The picture is in ten chapters and is based on a race track story. It is being produced by Malcolm Strauss and directed by George B. Seitz from an adaptation by Frank Leon Smith.

Outside of studio interiors most of the scenes of the picture were taken at the Belmont race track on Long Island and at Ansable Chalm. The cast supporting Albino Ray and Johnnie Walker are Marie Murray, J. Barney Sherry and Earnest Hilliard.

### Sail For Honolulu

William A. Seiter, Universal director is on his way to Honolulu with a Universal company of stars, players and technicians, to film "Dangerous Innocence," adapted from the popular Pamela Wynne novel, "Ann's An Idiot." The starring roles are taken by Laura La Plante and Eugene O'Brien.



THIS ONE OUGHT TO "GET 'EM."

Marcella Daly demonstrates her stride in F. B. O.'s "The Go-Getters."

**PATHE AND F. B. O. TAKE OVER DISTRIBUTION FOR SELZNICK**

The local Pathe office has taken over the physical distribution of the Selznick features in this territory, while the F. B. O. office will handle many of the Selznick short subjects in the future. The shorts taken over by F. B. O. include the Bray cartoons, Jimmy Aubrey comedies, featurettes, Stan Laurel comedies, etc. Also "Common Law" and "Rupert of Heintzen." In the list Pathe will handle are seventy-five features and shorter pictures.

Pathe has moved into its handsome new quarters on the second floor at 3318 Olive street. They have about doubled the floor space enjoyed in the old offices. The new quarters are finished in mahogany and ranks with the finest film shops in the land. A unique feature of the shipping department is a basket crane for quick handling of the boxed films from the shipping room to the trucks below.

Henry Brunet from the Pathe home office organization is in St. Louis to install a new booking system. It is said to be the very last word in service to the exhibitor.

Rudie Lohrenz who makes Southern Missouri for the local Universal office has done splendidly since hitting the tall and stout. He has "discovered" some towns the local "U" office didn't know were on the map. Two and a half months in the business and just touching his twentieth birthday, Lohrenz looks like a real comer.

Manager George McKean of the local Fox office is back from a very successful trip to Quincy, Ill., and vicinity.

**New House For Brunswick, Mo.**

Leo Deloney plans to open his new theatre in Brunswick, Mo., early in December. He now operates houses in Monroe and Shelbina.

**Straight Features for Enterprise.**

W. K. Jenkins, district manager for Enterprise Distributing Corporation, was a visitor of the week. He announced that Enterprise will devote more attention to straight feature pictures beginning in December. On December 1 the old Triangle Film Corporation contract expires and will not be renewed. That contract covered many westerns.

**Columbia Theatre Opens.**

The Columbia Theatre, Sixth and St. Charles streets, owned by the Cella Tate interests, re-opens Sunday, November 23, as a melodrama house with a stock company holding the board. No motion picture will be shown. Until it closed several months ago the Columbia was a combination vaudeville and motion picture theatre.

Visitors seen along Picture Row the past week were: Melville Paul, New Grand Theatre, Mexico, Mo.; Mrs. C. E. Lilly, Hannibal, Mo.; Mrs. I. W. Rodgers, Cairo, Ill.; C. E. Brady, Cape Girardeau, Mo.; Bob Chastner, Johnston City, Ill.; and Belleville, Ill.; Tom Reed of Duquoin, and Jim Reilly of Alton, Ill.

Ruben Spivak is now operating the Chateau Theatre. He also owns the Famous Theatre on Franklin Avenue.



It seems Al Cooke made a "Direct Hit" in "A Miss in the Dark," distributed by F. B. O.

**Chicago 'Trib' Boosts Ray**

In the monthly resume of pictures the Chicago Tribune this week classed "Dynamite Smith," Charles Ray's first production under the Ince-Pathe banner, as one of the ten best photoplays released during the month of October.

The critics of Detroit were also loud in their praise of the Charles Ray drama. The Evening Times stated:

"Charles Ray is back. There is no doubt about it after seeing his latest picture 'Dynamite Smith,' which is being shown for the first time in Detroit.

**FILM FUN OFFERS FREE CLIP SHEET TO SHOWMAN**

New York, Nov. 21.—George Mitchell, editor of Film Fun, announced here today that his publication would be glad to cooperate with showmen the country over by furnishing humorous material for their house organs. A large number of exhibitors had written Mr. Mitchell asking if he could send out a weekly clip sheet of Film Fun jokes, and mats of the illustrations. These would be reduced for picture program use.

The exhibitors stated that they were endeavoring to lift their house organ out of the cut-and-dried class and make them so interesting that the advertising data and announcements could be put over in less formal manner.

"There will be no charge whatever for this house organ material," said Mr. Mitchell. "Film Fun's only request is that showmen send us a copy of their house publication so that we will have the proper address and will know what amount of material to forward. Programs should be addressed to Film Fun Theatre Service, 627 West 43rd St., New York."

**SHORT NEWS REEL PROVES POPULAR WITH ALIEN FANS**

The question of what one reel subjects means to the average exhibitor today is one of the dominant questions of the film industry, Harry Graham, St. Louis manager for Pathe, believes.

Just a few years back they were considered by the theatre owner as something to fill out his program, but today it is entirely different, Graham says.

Thousands upon thousands of people are employed in the industry working exclusively on the making of one reel subjects, and thousands upon thousands of dollars are being invested annually to supply the demand that exists today for shorter-length pictures. Fields that a few years ago were unknown have opened themselves. Possibilities for proper presentation of these subjects have presented themselves to the exhibitor and he is taking advantage of them.

**A Standard Product.**

News reels, screen magazines, Reviews and one reel comedies have become a standard product with a mass appeal that makes them a necessity to almost every kind of program.

Mr. Graham cites as an example, twelve years ago, or thereabouts, the Pathe Weekly was established. Since then it has developed what is known as the Pathe News and is issued twice weekly, but so deeply has the term "Pathe Weekly" imbedded itself in the minds of the public that the name Pathe never occurs to them. Even salesmen, in the employ of Pathe, often make out contracts reading Pathe Weekly. This happens because the product has been so thoroughly drilled home to the public that they constantly remember it as it was.

**Are YOU Sending in Your Box-Office Reports**

?

They are the exhibitor's guide to better pictures and greater profits.

FILL OUT the blank on PAGE 18

MAIL IT TODAY

# PATRONIZE

## THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

### BOLLER BROTHERS

**THEATRE ARCHITECTS**

114 West 10th St. 340 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

### WESTERN VAUDEVILLE MANAGERS ASS'N

Affiliated with the ORPHEUM and KEITH CIRCUITS Offices

201 Mainstreet Theatre Building KANSAS CITY, MO.

Representative JOLLY JONES, JR.

Phone Grand 1860  
VOD-VIL FURNISHED FOR THEATRES.



Archie Josephson, President

### HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof

\$1.50 up  
without Bath  
200 ROOMS  
\$1.75 and up  
with Bath

### THE BENNETT FILM RENOVATOR

"CLEANS WHERE OTHERS FAIL"

Maximum Results at Minimum Cost  
For Full Particulars write

**GEORGE BENNETT**

Route 2 Argentine, Kans.

### Kansas City Engraving & Colorplate Co

8th and Walnut - Kansas City  
**Main 4707**  
Haltfones Color Plates  
Zinc Etchings  
"on time" service

### "LIGHTHOUSE BY THE SEA," RE-VAMPED FOR RINTIN-TIN

"The Lighthouse by the Sea," which Warner Bros. have made from a revamped version of Owen Davis' celebrated play revamped only to make it a strong stellar vehicle for Kin-Tin-Tin, the famous police dog actor, will be ready for exhibition within the next few weeks. Al Kahn, president of Film Classics, has announced indications are that the Warners are going to make an unusual amount of noise about this production, Kahn believes.

Advance reports from the coast have it that the picture is one of the best choice of acts which the company has ever made.

Louise Fazenda is the only girl in the cast. William (Buster) Collier, Jr., has the leading male role. Kin-Tin-Tin's stunts are said to be more sensational than any he has yet done.

#### 'U' Starts \$5,000,000 Group.

Universal City, Nov. 16.—With Carl Laemmle at the studio actively directing operations and in daily conferences with Julius Bernheim, general manager, and Ben Zeidman, his assistant, preparations for the new schedule of production at Universal City are actively under way.

Preparatory work on seven big stories, just purchased, and production plans for a number of others mark the first step on the five million dollar schedule to be gotten under way at once. The signing of several new artists on long term contracts is another feature of the plans.

The Westfield, N. Y., fire department considered Vitagraph's "The Midnight Alarm" so realistic that it booked it for a special benefit performance. The production drew such a large crowd that money for new apparatus was obtained, and the local newspapers praised the picture highly.

### CURRENT RELEASES

Week of November 29, 1924  
ASSOCIATED EXHIBITORS  
East of Broadway, Special Cast (6)

- PATHE**  
Feet of Mud, Langdon (2)  
The Valley of the Legend, Ten Stars Make A Man, Serial, No. 9 (2)  
The Poor Fish, Chase (2)  
Meet the Missus, Hal Roach (2)  
Hitting the Bucket Shop, True Detective, No. 4 (2)  
She's in Acain, Aesop Fable (1)  
Topics, No. 49

- UNIVERSAL**  
The Western Wallop, Jack Hoxie (5)  
The Prehistoric Man, Hysterical History (1)  
Plunged Into the Depths, Ribble Rider No. 4 Present Arms, Wanda Wiley (2)  
Red Rage, Billy Sullivan (2)  
International News, Nos. 103-104.

**VITAGRAPH**  
"Pampered Youth," All Star.

- FIRST NATIONAL**  
Born Rich, All Star.  
Love's Wilderness, Curmie Griffith.
- EDUCATIONAL**  
Watch Your Peep, Comed Conno (1)  
The Artist's Model, Earl Hood (1)  
Easy Pickens, Christie Comedy (2)  
Kinograms, Nos. 509-40 (1).

### AT KANSAS CITY THEATRES

Week Ending November 22, 1924.

#### MAINSTREET

"Husbands and Lovers," Special cast, First National.

#### NEWMAN

"The City That Never Sleeps," All Star, Paramount.

#### ROYAL

"Hot Water," Harold Lloyd, Pathe.

#### LIBERTY

"The Gaiety Girl," Mary Philbin, Universal.

#### PANTAGES

"The Warrens of Virginia," Special cast, Fox.

### APOLLO

"Sinners in Heaven," Bebe Daniels,

Another addition to the White List is Elmer Davis' novel, "I'll Show You the Town." Erle Kenton, who gained fame as the director of Jack Dempsey's "Fight and Win" series, will direct. Reginald Denny is the star.

Mrs. Sydney Chaplin's nose has been taken out of court by settlement with Dr. Robert Griffith, whom Mrs. Chaplin sued for \$100,000 for bungling a remodeling job. The peace terms were not revealed.

### CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

#### PICTURE SHOW WANTED.

2000 seats, 1st and 2nd, 10 miles south of Hamilton, all 2nd class, 1 mile, south of town. Don't send me any more mail. Box 148, Hamilton, Mo. 12-13

#### WANT MOVIES.

Can deliver buyers, need all the theatres. Write full names (city, W. V. Miller (Eskala) 1000 W. Belmont St. Securities Bldg. 12-13, Mo. 12-13

#### THEATRE SEATS WANTED

2000 seats, 1st and 2nd, 10 miles south of Hamilton, all 2nd class, 1 mile, south of town. Don't send me any more mail. Box 148, Hamilton, Mo. 12-13

#### LIGHTING SYSTEM FOR SALE

1000 ft. 2nd class, 10 miles south of Hamilton, all 2nd class, 1 mile, south of town. Don't send me any more mail. Box 148, Hamilton, Mo. 12-13

#### WANTED

1000 ft. 2nd class, 10 miles south of Hamilton, all 2nd class, 1 mile, south of town. Don't send me any more mail. Box 148, Hamilton, Mo. 12-13

# "RIN-TIN-TIN"---OUR BOX-OFFICE FRIEND

Save TWENTY  
Dates for the  
New Warner  
TWENTY



## PASTIME YOUR THEATRE

REFINED BETTER PICTURES

Ottawa, Kans., Nov. 12, 1924.

Mr. M. A. Kahn,  
Manager, Warner Classics, Inc.,  
Kansas City, Mo.

Dear Mr. Kahn:

Just completed a three day run of "FIND YOUR MAN" with our box-office friend, RIN-TIN-TIN, and it is with great pleasure that I can write you that the wonderful dog has repeated his demonstration of drawing power at the box office, as he did in "WHERE THE NORTH BEGINS." It is seldom we can run pictures that will build each day against any and all opposition, and this is one of them, and our patrons to a person are loud in their praise.

In my judgment your wonderful line-up of pictures, last year, will again be repeated in the new "TWENTY" and we consider the CLASSICS as the backbone of our house. Your slogan of "ONLY 20 BUT MIGHTY" is certainly well applied, as it has been proven without a doubt that no one company can produce a great number of pictures and have them all good. We cannot recommend the "WARNER CLASSICS" too highly to our brother exhibitors, they can make no mistake in booking this product as you have the best combination in the business, "The very best of pictures, and always the very best of honest co-operation from your exchange."

With very best wishes for your continued success,  
Very truly,

C. W. GOODELL,  
Pastime Theatre

CWG-C

---

EVERY WARNER USER IS A WARNER BOOSTER

---

## FILM CLASSICS

OF KANSAS CITY, INC.

AL KAHN, General Manager    115 WEST 17TH STREET  
M. A. KAHN, Manager        KANSAS CITY, MO.

*The***Reel  
Journal****The Film Trade Paper of the Southwest****HERE'S AN IDEAL PROGRAM!****ROYAL** 1022 MAIN ST.***The Laugh's on Us!***

Yes... still! Last Sunday we told you (and with all sincerity) that two weeks would be sufficient to allow even one that wanted to, to see "Hot Water" here. But Harold fooled us! So many people were turned away again during the past week that we simply had to hold it over.

**THIRD AND ABSOLUTELY LAST WEEK****HAROLD LLOYD**

in his latest feature comedy triumph

**"HOT WATER"**

The record-breaking, record-making comedy hit of motion picture history!

**Special Added Feature This Week****H. Grindell-Mathews'****"DEATH RAY"**

Afternoons and Evenings, All Seats 50c  
Children 25c

**Pathe Exchange, Inc.**

111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.











**The Reel Journal**  
 The Film Trade Paper of the Southwestern  
 Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 Mainstreet Theatre Bldg.  
 KANSAS CITY, MO.

---

**BEN SHLYEN**  
 Publisher and Editor

---

St. Louis Correspondent  
**DAVID F. BARRETT**  
 3748 Meramec Avenue

---

Change of advertising must reach this  
 office not later than Tuesday of each  
 week, otherwise same copy will be run.  
 Circulating in Missouri, Kansas, Northern  
 Oklahoma, Arkansas and  
 Southern Illinois.

### Preparing for Peace!

A man whose name was once a power in this territory when he was an exhibitor remarked to us the other day, "The exhibitor is a funny animal, he won't stick to any organization or any cooperative purpose as long as he isn't in trouble."

Which struck us as being a rather vivid conception of the situation as it is. When the exhibitor was facing the seat tax problem, the endless red tape dealing with government regulations, the block booking ultimatum, the music tax fight and what not—it seems he was unsparing in his efforts at joining hands with his fellows in opposing the sinister forces which created a burden on the industry.

Now, however, in a temporary period during which the exhibitor is enjoying a rest from the turbulency of the past, the situation has changed. We understand that there is insufficient interest to hold regular meetings. There is no planning as to ways and means to meet the problems of the future, no concerted action; no old-time punch.

In this day of specialized organization, every business group has its own center of activity. There's the Ad Club, the Rotary, the Kiwanis, the Chamber of Commerce, the Business Women's organizations and so on in an endless procession. Every one of those organizations enjoys the interest of regular meetings, of striving and often accomplishing some definite purpose in view. And

there's a feeling of unifying satisfaction to every one of those members in the thought that each has his shoulder to the wheel that is gaining ground.

But what's the matter with the exhibitor? Certainly his is one of the largest and greatest industries in the land. A business which draws a yearly volume of millions!

Some years ago the Kansas City Film Board of Trade launched a system of assessing fines upon members who failed to attend meetings. And, it worked. No organization in this territory today enjoys a greater spirit of unified purpose to the exclusion of individual interests. Will it be necessary for the various exhibitor organizations to make attendance compulsory? Must the exhibitor be a conscript or will he step into line with the volunteers?

Now is the time to sow the seed for tomorrow's harvest. Pacifism or preparedness? There's no middle ground.

### A. H. BLANK PRODUCT ALL READY FOR RELEASE

M. E. "Marty" Williams, Kansas City manager for A. H. Blank, has announced that all of his company's product of fifteen pictures for the coming season is ready for release. The 1924-25 program includes two features from Harold Bell Wright's best sellers, "The Re-Creation of Brian Kent" and "The Mine With the Iron Door."

The program of titles follows: "Daughters of Pleasure," "The Mine With the Iron Door," "Captain January," "Helen's Babies," "The Re-Creation of Brian Kent," "Broken Hearts of Broadway," "Innocence," "The Masked Dancer," "Gark Men Forget," "Listen Lester," "Forgive and Forget," "The Good Bad Boy," and "Daring Youth."

**Fred Thomson Starts "Queimado!"**  
 Hollywood, Nov. 25.—Fred Thomson, F. B. O.'s popular western star and world's champion athlete, has finally been given permission by his physicians to resume work, and will begin work within a few days on his production, "Queimado" at the F. B. O. studios. Mr. Thomson has been incapacitated for a number of weeks with the fractured hip he sustained when a stage coach ran over him as he was leaping from "Silver King," his famous horse, to the wheel horse of the coach.

The next release of Educational's "Secrets of Life" series of microscopic pictures, produced for Principal Pictures Corporation by Louis H. Tollhurst will be "Little People of the Garden." Interesting microscopic studies of several familiar insects are included in this number.

### TOWN OF 240 DRAWS 790 ON "COVERED WAGON"

There's no end to what can be accomplished under proper exploitation in a small town with a picture like the "Covered Wagon," as this story goes to prove.

Soldier, Kans., is just one of those places that are left off the railroad maps. Population, 240. At a recent showing of the Paramount special, "The Covered Wagon," the M. W. A. Hall drew an attendance of 790 admissions, four times the seating capacity of the theatre and three times the population of the town. Not bad? Well hardly. Outdoor advertising was used extensively.

C. E. Liggett, manager of the Liggett Theatre, Madison, Kans., reports another striking walk-away with the "Wagon." Liggett played to 1,823 paid admissions during the engagement and the population of his town is 795.

Now, who said rural audiences won't patronize the big specials.

### M. P. T. O. MEMBERSHIP DRIVE TWO-THIRDS WON

In the course of a few days Kansas City's movie row probably will see a huge 7-foot thermometer in front of the M. P. T. O. Kansas and Missouri headquarters. But it will not be for registering temperature. It will represent Business Manager C. E. "Doc" Cook's idea of forcing exhibitors to take more interest in the membership campaign, which is about to start.

With more than two thirds of the \$7,000 pledged at the recent Topeka convention, for the purpose of defraying expenses of sending men into the territory to "sell" organization to exhibitors, already in, the biggest and most important membership campaign ever staged in Kansas or Missouri, is on the verge of starting.

In Western Missouri and Kansas, the territory included in the new merged organization, there are 864 motion picture theatres. The goal of the organization is a minimum of 500 theatre owners—active members, not honorary or conditional members.

"The rinning of slides alone will not constitute membership," said Mr. Cook. "The day of slip-shod organization is past. Each theatre owner who becomes a member of this body must be paid up on his dues and be an active worker. We want no drones. That is the reason we have not set our membership goal at a higher mark. It's not the number of members, but the spirit and loyalty of the men we are emphasizing now."

A man efficient in organization work will be employed to visit each exhibitor in Western Missouri, where organization has been lagging for the last several years. Mr. Cook probably will take care of Kansas, making intermittent trips into the state.

**A doubting Thomas never sold the  
 Woolworth Building—Try Reel Journal  
 Wants.**

# "Abraham Lincoln" Is Mopping Up!

E. J. GRUBEL,  
President

F. C. GRUBEL,  
Treasurer

A. F. BAKER,  
General Manager

ST. JOSEPH, MO.  
Seating Capacity 1750

JOPLIN, MO.  
Seating Capacity 1850

SPRINGFIELD, MO.  
Seating Capacity 1800

KANSAS CITY, KANS.  
Seating Capacity 1750

## Electric Theatre Pictures & Vaudeville

Phone Drexel 0106

KANSAS CITY, KANSAS

Mr. E. C. Rhoden, Manager,  
First National Pictures, Inc.  
1712 Wyandotte St.,  
Kansas City, Mo.

November 26, 1924.

Dear Mr. Rhoden:

When your organization announced the release of "ABRAHAM LINCOLN," I was somewhat skeptical over the box office value of a picture of this type. Just want to say that we finished a three day engagement at our Electric Theatre, Kansas City, Kansas, and it played to extraordinary business, the receipts building each day. On Saturday we opened our box office at eleven o'clock and at twelve o'clock there was a long line waiting. This necessitated our opening the box office twenty-five minutes earlier.

We were particularly surprised at the attendance of older people who are not regular theatre patrons. As to the children they came in droves, there being an excess of 1700 for our Saturday matinee.

Not only has "ABRAHAM LINCOLN" proved to be one of the biggest box office attractions, but it adds prestige to any theatre that can hardly be figured in dollars and cents. It is one attraction that you can depend upon the schools and civic organizations to co-operate with, both boosting and attending it. Every exhibitor, regardless of the size of the town he is in, should play this masterpiece.

Yours very truly,

A. F. "PECK" BAKER,

General Manager.

AFB:RP



## "FIRST NATIONAL FIRST"

### FIRST NATIONAL PICTURES, Inc.

KANSAS CITY, MO.  
1712 Wyandotte Street  
E. C. Rhoden, Branch Mgr.

ST. LOUIS, MO.  
3319 Locust Street  
Harry Weiss, Branch Mgr.

## M. P. T. O. A. NOT REPRESENTED ON UNIFORM CONTRACT BODY

**"Dick" Biechele, Kans. and O'Reilly,  
New York, Named by Hays for  
New Investigations.**

New York, Nov. 22. With the selection by Will H. Hays of a permanent committee to iron out what is called a uniform contract to time in the uniform contract, changes in the movement which have been agitated by individual and organized theatre owners for the past eighteen months are expected to be made within the next few weeks.

### O'Reilly and Biechele Represent Exhibitors.

Charles L. O'Reilly, well known eastern exhibitor who at present is president of the Theatre Owners' Chamber of Commerce of New York City; R. R. Biechele, president of the M. P. T. O. of Kansas and Missouri, an active leader in the Allied States organization, and Charles C. Pettipohn, personal representative of Will H. Hays, make up the committee.

O'Reilly was active in the drafting up of the uniform contract in its present form. Biechele sits in for the first time. He is a comparatively newcomer in national exhibitor affairs, but has won a prominent place for himself in the last twelve months.

### M. P. T. O. A. Not Represented.

Considerable comment has been caused by the fact that among the M. P. T. O. A., of which M. J. O'Toole is president, is not represented at the committee.

They were invited to the original uniform contract conference but at the last minute Sydney S. Colon, then president of the organization, declined to participate.

While no statement was issued, it is understood that Will H. Hays takes the attitude that the M. P. T. O. A. is on record against taking part in the deliberations, and it would be unwise for him to attempt to force them in.

### A Tompest in a Teapot.

Through some error, an eastern publication printed a story that O'Toole had been invited to send a representative and quoted him as stating: "I am thinking it over. I do not know yet whether I will appoint a representative."

O'Toole, when interviewed by a representative of Exhibitors Herald, made the following statement:

"I have never been approached by anyone nor has even the suggestion been made to me that I appoint a representative to any conference on the uniform contract. I know nothing whatever about the subject other than what I have read in the film papers. I was quoted by Film Daily as making a statement that I did not know whether or not I would appoint anyone. Inasmuch as I had never been asked to make any appointment, it is needless to say that I did not make the statement attributed to me by Film Daily, and would the editor of that publication after it had been printed?"

## EDUCATIONAL OFFERS FOUR COMEDIES FOR DECEMBER

Four two-reel comedies will appear on the December program of the Educational Film Exchange, Inc., at the Seaside, Kans. City, theaters. Here is an example. Those will consist of one to lease each of the Charley, Juvenile, Mermaid and Tuxedo Comedies. In addition five single reel subjects will make their appearance during the month. Seaside said.

The first week will present the Christ-

"Secrets of Life" series, is the single reel subject for the week.

"Motor Mad," with Lige Conley, Ruth Hiatt, Otto Fries and other well known Mermaid comedians, will make its appearance the third week of the month. This comedy directed by Norman Taurig, is said to be one of the fastest ever turned out by the Mermaid Studios. It features a motorcycle race, "Cut Loose," with Phil Dumlham and Virginia Vance is the Cameo comedy for the week.

The last week of the month will present Al St. John's latest Tuxedo comedy, "Loyemania," written and personally directed by the comedian. The month's program will be completed by one of the Lyman H. Howe Hodge-Podge series, as yet untitled.

Kinograms, Educational's news reel, will, of course, be issued twice each week in addition to the program of comedy and novelty reels.

### Weber and Fields to Movies.

A. H. Sebastian of the Edward Belasco Productions, producers of "Welcome Stranger," has purchased the screen rights to the well known and highly successful stage play, "Friendly Enemies" in which Louis Mann and Barney Bernard registered long hits in New York and Chicago several seasons ago.

Mr. Sebastian has also closed a contract with Weber and Fields, the famous team of stage stars to fill the Mann and Bernard roles in the screen version of the play and has arranged for the distributing of the feature through Producers Distributing Corporation on the 1925 program.

**NOW BOOKING!**

## "MILE-A-MINUTE MORGAN"

with **Matty Mattison and Vivian Rich**

Also 30 Other Westerns

**CINEMA FILM CO.**

111 W. 18th Street

G. L. Hendricks, Mer.

Kansas City, Mo.

## On the Next Train He Got His Advertising!

### That's Service

Mr. L. H. Graefe, Opera House, Windsor, Mo., wrote asking about stock on a certificate. Thirty minutes after his letter was received he had a wire advising him of stock on hand. His order was immediately mailed and his advertising was forwarded on the next train. He wrote: "TALK ABOUT SERVICE — YOU TAKE THE CAKE. WE EXHIBITORS SURE APPRECIATE THAT KIND OF ATTENTION."

**BUT, Remember—Our service to you depends greatly upon your cooperation in returning to us your used advertising every week or ten days.**

## Exhibitors Poster Exchange

113 West 18th St.

Phone Grand 4060

Kansas City, Mo.

## Statement by President M. J. O'Toole of the M. P. T. O. A. on the Death of Thos. H. Ince.

The central and most important element in the Motion Picture Theatre is the creative thought which is materialized in tangible form through the annual production of the screen of dramatic or other productions.

Thomas H. Ince excelled in this relation and that made his activities with our business of paramount importance. He went beneath the surface of every element brought into the matter of picture production and introduced phases of a hitherto hidden character and thus made every completed effort entirely new.

Mr. Ince seemed to sympathize with mankind's keenness, the desires of the public and made his screen production of a kind that had an instant appeal and his name became the seal of excellence in this relation.

His death takes away from our business one of its most gifted of creative workers. Just in the prime of life his great career was cut short and the wonderful plans he laid with such care and precision, which would have given the world its best in the motion picture art, pass with him.

The Motion Picture Theatre Owners of America as an organization and through its officers and members, keenly regret the death of Thomas H. Ince. We recognize his great service to our industry and the irreparable loss his removal occasions. We join with all others who knew him or who understood and appreciated his art with the millions who own the advantage of witnessing his masterful screen productions in the theatres of the United States and elsewhere, in this expression of our sincere sorrow at his sudden passing out of this realm.

Thomas H. Ince always sought the better things in life for screen portrayals. He loved the clean, the beautiful, the sublime. He embellished and ornamented everything he touched. But he yet held the life trend true in its course and in that relation opened wide the way for the higher and grander conceptions of the screen's art to obtain a greater expression in the future through the work of kindred spirits who will find inspiration and encouragement in the bigger and the nobler accomplishments to which he devoted his useful years.

## PRaise "LAST LADY" AFTER WARNER BROS. SCREENING

The late feature from the studio of Warner Bros. "A Lost Lady" starring Irene Rich, was given a preview last week in the Roosevelt Theatre, Los Angeles.

Advice from the cast to Al Kahn, Kansas City distributor, says that the picture is the best thing Warner Bros. have done with the exception of "Bean Brennan" and establish Miss Rich as one of the greatest original actresses of the screen.

The picture is adapted from the novel of Willa Cather and is the story of a woman who lived to love many times.

The direction is by Harry Beaumont. The featured players including Miss Rich are: Matt Moore, Ince Marlowe, John Roche and George Fawcett.

It is a November release.

## WEDDING BELLS FOR CHARLIE, LITA GREY HIS BRIDE

Nogales, Ariz., Nov. 25.—Charlie Chaplin, screen comedian, today married Miss Lita Grey, his leading woman, in Guaymas, Mexico, according to dispatch.

Chaplin arrived in the Mexican city at 3 o'clock. At 10 o'clock a civil ceremony was performed.

Miss Grey was attended by her mother, Mrs. Lillian Speier of Los Angeles, and a Mrs. McDonald, a friend of the bride, living in Hollywood, who accompanied Chaplin here.

The greatest secrecy was maintained about the honeymoon plans. However, it was reported the couple would leave immediately for an ocean trip, sailing from Guaymas.

## BOOKING AGENTS SUE "RUDY", ASK DAMAGES OF \$16,687

Los Angeles, Nov. 25.—Suit for \$16,687 against Rudolph Valentino, motion picture actor, was filed in superior court yesterday by assistants of Robertson & Vestby, film booking agents, who allege the money is due them for obtaining employment for Valentino with the Famous Players-Lasky Corporation in November, 1921.

Valentino was to receive \$1,250 a week to start, the complaint states, after which his salary was to increase gradually to a maximum of \$3,000 weekly. The plaintiffs, it is alleged, were to receive 10 per cent of the screen stars' salary for the first year and 5 per cent thereafter, but in fact received only a part of the commission expected under the contract, Valentino quitting his employment after a few months.

## NEXT RIN-TIN- FILM FOR RELEASE DECEMBER 12

Rin-Tin-Tin has scored again hoarsely, according to Al Kahn, local distributor, who has received word from New York, where "The Lightship By the Sea," the "wonder dog's" latest picture, was screened last week for the home office staff.

Not only has the dog shown that he is entitled to all the praise showered on him for past performances, but he does, by far, the best work of his motion picture career, says the Warner Bros. offices, which is so impressed with the Owen Davis melodrama, and the really marvelous stunts of the dog, that a special exploitation campaign is to be put behind the picture.

There will be national tie-ups, especially attractive advertising and paper, and many other jobs for exhibitors to make the picture a high-powered box-office attraction, Kahn declared.

Included in the cast are Tommie Fawcett, William (Buster) Collins, Matthew Briz, Donald Gerard, and Charlie Hill Malles.

"The Lightship by the Sea" is scheduled for December 18 in Los Angeles.

## "Charley's Aunt" to P. D. C.

Charles Kunkelbosker, Kansas City manager for Producer Distributing Corporation, received a fine Wednesday from P. D. C. Moore of the home office stating that P. D. C. had instead of a contract with the Chicago interests in the distribution of "Charley's Aunt," the big comedy special starring Syd Chaplin. The deal was closed in Chicago.

## THREE THOUSAND PLAYERS MAKING "PHANTOM" SCENES

Universal City, Nov. 16.—Within a few days Universal City will be teeming with actors for filming will start on the big grand opera scenes in "The Phantom of the Opera" this week. More than three thousand people will appear in the huge reproduction of the Paris Opera, with a ballet of two hundred on the big stage, and the boxes and auditorium crammed with fashionable Paris types.

The interior of the Opera House, its boxes, auditorium, stage promenade, foyer and grand staircase are housed in a huge steel and concrete structure, the first steel structure ever built for a picture set. A complete grand opera orchestra, and an entire cast for the opera "Faust" will be employed on stage and in the pit with an audience watching. More than a thousand people will also take part in the scenes representing the brilliant Opera Ball, on the Grand Staircase, where Lon Chaney as "The Phantom" appears in scarlet robes representing "red death" to spread terror among the revelers. The Opera Ball is the big event of the Parisian social season.

The new super-production, to be Lon Chaney's successor to "The Hunchback of Notre Dame" is adapted from the famous mystery novel by Gaston Leroux. Mary Philbin, Norman Kerry, Arthur Edmund Carewe, Gibson Gowland, Snitz Edwards, and Anton Vaverka are among the principals. Rupert Julian is directing.

## \$3,000 In Prizes For Title

Messrs. Gochel & Fritsch, producers of "On the Stroke of Three," formerly called "Sold For Cash," in conjunction with Film Booking Offices of America, Inc., the distributors of the film, are offering cash prizes in the amount of \$3,000 for a new title for the production, according to Roy E. Churchill, Kansas City manager.

## Christmas Greeting Cards

We have a complete line of CHRISTMAS GREETING CARDS which are very popularly priced. Call us and we will be glad to show you samples. They are very appropriate and will please you.

The  
**KEYSTONE**  
Press

THEATRICAL AND COMMERCIAL PRINTERS :  
19th and Wyandotte Streets  
Kansas City - Missouri

ENRICO GUAZZONI'S GIANT FILM SPECTACLE

# "MESSALINA"

going like a house afire!

|                                                                                                                          |     |             |
|--------------------------------------------------------------------------------------------------------------------------|-----|-------------|
| DAY LETTER                                                                                                               | NO. | CASH OR CHG |
| NIGHT MESSAGE                                                                                                            |     |             |
| NIGHT LETTER                                                                                                             |     |             |
| Patrons should mark an X opposite the class of service desired. THE MESSAGE WILL BE TRANSMITTED AT A FULL RATE TELEGRAM. |     |             |

## WESTERN UNION TELEGRAM

|            |             |
|------------|-------------|
| NO.        | CASH OR CHG |
| CHECK      |             |
| TIME FILED |             |

Send the following message subject to the terms on back hereof, which are hereby agreed to

HARRY M BERMAN PHILADELPHIA PENN 28 1924 OCT 28 7 40 PM  
 GENL MGR FILM BOOKING OFFICES OF AMERICA 723 7 AVE NEWYORK NY

MESSALINA OPENED REGENT THEATRE SATURDAY TO HIGHEST ATTENDANCE  
 THIS SEASON STOP STOOD THEM UP MATINEE AND EVENING ALSO MONDAYS  
 AND TUESDAYS BUSINESS HOLDING UP PHENOMENAL STOP PATRONS AND  
 NEWSPAPER REVIEWS VERY FAVORABLE STOP BOOKED THIS PRODUCTION  
 AGAINST ADVICE OF NUMBER OF EXHIBITOR FRIENDS AND NOW I RECOMMEND  
 THEM PLAYING MESSALINA STOP COOPERATION ON EXPLOITING PICTURE FROM  
 YOUR LOCAL OFFICE WONDERFUL  
 JAY E EMANUEL MANAGER REGENT THEATRE

**READ THIS**

It's mopping-up  
 For Hundreds of Exhibitors  
 If you haven't played it yet

DO IT  
 NOW!

Distributed by  
**FILM BOOKING OFFICES**

Snowier Bldg., Kansas City, Mo.  
 3312 Olive St., St. Louis, Mo.  
 127 So. Hudson St., Oklahoma City, Okla.  
 106 So. Cross St., Little Rock, Ark.



**Name Elfeldt Distributor.**

The Peerless Film Exchange has acquired the product of Clifford S. Elfeldt Productions, Inc., Hollywood, for release in this territory, according to announcement this week. The 1924-25 Elfeldt program is to include a majority of Western features. Production plans are well under way. Elfeldt has announced.

G. L. Hendricks, manager of Cinema Film, was making the rounds, visiting city exhibitors this week.

J. I. Zimmerman, prominent exhibitor of Bridgeport, Neb., has just completed a tour of Hollywood studios and returned to his home, brimming with enthusiasm over the quality of the productions he saw. During his stay he spent a day at the Film Booking Offices, met, meeting many of the F. B. O. stars including Evelyn Brent, Alberta Vaughn, George O'Hara and Lefty Flynn.

Mrs. Eleanor Tripp, a member of the Kansas State Motion Picture Censor Board, will resign December 1, she has announced. She will be married to James Winslip Scott of Junction City, Kans., at her home, 630 Nebraska Avenue, Kansas City, Kans., November 27.

More than 8,000 persons saw "Hot Water" in the ten performances the opening Sunday at the Royal Theatre, Kansas City, Mo., according to William Jacobs, house manager.

The fact that Baby Peggy's uncanny obedience was the cause of her obtaining an opportunity to win fame on the screen was worth a column story in all Kansas City newspapers, in conjunction with her personal appearance at the Pantages Theatre recently.

Goelen, Mo., Nov. 29.—The mystery which has enshrouded Goelen for the past week has been solved. Josh Perkins' Nickelodeon DeLuxe Happy Hour Theatryer wasn't shot up at all, it has been disclosed. Two little Goelen "devils" have confessed having thrown ripe elderberries at the windows of the Happy Hour the night following Josh's refusal to give them passes to the show. The elderberries splashed the windows in such a way as to indicate "red" bullets had been fired through them. For nearly a week Goelen place had worked on the theory that bolsheviks had shot up the Happy Hour. The entire town is agitated with the problem of its youth.

After shooting a number of John B. Rock contracts in the territory, all Vitagraph salesmen came in to Kansas City to shoot Thanksgiving turkey. C. A. Schultz, manager, explained. Maybe he's going to start them out with a feather in their caps.

C. W. Allen, office manager for Vitagraph, was out in the Kansas territory whooping up the Vitagraph banner this week.

Charles Knickerbocker, P. D. C. manager, says he's looking for a good salesman. It seems that business has been so good that Lew Nathanson and Geo. Naylor and the rest of the P. D. C. contract peddlers can't take care of it.

Manager Gabriel of the Garden City, Kans., Opera House was a visitor at the A. H. Blank offices this week.

**Ray Whittaker Tells 'Em.**

Manager Ray Whittaker of the Shubert Theatre, Kansas City, spared no words in telling the public, through the columns of the Kansas City Star, where Kansas City's public schools would "head in." An article appeared in the Star, written by one of the teachers, who deplored the fact that Shakespearean was too costly for pupils to attend. Whereupon thirty thousand slips, announcing reduced prices for students, were printed by the Shubert Theatre and the Fritz Leder organization and mailed to teachers for distribution among students. Then Superintendent I. J. Cannaack of Kansas City public schools stepped in and forbade distribution of the slips. In the following paragraph of Mr. Whittaker's story, which was a half a column in length, he asks:

"When a condition exists where such obvious advantages for school children of Kansas City are so coldly received, particularly after being sought for in a public column, it is time for the parents to inquire into the reason and decide wherein the fault lies."

G. L. Kingsley, home office representative of Producers Distributing Corporation, visited Charles Knickerbocker and the Kansas City office this week. Mr. Kingsley is making a tour of all exchanges.

C. F. Seuning, Educational manager in Kansas City, has gone to St. Louis to confer with S. J. Hankin, Educational manager in that territory, regarding a change in the overlapping boundary lines. He will be gone several days.

R. H. Bruford, De Luxe, St. John, Kans., Oscar Reinhardt, Elite, Humboldt, Kans., and S. E. Wilhoit, Jefferson, Springfield, Mo., were among the out-of-town exhibitors seen along Movie Row this week.

Baby Peggy, who made personal appearances with her picture, Captain January, at the Pantages here last week is now in Springfield, Mo., in connection with the showing of the picture at S. E. Wilhoit's Jefferson Theatre. The feature is said to be enjoying excellent business.

M. E. "Marty" Williams, A. H. Blank manager, has announced bookings of Harold Bell Wright's special, "The Mine With the Iron Door," at three important centers this week. The feature will be presented by the Liberty, Kansas City; the Albee, Wichita, and the Bowersock, Lawrence, Kans.

This is the last week of the Educational Booker's drive. And Russell Borg, Kansas City contract signer, seems sure of winning anything from a pot of gold beneath the rainbow to a Christmas turkey. Borg has set a record of the biggest November in the history of the Kansas City Educational office. No wonder he's satisfied.

It was quite a surprise to city publicity, but Jack Roth, who has the management of the Strand Theatre, Kansas City, profited by it. With the annual Kansas City Allied Charities campaign in full swing, Mr. Roth announced that the proceeds of both shows Tuesday night would be given to charity. Through stories in daily newspapers he won the good will of the community surrounding his suburban house and played to good crowds.

W. E. Truog, president of the Kansas City Electric Ad-Click Co., is much improved from his recent illness, it was reported this week. At his home it was said he expected to be back at his desk next week.

George A. Hickey, district manager for Metro-Goldwyn, is back at his desk after an extended tour of the Des Moines territory.

Another romantic romance in the Movie Row, Miss Stauder, former stenographer for Uniroyal, is engaged last Saturday. She is to be married soon.

Proof that Kansas City maintains its reputation as one of the strong film markets of the country is offered in the great number of exhibitors who visit Movie Row from week to week. Among the out-of-town showmen seen along the Fillium Highway last week were: C. M. Pattee, Pattee, Lawrence; F. G. Weary, Farris, Richmond, Mo.; Herb Welch, Orpheum, Atchison, Kans.; R. V. Turner, Panama, Burlingame, Kans.; Mr. Newcomb, Newark Theatre, Burlington, Kans.

C. E. Gregory, manager for Metro-Goldwyn, returned Wednesday for Thanksgiving.

Peggy O'Day, former Kansas City girl now starring in Western pictures, was in Kansas City last week with her manager in the interest of her product for the coming season, to be distributed through Roberts & Cole. The Cinema Film Co. is to take part of the 1924-25 program.

They couldn't let the "Blow or Leg" go to waste. So they held over "Hot Water" at the Royal for the third week, closing Sunday. It had previously been announced that the second week would definitely close the engagement, but the Saturday run-away crowd was so large that Manager William Lashley thought it best to hold the special another week. During the run, "Hot Water" has all existing records at the Royal.

Don Anchors, manager of the Exhibitors' Poster Exchange, wishes to inform exhibitors that they are welcome to send in any inquiry concerning poster service which will be answered promptly. Write Exhibitors' Poster Exchange, 113 West 18th St., Kansas City, Mo.

## FOUR DECEMBER SPECIALS SCHEDULED FOR F. B. O.

Evelyn Brent's "Silk Stocking Sal," a Prominent Offering.

Headed by "Silk Stocking Sal" the second Gothic production for F. B. O., starring Evelyn Brent, F. B. O. names four specials for December release, in addition to two chapters of "The Go-Getters," co-starring Alberta Vaughn and George O'Hara, Roy E. Churchill, Kansas City manager, announces.

"Silk Stocking Sal" comes closely upon the heels of "The Dangerous Flirt," Miss Brent's first starring vehicle. "Silk Stocking Sal" is a story of the underworld, which was written especially for Miss Brent by E. Richard Schayer. Opposite her as the star is Robert Taylor, well known leading man. Others in the cast who lend admirable support are Earle Metcalfe, Alice Browning, Virginia Madison, Marilyn Warner and George Gough. The film is scheduled for December 7th release.

### "Quemado," Second Title.

"Quemado!" is the interesting title of Fred Thomson's second production under his new contract with F. B. O. Ann May is Mr. Thomson's new leading lady, and others in the cast will embrace prominent box-office names. The story comes from the pen of Marvin Whittle, Silver King will play an important role.

"Quemado!" is also for December 7th release.

"Flashing Spurs," the second of the "Texas Rangers" series, which Jesse Goldburg is making for F. B. O., starring Bob Custer, comes next on the list. Margaret Landis plays opposite the star. "Flashing Spurs" is set for December 14th release.

### "Cheap Kisses," Next Sullivan

On December 21, "Cheap Kisses," C. Gardner Sullivan's first production under his contract with F. B. O., will be shown. The story, a defense of the flapper, was written and produced by Sullivan. The cast is headed by Lilian Rich and Cullen Landis, with Vera Reynolds, Phillips Smalley, Louise Dresser, Jean Hershold, Bessie Fyton, Lincoln Steadman, Kathleen Myers, Sydney De Grey, Michael Dark and Tom Ricketts lending admirable support. John Ince, brother of Thomas Ince, directed.

"The Going of Cumming," No. 7 of "The Go-Getters," co-starring Alberta Vaughn and George O'Hara, will be released on December 7th, and "Who's Holligan?" No. 8 of the "Go-Getters" is set for December 21st.

## CAREWE TO PLAY OPPOSITE NAZIMOVA IN "MY SON"

New York Nov. 24 Nazimova has been selected to play the lead in Edwin Carewe's next production for First National Pictures, "My Son," from Martha Stanley's story, now running at the Star Theatre in New York City. The play, selected one of the best in the line of the present season, is now being starred in Carewe's position, First National picture, "Madonna of the Street," with Milton Sills, opposite her.

Besides Nazimova in the cast of "My Son," will include Lon Keith, William C. de Brer, Jr., Hobart Bosworth and Pauline Garon.

## INDEPENDENT BOOKS 75% OF K. C. SUBURBAN SHOWS

Joe Silverman, manager of the Independent Film Co., has been a busy man the past two weeks, and, as always, there's a reason, for he announced this week that he had closed 75 per cent of the suburban houses of Kansas City on his product for the coming season.

Independent is featuring eighteen specials for 1924-25, as follows: "The Fire Patrol," Anna Q. Nilsson and all star, "Meddling Women," Lionel Barrymore; "The Painted Flapper," James Kirkwood and all star; "I Am the Man," Lionel Barrymore and Scene Owen; "The Man Without a Heart," Kenneth Harland and Jane Novak; and "The Truth About Women," Hope Hampton. All of the above pictures are ready for release and their first

run engagements settled, Silverman said. The other specials are: "The Tom Boy," "Flattery," "Romance of Actress," "Sunshine of Paradise Alley," "Those Who Judge," "Three Keys," "Daughters Who Pay," "The Street Singer," and two Banner special productions, (titles to be announced later), and a third Lionel Barrymore special.

M. W. Hubbell of the Hubbell Theatre, Trenton, Mo., was a visitor the past week.

M. A. Levy, Fox manager, has gone to New York to attend a sales meeting of regional chiefs.

Charles Paler, former Fox bookkeeper, has gone to Chicago to live. Tim Woods, formerly in charge of the poster department, has filled his place and Verne Gladwin has taken over the poster department.

## LARRY SEMON in "KID SPEED" "sure is a knockout"



**WESTERN UNION TELEGRAM**

EX CLEVELAND OHIO 252P OCT 28 1924

102FY FUR 64 BLUE

E W HAMMONS

PRES EDUCATIONAL FILM CO PENN TERMINAL BLDG  
NEW YORK NY OPENED MY TENTH THEATRE YESTER-  
DAY X X X X X "KID SPEED" FOR THE PREINAUGURAL  
OPENING STOP THIS SURE IS A KNOCKOUT IT HAS  
BEEN A LONG TIME SINCE I HEARD SUCH CONTINU-  
OUS LAUGHTER THRU A COMEDY AS I HEARD LAST  
NIGHT LETS HAVE MORE OF THESE M B HORWITZ

### Larry Semon

**SPECIAL COMEDIES**

Produced By  
Chadwick Pictures Corp.

Presented By  
*E. W. Hammons*



THE SPIRIT OF THE MODERN

KANSAS CITY—  
130 West 18th St.,  
C. F. Senning, Mgr.

ST. LOUIS—  
3334 Olive St.,  
S. J. Hankin, Mgr.

# BARGAIN BANNERS

ANY LENGTH UP TO 12 FEET  
ANY WIDTH UP TO 3 FEET

75¢  
EACH

Hand Painted in 3 colors ~ Large Letters can be read a block away



SENT ANYWHERE P.P. C.O.D.

**NORMAN FEATHER**  
Suite One  
Gayety Theatre Bldg.  
KANSAS CITY, MO.



# 'Reckless Romance'

*All Christie's*

GREAT  
LAUGHING  
FEATURE



## A Hilarious Farce

Adapted from the  
New York stage success,  
"What's Your Wife  
Doing?" by Herbert Hall  
Winslow and Emil Nyitray

Oh Boy, Was there ever  
such a grand array of  
funmakers!

And what story! This merry love-tangle will  
make you giggle, choke, roar and bellow right out  
out loud. Better than "HOLD YOUR BREATH"

## PRODUCERS DISTRIBUTING CORPORATION

KANSAS CITY—111 West 18th St.  
CHARLES KNICKERBOCKER, Branch Manager

ST. LOUIS—3312 Lindell Blvd.  
C. D. HILL, Branch Manager

# :: Kansas City Trade Directory ::

Here is a List of Leading Film Exchanges and Dealers of This Territory.  
Deal With These Recognized and Established Firms.

## EXCHANGES

### NATIONAL DISTRIBUTORS

#### ASSOCIATED EXHIBITORS, Inc.

111 West 17th St.  
Dan Martin, Manager  
J. Schorl, Booker  
Telephone—Harrison 8645

#### METRO-GOLDWYN PICTURES CORP.

1700-08 Wyandotte St.  
C. E. Gregory, Mgr.  
L. J. Allison, Booker  
Telephone—Harrison 7030

#### ASSOCIATED FIRST NATIONAL PICTURES, Inc.

1712-14 Wyandotte St.  
E. C. Rhoden, Manager  
T. O. Byerle, Asst. Mgr.  
Ralph J. Heft, Booker  
Telephone—Harrison 8625

#### MIDWEST EDUCATIONAL FILM EXCHANGE, Inc.

130 West 18th St.  
C. F. Seming, Manager  
R. C. Borg, Asst. Mgr.  
and Booker  
Telephone—Grand 2886

#### CINEMA FILM CO.

111 West 18th St.  
G. L. Hendricks, Mgr.  
Telephone, Grand 2095

#### PATHE EXCHANGE, Inc.

111 West 17th St.  
C. C. Vaughan, Manager  
J. Schorl, Booker  
Telephone—Harrison 8645

#### FILM BOOKING OFFICES of AMERICA, Inc.

Snover Bldg., 18th & Balt  
Roy E. Churchill, Mgr.  
J. A. Masters, Office Mgr.  
Charles Oliver, Booker  
Telephone—Harrison 3257

#### UNITED ARTISTS CORPORATION

7th Floor Davidson Bldg.  
G. F. Navarre, Mgr.  
L. J. Doty, Asst. Mgr.  
Clair Woods, Booker  
Telephone—Grand 1822

#### PRODUCERS DISTRIBUTING CORP.

111 West 18th St.  
Chas. Knickerbocker, Mgr.  
A. W. Day, Booker  
Telephone—Harrison 0919

#### VITAGRAPH, Inc.

17th and Main Sts.  
C. A. Schultz, Manager  
C. W. Allen, Asst. Mgr.  
L. F. Durland, Booker  
Telephone—Harrison 8304

#### UNIVERSAL FILM EXCHANGE

1710 Wyandotte St.  
Harry Hollander, Mgr.  
L. F. Harned, Booker  
Telephone—Harrison 5624

### STATE RIGHTS

#### INDEPENDENT FILM COMPANY

115 West 17th St.  
Jos. Silverman, Mgr.  
S. A. Hamilton, Booker  
Telephone, Harrison 4661

#### ECONOMY FILM SERVICE

The Mail Order Exchange  
No Contracts  
113 West 18th St.  
Bernard C. Cook, Manager  
Telephone—Harrison 8351

#### FILM CLASSICS, Inc.

115 West 17th St.  
Al Kahn, Manager  
J. Gerdtz, Booker  
Telephone—Harrison 4661

#### STANDARD FILMS

111 West 18th St.  
F. J. Warren, Gen'l Mgr.  
Jack Langan, Mgr. and  
Booker  
Telephone—Grand 1318

#### PEERLESS FILM SERVICE

113 West 18th St.  
Bernard C. Cook, Mgr.  
Fred Thompson, Booker  
Telephone, Harrison 8351

### EQUIPMENT

#### COLE THEATRE SUPPLY CO.

Powers Machines  
109 West 18th St.  
T. F. Cole, Manager  
Telephone—Harrison 2231

#### CHAS. M. STEBBINS PICTURE SUPPLY CO.

Motigraph DeLuxe  
Machines  
1818-22 Wyandotte St.  
C. M. Badger, Manager  
Telephone—Grand 0134

#### YALE THEATRE SUPPLY CO.

Simplex Machines  
108 West 18th St.  
C. D. Struble, Manager  
Telephone—Grand 2923

#### K. C. SCENIC CO.

Drops and Curtains of  
all Kinds  
24th & Harrison Sts.  
Telephone—Harrison 2735

#### EXHIBITORS FILM DELIVERY AND SERVICE CO.

111 West 18th St.  
E. E. Jamison, Mgr.  
Telephone—Grand 2095

This directory will be published in the first issue of each month.

Changes of copy must be in our office one week in advance of publication date.

F.B.I. announces

# 'LEFTY' FLYNN

in his

# SRO

picture -

# "THE NO-GUN MAN"



Another action-packed, adventure crammed, lightning-fast Western picture, starring "the man with the wonderful personality." It's the kind of a picture that will do more than just sell tickets—it will leave your patrons with that "I want some more" feeling that means future business!

Produced by HARRY GARSON

Released by

## FILM BOOKING OFFICES OF AMERICA, INC.

Snover Bldg., Kansas City, Mo.  
127 S. Hudson, Oklahoma City, Okla.

Exchanges Everywhere

1420 Olive St., St. Louis, Mo.



# What Critics Say-

A CONSENSUS OF REVIEWS FROM THE NATIONAL TRADE PRESS

## THE BELOVED BRUTE

Vitagraph—Special Cast.

WORLD—J. Stuart Blackton invades the West for his locale in "The Beloved Brute," his newest production for Vitagraph, but in no sense is it a conventional Western, for there are no cattle or cowboys, no rascally foreman, crooked sheriffs or handits. Except for its locale and vigorous action, it has little in common with the usual Western, except the rescue scenes where the heroine rides for the sheriff's posse to save the hero and his brother from being hanged. The stars give a satisfying portrayal of character and altogether their fine performance make this picture one of strong audience appeal.

FILM DAILY—As a whole: A successful fight from start to finish. Good direction helps over story that is fairly interesting but somewhat lacking in conviction. Victor McLaglen battles his way through the six reels in a thrilling fashion. Has a good appeal if they like fighting heroes. "The Beloved Brute" offers plenty of action and the many physical encounters of McLaglen certainly keeps things interesting.

NEWS—A fast and exciting melodrama is unfolded here—one which contains many thrills and suspense moments. There is no let-down in the action—and the individual scenes are colorful. It is also capably acted—with Victor McLaglen a newcomer, sure of winning popularity with his vigorous performance. Excellently staged. Good for first and second runs. For any locality. Players' names will attract patronage.

HERALD—Type: Melodrama; Highlights, western scenes, public encounters of star heroine, ride for sheriff to save her from hanging, action, etc.

## EAST OF BROADWAY

Associated Exhibitors—Special Cast.

WORLD—Under the title "East of Broadway," Associated Exhibitors are offering an entertaining picture based on Richard Connell's magazine story, "Where is the Tropic of Capricorn?" The picture deals with the efforts of a typical lad of the East Side of New York to "Get on the Cops" as he calls it, that is, to become a policeman, despite the fact that he is not only deficient in height but does not measure up to the mental qualifications. He lands the job, however. The hero, and in fact most of the characters are Irish, and there is a strong thread of good light-hearted humor with a lot of human interest and a nice balance of pathos, plus a pretty little romance.

FILM DAILY—As a whole—lots of good audience appeal in this story. Has a few slow spots that can easily be remedied. Should make a thoroughly good box office bet. It has all the elements of popular appeal, romance, human interest, comedy action, a good looking hero, a pretty girl, etc.

NEWS—A picture that entertains. What more need be said? Your pa-

trons will laugh and enjoy themselves when you show it. It is a well-acted, finely mounted offering that has a story with heart appeal, human interest and a dramatic climax with some of the finest humor of the season thrown in for good measure. Suitable for the first runs anywhere. Can be made the basis of a great show with some good short subjects surrounding it.

## HOT WATER Pathé—Harold Lloyd

EXHIBITORS TRADE REVIEW—If you laughed at "Girl Shy," you will go into hysterics at "Hot Water." Harold Lloyd out-Lloyd's himself in this scream classic and crowds more funny incidents into five reels than would seem possible. There isn't much of a plot but the series of incidents that made up the picture follow in logical sequences and keep one wondering what will happen next.

## NEWS NUGGETS

Harriet Hammond is to make her re-appearance on the screen in "Soft Shoes," Hunt Stromberg's new Harry Carey feature.

Jean Belasco, Randolph Theatre, Chicago, sends a girl down the aisles at intervals offering ice water to the customers. It's one of a lot of little things he's done lately to make it a different theatre.

M. C. Levee has selected an all-star cast for his next production for First National release, "One Year to Live" from the novel by John Hunter which recently appeared serially in sixty big city newspapers throughout the country, with a big contest feature. The cast includes Aileen Pringle, Antonio Moreno, Betty Blythe, Tully Marshall, Marc McDermott, Robert Edeson and Marjorie Daw.

Additions to the cast of "Sally," First National's forthcoming special starring Colleen Moore, have been announced. They include Eva Novak, John T. Murray, Dan Mason and Louise Dresser, in addition to Lloyd Hughes, who will play opposite the star, and Leon Errol, who is to act on the screen the same role in which he appeared in "Sally" on the stage.

A basketball game, with Al Cooke and Kit Guard, the comics, showing how not to play and George O'Hara supplying the thrilling bits of play, will be an outstanding feature of episode number 10 of F. B. O.'s series "The Go-Getters."

Lefty Flynn, F. B. O.'s Western star, is preparing to launch his third Harry Garson production, tentatively titled "The Wise Guy."

NEWS—As an indication of Harold Lloyd's popularity, the Mark Strand in New York had the ropes up at one o'clock Monday afternoon. So dust off your S. R. O. sign. You'll need it here. It is surely a slam-bang, up and at 'em comedy which packs away a tremendous amount of laughs. Lloyd executes a complete brand of new gags which are sure to keep any audience rocking with laughter. Not so much plot as some other Lloyd comedies but the humor and high spots are just as lively. Excellent fun and thoroughly clean.

HERALD—Type: Farce-comedy concerning how a timid newly-wedded couple got rid of an objectionable mother-in-law and her two children. Highlights: Incident with live turkey on street car; blocking traffic with new automobile; scenes in home when mother-in-law is chloroformed; snappy titles; excellent work of cast.

The title of the first Associated Arts Corporation production for F. B. O. (Gochel & Erb Unit) has been changed from "Sold For Cash" to "On the Stroke of Three." This picture ran as a serial in the Saturday Evening Post under the title of "The Man from Ashluna."

"Flashing Spurs," Bob Custer's second F. B. O. starring vehicle, has gone into production with Breezy Eason handling the microphone.

Early December will see the release of the first screen drama made by C. Gardner Sullivan Productions. It is "Cheap Kisses," from the pen of the versatile C. Gardner Sullivan, and is now in the cutting room for the last editing.

"Up In The Air," the first of the new pictures Wanda Wiley is making for Century Comedies, has been changed to "Looking Down."

Carl Laemmle has signed Georgie Grantee, known on the vaudeville stage as Georgie Coan, to a long time contract.

"The White Sheep," Hal Roach's second full length Pathé picture to feature Glenn Trvon and Blanche Mehaffey, is set for release December 14th.

Director Edwin Carewe purchased six stories and he doesn't know which one to produce. Recently Carewe completed "Madonna of the Streets," for First National. He had planned to start immediately on either "One Year To Live," by John Hunter, or "Snakebite," by Robert Hichens.



Edited by "BOB" GARY, Union A. F. Letter

### HERE'S AN INTENSIVE CAMPAIGN ON "THE ARAB"

A consistently clever exploitation campaign was recently executed in Kansas City for the showing at the Liberty Theatre of "The Arab," late Metro-Goldwyn feature. Such a preponderance there was of slicks and arads that some of the less initiated wondered whether another Shrine convention was coming to town. The campaign was planned and executed by Lee Balsky, advertising manager of the Liberty, and Buddy Houston, Metro-Goldwyn exploiter.

The teaser stunt was launched first in the painting of ARAB in large white letters in thirty-five strategic locations on pavement and street. This gave entrance to the posting of a heavy supply of 24-sheets.

Approximately 300 half-sheet size cloth signs, reading "Come to see the Arab at Liberty Theatre, Nov. 24," were distributed to autos and taxis. This proved a most valuable and inexpensive medium inasmuch as the cost of blanketing cars was usually one pass to the theatre.

Perhaps the most effective stunt of the campaign was the appearance of "The Arab" mounted on his "Arabian" horse, very conspicuous in directing traffic downtown two days before the opening.

Particularly successful were the Arab exploiters in obtaining downtown window space. For the first time in the history of Emery-Bird & Thayer department store, that concern devoted an entire window tie-up on oriental rugs. The Liberty furnished a life-size white horse and a wax-figure Navarro model, giving the window an extremely atmospheric appearance. This attracted large crowds and "sold" the big store on the value of window tie-ups.

Tie-ups were arranged with two cigar companies, on "Valentine" cigars. An exhibit appeared under the caption, "Guess how many Valentine Cigars," and of course mentioned the appearance at the Liberty.

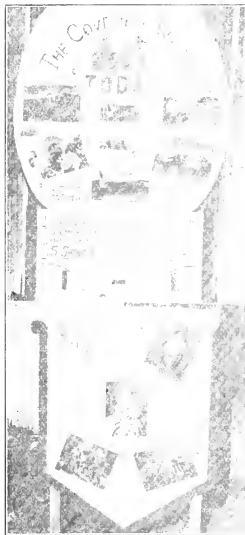
Extensive newspaper advertising and the atmospheric decoration of the Liberty, continued employees and lobby displays completed the campaign. Business at the Liberty showing of the Arab was extremely good the entire week, Mr. Balsky announced.

### CREAMER USES BIG ADVANCE ON "THE COVERED WAGON"

John W. Creamer, exploiter of the W. B. Cuff Entertainment at Chalfonte, Mo., started out this week to exhibit the recent showing of "The Covered Wagon" and did so with a dash that the picture was held over for three days.

Creamer started two days in advance of the showing in illuminating for each performance a large banner, stretched across the back of the auditorium. When the house lights went on for every per-

formance, he writes, "They simply could not miss seeing that the wagon was coming to town."



The lobby displays used by John W. Creamer, the art work of which he did himself.

formance, he writes, "They simply could not miss seeing that the wagon was coming to town."

Creamer's main lobby display was carried out a clever lobby display scheme. "Dorothy Vernon" is the title of the recent feature at the Liberty. It is a picture of a woman who is a very beautiful girl, and she is the only one who is not a contract player with the Liberty. It is a picture that is supposed to have been a knockout.

### EVEN THE PRESS TRIPS OVER A GOOD ONE.

The telephone rang at the Reporter's office Saturday night at 11:35. "Hello" and a voice said, "There's a big automobile wreck on and there in front of the Mission Theatre. How'd it maybe you all might want to cover it?"

One of the reporters grabbed his hat and ran to the scene. Several persons had gathered around. How it happened—no one knew—an old Ford touring car had run amuck, climbed upon the sidewalk over a high curb and turned over against one of the brick columns in front of E. D. Bowen's Mission Theatre, Abilene, Texas. The real story is smash-up.

The policeman was there with his nose back against the numbers of the car so as to make proper report. Was anyone hurt? When did it happen? To whom does the car belong? Nobody knew and several were trying to find out.

Just then the reporter looked up at big bill board poster in front of the Mission. It read "The Reckless Ace" and the puzzle was solved. "The Reckless Ace" will be the feature attraction at the Mission Theatre, Monday and Tuesday of the week.

Liberty Theatre front, ushers, cashiers, doormen and orchestra in atmospheric dress for "The Arab."





## BOX OFFICE REPORTS

F. B. O.

**Judgment of the Storm**, All Star—A real exceptional picture.—H. L. Alley, Happy Hour Theatre, Melvern, Kans.

**The Mailman**, Ralph Lewis and Johnny Walker—A real honest to goodness special, lots of thrills.—H. L. Alley, Happy Hour Theatre, Melvern, Kans.

**Galloping Gallagher**, Fred Thomson—An unusually good western.—H. L. Alley, Happy Hour Theatre, Melvern, Kans.

**Girl of the Limberlost**, All Star—A popular novel which proved profitable and real entertainment.—H. L. Alley, Happy Hour Theatre, Melvern, Kans.

**Only A Shop Girl**, Special Cast—A real entertaining picture.—H. L. Alley, Happy Hour Theatre, Melvern, Kans.

**Lullaby**, Jane Novak—An exceptional picture with lots of heart interest.—H. L. Alley, Happy Hour Theatre, Melvern, Kans.

**Silent Stranger**, Fred Thomson—Thompson and Silver King are real winners.—H. E. Schlichter, Licett, Madison, Kans.

**Dangerous Coward**, Fred Thomson—Real 100 per cent entertainment with a real star and a talented horse.—H. E. Schlichter, Licett, Madison, Kans.

**Mask of Lopez**, Fred Thomson—A real buy for the showman who uses West-ris.—H. E. Schlichter, Licett, Madison, Kans.

**Galloping Gallagher**, Fred Thomson—Cannot say too much for Thompson and Silver King. Real wonderful pictures.—H. E. Schlichter, Licett Theatre, Madison, Kans.

**Girl of the Limberlost**, All Star—A real box office hit which had real entertainment.—C. L. Vance, Liberty Theatre, LaCygne, Kans.

**Let's Go**, Richard Talmaade—An exceptional action drama, plenty of thrills. It proved a good entertainment.—C. L. Vance, Liberty Theatre, LaCygne, Kans.

### FIRST NATIONAL

**A Self-Made Failure**, Ben Alexander—Extra good comedy with lots of good laughs.—D. C. Kennedy, Electric, Glasgow, Mo.

**Daddy**, Jackie Coogan. Good picture. Jackie Coogan is sure good. Should have had larger houses on such a picture as it seemed to please all who saw it. Print and accessories good.—A. A. Murphy, Gem Theatre, Grant City, Mo.

**Huntsman**, Colleen Moore. A dandy show. Print very good.—Shores Theatre, Clark, Mo.

**Jealous Husbands**, Earle Williams—All liked this one. Did good on it. Print and accessories good.—P. R. Grundy, West Theatre, Wichita, Kans.

**Those Who Dance**, Special Cast. It's a good picture. Splendidly cast and produced. Business only fair.—Raymond Gear, Mayflower, Florence, Kans.

**Boy O' Mine**, Ben Alexander. Very good. Print and accessories good.—Wies Clark, Garden Theatre, Marion, Kans.

**Circus Days**, Jackie Coogan. Good picture. Pleased the people.—Opera House, Delhous, Kans.

**River's End**, Rin-Tin-Tin. Picture good only a little slack in places. Accessories good.—E. H. Entelmann, Star Theatre, Gale Camp, Mo.

**Hottentot**, Douglas MacLean—Picture highly complimented.—B. M. Palmer, Jr., White City, Jewell, Kans.

**My Boy**, Jackie Coogan—Film was good and well enjoyed by the small crowd that we could accommodate.—M. B. Myer, High School, Cullison, Kans.

### METRO-GOLDWYN

**The Half Dollar Bill**, Anna Q. Nilsson—Pleased the house. Film good.—H. L. Karr, Gem, Monet, Mo.

### PATHE

**Hot Water**, Harold Lloyd—It's a knock-out as all Lloyd's are and pleased 100 per cent. Turn away business each night.—Sam Minnich, Electric Theatre, Chillicothe, and Cater, Marceline, Mo.

**The Fortieth Door**, Serial—This is the best serial we have ever run. It has pleased everyone and held up to the last.—Star Theatre, Ottawa, Kans.

### PARAMOUNT

**Pied Piper Malone**, Thomas Meighan—Tom has a good following here. Picture good. Sunday, yes.—D. C. Kennedy, Electric, Glasgow, Mo.

**Story Without A Name**, Moreno and Ayla—This is an acromial melodrama that pleased all.—H. E. Schlichter, Liggett Theatre, Madison, Kans.

**If You Believe It It's So**, Thomas Meighan—Print in such poor condition that the picture did not please.—O. T. Kapplmann, White City, Kans., H. S.

**Top of New York**, May McAvoy—Print very poor, causing an otherwise good picture to be unsatisfactory.—O. T. Kapplmann, White City, Kans., H. S.

**Homeward Bound**, Thomas Meighan—Print not so good. But a Meighan always gets by here.—E. H. Intelhmann, Star, Gale Camp, Mo.

### UNIVERSAL

**Hunchback of Notre Dame**, Lon Chaney—This one is 100 per cent. More business than the house would hold. Film good.—H. L. Karr, Gem, Monet, Mo.

### VITAGRAPH

**Flower of the North**, H. B. Walthall, Pauline Starke—This is a good picture and our patrons liked it fine. Classed as

a special, but I wouldn't call it that. Just the class of picture they all like. You won't make a mistake by booking it. The film in fine shape from St. Louis branch.—Hagedorn Bros., Dew Drop Theatre, Rhineland, Mo.

**The Midnight Alarm**, Special Cast—This is a fine picture and pleased all who saw it. Acting splendid; you won't go wrong on this one. We bought it reasonably too. Vitagraph will meet you half way. Film in good shape from St. Louis branch.—Hagedorn Bros., Dew Drop Theatre, Rhineland, Mo.

**Code of the Wilderness**, John Bowers and Alice Calhoun—Vitagraph has made another "Pioneer Trails" in this one. One of the best ever shown here. Great picture is all I can say. Drew more business than any picture in six months. They just came from everywhere. Many pleasing comments from patrons. Vitagraph pictures are always good. I have played every one they have made in two years and never had a "lemon" yet. The Vitagraph bunch are honorable in their dealings.—J. M. Bailey, Bailey Theatre, Waverly, Kans.

**Secret of the Hills**—A good picture. Could stand more inspection.—C. H. Stevens, Amusa, Archie, Mo.

**The Courage of Marge O'Doone**—This picture is old, many having seen it some years ago. The scenes are mostly of a depressing character, the action rather lame, and while the ending is satisfactory enough, one wonders why it was necessary to ramble so much to reach an end that is commonplace and of no particular significance. We had a very good attentive audience, but would prefer pictures that deal less with the morbid side of life.—Thos. Daniel, Home Theatre, Rockville, Mo.

**Babes and Boobs**, Comedy—This one went over well. Condition of film good.—Thos. Daniel, Home Theatre, Rockville, Mo.

**Behold This Woman**, Irene Rich—This is a dandy good picture, although it did not draw very good for me. However, that was not the fault of the picture. Acting fine, condition of film good.—A. R. Plummer, Legion Theatre, Sedgwick, Kans.

### WARNER BROS.

**This Woman**, Irene Rich—Very nice picture and good as usual from this company. Drew good business.—Sam Minnich, Cater, Marceline, and Electric, Chillicothe, Mo.

Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL.

19th & Wendell, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....  
Star ..... Producer.....

Remarks .....

Title .....  
Star ..... Producer.....

Remarks .....

City .....

Every Exhibitor Does His Duty There Will be No Mediocre Pictures

Theatre .....

Exhibitor .....



## The ST. LOUIS FILM MARKET

### RAPP & RAPP, ARCHITECTS, MAKING PLANS FOR SKOURAS

Large Office Structure to Top New Ambassador Theatre.

The architectural firm of Rapp & Rapp, Chicago, are busy at work on the plans for Skouras Brothers new \$4,000,000 Ambassador Theatre to be erected at Seventh and Locust streets, St. Louis, and it is possible that the preliminary plans will be completed within the next few weeks.

Because of the high value of the land it has been decided to erect a large office building in conjunction with the new amusement palace. It is possible that this structure will go upwards to twenty stories or more, but that detail has not been definitely determined.

In St. Louis financial circles the deal for the new theatre site is looked upon as one of the biggest ever pulled off in the Mound City. It is rumored, and there seems to be substantial basis for the report, that Skouras Brothers have had an opportunity to reap a cool profit of \$500,000 on the deal by surrendering the location to a big Chicago financial concern that had been dickering for the corner. They planned to erect a 25-story office or hotel structure on the ground.

It is said that Skouras Brothers paid \$1,200,000 for the ground and present im-

provements and that a few days later when the Chicago interest found out that the site had changed hands, they offered the new owners \$1,700,000, agreeing to pay the \$500,000 profit on each piece separately. However, this offer was declined. Skouras Brothers feeling that the speculation was worth that much to the Chicago interests it most certainly would not be worth a penny less to them. The site is in the heart of the downtown shopping district and it is certain that it will enhance in value as the years roll by.

### Initiate Loew's Night Owls.

The first grand initiation ceremony for Loew's Nite Owls was staged at the Loew's State Theatre, Eighth Street and Washington avenue on the night of December 3. Elaborate ceremonies will be staged for the initiation of members of the Nite Owls. A number of positions in St. Louisians and out-of-towners are now on hand for the exercises. The Sam Dodger will be in charge of the rites. He is the regular announcer for the Nite Owls who broadcast their music every Wednesday night from Station WOL, St. Louis. Nite Owls are scattered throughout the United States. They pay their weekly dues by writing or visiting Station WOL (Stax, Baer & Fuller) and participating in the program broadcast by the orchestra and Tom Terry, the champion of the Air.

### EXHIBITORS ARE URGED TO TIE-UP HISTORICAL DATES

With a view to making the exhibitor program of the market the best possible one, the Pathe exhibitor representatives have been urged to illustrate their exhibits with the "Chronicles of History" series according to historical dates. The following St. Louis Pathe exhibitors have responded:

It has been found that there is not a month in the year not covered by some historical event that has been filmed into a picture. The exhibitor increases the box office of his picture attraction by making such a tie-up with history. As an example, the exhibitor might exhibit "Alexander the Great," "The Pharaohs" and "Dixie" during the month of January, "The Story of the American People" during the month of that name, "Graham cited" during the month of February, the exhibitor should make it so that special time-keeping can be arranged on this way to make the tie-up through the various months of the seasons, he said.

"The Story of the Pharaohs" and "The Story of the Pharaohs" will be an excellent tie-up with the "The Story of the Pharaohs" and "The Story of the Pharaohs."

Reserve Your Play Dates Now for the Greatest of all  
Patheserials.

## "GALLOPING HOOFS"

Directed by George B. Seitz

FEATURING

JOHNNY WALKER, ALLENE RAY, EARNEY SWERC

A story of the Race Tracks with more thrills than "Old Kentucky"

Book It Now

PATHE EXCHANGE, Inc.

HARRY GRAHAM, Branch Manager

3316-18 OLIVE STREET

ST. LOUIS, MO.

## "RIDERS OF THE PLAINS" PORTRAYS MISSOURI EVENTS

Tom Leonard, manager of the Progress Distributing Corporation, announces the distribution rights for his company of "Riders of the Plains," a chapter play around which are woven several events of Missouri history. For that reason, Mr. Leonard believes the picture will be well received by Missouri audiences.

This, a dramatic semi-historical portrayal of one of the most thrilling episodes in the annals of American progress, is an Arrow-Ben Wilson production, starring Jack Perrin, Marilyn Mills and two remarkably trained horses, "Star" and "Beverly."

The story is that of the contest between the Pony Express and the Overland Stage over the carrying of the United States Mail from St. Joseph, Mo., the end of the telegraph and railroad lines at that time, to San Francisco. The Pony Express riders took their lives in their hands, and riding at top speed through the wilderness, faced dangers from Indians, wild animals, frost, snow, flood and many other perils.

Edward Sedgwick, one of Universal's best "western" directors, has started work on Jack Hoxie's next picture, tentatively called "Find the Man."

R. William Neill has finished shooting "The Desert Fiddler," Charles Ray's second Thomas H. Ince feature for Pathe release, and the picture is now being cut and titled for early distribution.

## BRIGHT BITS & NEWSY NOTES

### C. D. Hill Back at Desk.

C. D. Hill, manager of the St. Louis exchange of the Producers Distributing Corporation was confined to his home a few days by an attack of what was believed for a time to be appendicitis. For a while it was feared he might have to undergo an operation. Several weeks ago while making the key cities of Southern Illinois he suffered an attack of ptomaine poisoning. The attending physicians have decided that his latest attack was the reaction from the former poisoning. He is back on the job and going bigger than ever.

T. J. Connors, assistant general sales manager for Metro-Goldwyn was a visitor of the past week.

### \$6,000 Prize to M-G-M.

The local Metro-Goldwyn office landed second place in the national sales contest. Better luck next time Charley. But 6,000 snackers more or less prize money is not bad at that.

Mayor Henry W. Kiel of St. Louis has just signed an ordinance which requires that in all new theatres and motion picture show buildings the boiler room must be located in a strictly fire-proof room with no openings into the building proper. The walls of the boiler room must be of 12-inch masonry on all sides and the ceiling of 12-inch slab construction.

P. K. Johnson, Fox manager at Dallas, Tex., passed through St. Louis on his way to the big New York pow wow.

George Slocum, formerly with the Mack Sennett studios in Los Angeles has joined the Liberty Music Hall stock company and will be in the comedian role. His initial bow will be in the Liberty Follies.

Out-of-town exhibitors seen along Picture Row during the week included: Tom Reed, Duquoin, Ill.; W. Belt, Gen Theatre, Herrick, Ill.; R. E. Hedley, Terry's Theatre, Campbell, Mo.; Frank Leitz, Masontahl, Ill.; Charles Le Pee, Lyric, Sullivan, Mo.

Pathe announces this week that in the near future it will release via the Pathe Review a complete motion picture record of the famous Roy Chapman Andrews expedition into Mongolia, which was responsible for the discovery of the first Dinosaur eggs, according to Harry Graham, St. Louis manager.

George E. McKean, manager for Fox, has gone to New York to attend a sales conference. While East he will tender an invitation to some film stars and star-ettes to attend the local ball on the evening of December 12. He is chairman of the entertainment committee in charge of the affair.

## "RIDERS OF THE PLAINS"

Starring

**JACK PERRIN  
MARILYN MILLS**

and the Wonder Horses "Star" and "Beverly"

*Unquestionably the greatest chapterplay of the year*

**15 WILDLY EXCITING CHAPTERS  
WITH CYCLONIC WIND-UPS.**

The wonderfully dramatic unfolding of the dynamic struggle for supremacy between the

**PONY EXPRESS RIDERS AND  
THE OVERLAND STAGES.**

**Progress Pictures Corp.**

(Specializing in Western Productions)

TOM LEONARD, Manager

3405 Olive Street

ST. LOUIS, MO.

## CONSISTENCY

Is a Jewel of the Rarest Kind—Everyone Strives for it, but very few ATTAIN THAT QUALITY



The  
Greater  
Twenty

Classics  
of the  
Screen

"CLASSICS OF THE SCREEN  
Have been Consistently Good since their inception—Today that sterling Quality is more pronounced than ever in

"THE GREATER TWENTY"

**ST. LOUIS FILM EXCHANGE**

HARRY HYNES, Manager

3334 Olive Street

ST. LOUIS, MO.



## ST. LOUIS M. P. T. O. BALL TO BE HELD DECEMBER 12

Labor preparatory to the coming month of the first annual ball under the aegis of the Motion Picture Operators of St. Louis and the St. Louis Motion Picture Club, will be held at Arcadia Dance Hall, West End place and Olive street on the evening of December 12.

The general admission price will be \$1 for men and 75 cents for ladies. Many surprises are promised for those who attend but the details are being withheld so that there will be no fifteen minute slip up on the plans.

A distinct feature of the affair will be a prize beauty contest. During the day of the ball the various theatres throughout the city will hold individual beauty contests and the winners of the neighborhood competitions will then be entered in the grand finale. It is possible that a trip to Hollywood will be the prize given to the big winner, but this has not been decided upon.

C. D. Hill, president of the St. Louis Film Board of Trade and Roy Mogler of the exhibitors organization have named the following joint committees to handle the big ball.

Executive committee: George N. McKean, C. D. Hill, Miss Belle Friedland, Fred Wehrenberg, L. C. Hill and Joe Mogler.

Advertising and publicity: G. E. Howe, Eddie Amerson, C. D. Hill, L. C. Hill and Herbert J. Krause.

Entertainment and arrangements committee: Harry Weiss, Harry Graman, Tom Leonard, Joe Blythe, Charles Goldman, W. O. Reeves, Fred Hoefler and Spuros Skouras.

Other committees will be named later.

## HE EXPLOITED A 'DOG-GONE' GOOD STUNT

In conjunction with the showing of "The Silent Accuser" in which Peter the Great, German police dog is featured, W. G. Bisshen, director of publicity for Loew's State stage, is giving a dog-gone show. Prizes of \$25, \$15 and \$10 were offered for the most intelligent dogs in St. Louis and many entrants were received. While on display in special pens near the theatre the dogs were a lot of trained attendants and thousands took in the show.

## He's a "Pedal" Artist.

George William Lavender, a Canadian Rembrandt of the road, is peddling himself from New York City to Los Angeles, Calif., to do art work for movie stars, passed through St. Louis the past week. He stopped at the Universal exchanges, 320 Olive street, and made sketches of Lon Chaney and other "big" stars and starlets. Lavender made the 1900 miles from New York to St. Louis in sixteen days. He expects to cross the Rockies and be in Universal City by Christmas Day.

## Entertain St. Louis Architects.

At the regular meeting of the St. Louis Architectural Club held the evening of Sunday, November 22, a special motion picture program was put on for the members. It included a Piche tragedy, "The Three Cities of France," "Daniel Boone" one of the Yale University Press historical series, and Grandstand Rice's "Spotlights, "Nash and His Ark," a comedy, completed the program.

## "U" BUYS "THE TEASER" FOR LAURA LA PLANTE

A trading exchange of the above-mentioned operation between the United Artists Corporation and the vast army of readers of Carl Laemmle's advertising in the Sunday Evening Post, has just come to light with the announcement that Universal has bought "The Teaser," a Broadway stage success, as the result of a suggestion by one of the readers, according to Eddie Amerson, St. Louis Universal manager. The man who made the suggestion is J. A. Shaw, of the Washington, D. C. School of Identification.

Shaw received a handsome check from Laemmle for his suggestion. The Washington man, who is a Laura La Plante fan, convinced the Universal chief that the title "The Teaser" would be an excellent one for a LaPlante picture. "The Teaser" is a very successful Broadway farce by Martha Stanley and Adelaide Matthews, joint authors of "Nightie Night" and other comedies. It was produced by William A. Brady at the Playhouse Theatre, New York City, three years ago with Faire Binney in the title role.

"The Teaser" will be a strictly Laura LaPlante picture. It will follow her first Jewel starring vehicle, "Dangerous Innocence," now being adapted from the novel "Ann's An Idiot" by Pamela Wynne. Much of this picture has just been filmed in Hawaii, under the direction of William Seiter.

## F. B. O. TAKES OVER 52 SELZNICK SHORT SUBJECTS

New York, Nov. 20.—Harry M. Berman, Sales Manager of Film Booking Offices, has consummated a deal with Standard Cinema Corporation whereby F. B. O. will distribute 52 short subjects, in the United States and Canada, made by the Standard Cinema Corporation, embracing four series of short subjects. These comedies were originally intended for Selznick distribution.

Included in these fifty-two short subjects, are twelve 2-reel Jimmy Aubrey Star Comedies, starring the well known comedian Jimmy Aubrey.

The second series are twelve 2-reel Stan Laurel comedies, featuring Pathe's former leading star comedian, Stan Laurel.

E. V. Darling's reel "Screen Anagnors" are included among the series of four. These will be released in a month, and are an intimate record of leading actors in the world of entertainment, taken at their informal of "off-stage" moments.

The fourth set of shorts are a cartoon series known as the Dinky Doodle Cartoons. These come from the Bray Studios, which were responsible for the Colonel Heeza Liar cartoons. The Dinky Doodle Cartoons will be released at monthly intervals.

Miss Thelma Shirley, a member of Universal St. Louis Exchange's accounting department underwent a major operation at the Deaconess Hospital, from which she is now recovering. In the meantime Miss Frances Mangel is pinching her for her.

James Kirkwood has quit the films to go with David Belasco as masculine lead in "Ladies of the Night" in New York. Lila Lee and their infant son went with him.

## NATIONAL COMMITTEE BOOSTS CHILDREN'S MATINEE FILMS

New York, Nov. 10.—The Committee on Public Relations, which works in cooperation with the Motion Picture Producers and Distributors of America, the film organization—is about to take a definite step towards supplying the increasing demand for children's matinee programs which has been coming from all parts of the country.

After many months of study and the examination of thousands of long and short subjects, about 100 complete programs suitable for children have been selected and within a short time will be available for showing in all the key cities.

At the last meeting of the Committee, a sample children's matinee program was screened and met the approval of the Committee members who were present and who have an especial interest in the plan of having matinee picture showings exclusively for the very young folks.

This program consisted of "Seven Swans" (a 3-reel Paramount subject); a 2-reel comedy, "The Balloonist" (a First National-Buster Keaton subject), and a Fox-Frederick "A Dutch Treat."

That is a typical example of the sort of program which will be given at the children's matinees, the first of which will be held shortly in Atlanta, Ga. It is proposed to have one feature subject, one comedy and a one-reel filler in each program.

Another sample program includes 5 reels—"Where the North Begins" (Warner Bros.); 2 reels of "Snooky's Treasure Hunt" (Educational), and one reel of "The Spifler" (Educational).

Still another one includes the famous Chaplin-Coogan classic "The Kid," accompanied by "Frogland" (a Fox-reeler), and the single reel Educational subject "The Bee."

The admission price for the children, it is stipulated in the contracts, must not be above 10c. Attractive rental prices have been arranged for these programs, so that the exhibitor need fully clear the expenses incurred by this good work and perhaps in a majority of cases he will make a reasonable profit as well as aid in winning thousands of good friends and future patrons for the industry.

## Operators Give Mask Ball.

The 18th annual mask ball of the St. Louis Motion Picture Operators Union was given at Arcadia Dance Hall on the evening of November 19. Motion pictures were taken of the dancers and will be shown at the local theatres. Prizes for the best costumes were won by Miss Lazel Frev, who won the first prize, a diamond ring while second honors went to Miss Celesta Busch.

## New St. Louis Ready June 1?

Work on the new St. Louis Theatre Grand boulevard at Morgan street, is progressing very nicely and the present indications are that it will be ready for the grand opening scheduled for June 1, 1925. The theatre will cost \$2,000,000. It is among the largest west of New York City and will have accommodations for 4200 persons. It will be operated by the Metropolitan Theatre Corporation headed by David Sommers and Sam Koplar.

Hoat Gibson's next production, "Taming the West" by B. M. Bowers, will be directed by Arthur Rosson.



Scene from the First National Picture, "Christine of the Hungry Heart."

## Some 'Stills' and Otherwise From the Hollywood Lots.



Ben has a new hobby 'Aesthetic Dancing,' and proves you can teach an old dog new tricks—under proper enthusiasm.



Buddy Roosevelt, Western Star, comes 'Smiling Thru' in a group of new features for release in the St. Louis territory by Progress Pictures Corp.



"California, here we stay" sing the Mack Sennett girls, turning their backs on the wintry East and our icy bathtubs.



Scenes from the "House of Youth" starring Jacqueline Logan. Distributed by Producers Distributing Corporation.

# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

114 West 10th St. 340 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

## WESTERN VAUDEVILLE MANAGERS ASS'N

Affiliated with the ORPHEUM and KEITH CIRCUITS  
Offices

201 Mainstreet Theatre Building  
KANSAS CITY, MO.

Representative  
JOLLY JONES, JR.

Phone Grand 1860  
VOD-VIL FURNISHED FOR THEATRES.



Archie Josephson, President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish to pay more --and risky to pay less.

Absolutely Fireproof

\$1.50 up with Bath  
200 ROOMS  
\$1.75 and up with Bath

## THE BENNETT FILM RENOVATOR

"CLEANS WHERE OTHERS FAIL"

Maximum Results at Minimum Cost  
For Full Particulars write

GEORGE BENNETT

Route 2 Argentine, Kans.

## EVERYTHING FOR THE THEATRE BUT THE FILM

CARBONS  
MINUSA SCREENS  
COMPENSATORS  
RHEOSTATS  
OPERA CHAIRS  
MAZDA LAMP EQUIPMENT  
MOTIOGRAPH PROJECTORS

CHAS. M. STEBBINS

Picture Supply Co.

1822 Wyandotte St. Kansas City, Mo.

## CRITICS "NEVER SAY DIE" IN BOOSTING MACLEAN FILM

Following two important first run showings of Douglas MacLean's "Never Say Die" the critics continued to shower this young comedian's work with praise, D. L. Martin, Associated Exhibitors, Kansas City manager, declares.

At Atlanta, the production played its first engagement at the Metropolitan Theatre.

"Douglas MacLean whose business is to make folks laugh has scored another screen triumph. Doug is better than ever," Says the Atlanta Georgian.

"Rich, rare and racy, with laughs enough to tickle the palate of the most confirmed grouch, 'Never Say Die' Douglas MacLean's latest and funniest starring vehicle, sent large crowds into hysterical gales of merriment that didn't subside until after the final fadeout."—Atlanta Constitution.

## "PARISIAN NIGHTS" INTO PRODUCTION FOR F. B. O.

"Parisian Nights" went into production for F. B. O. November 17, according to announcement made by Lou Baum, president of Gothic Pictures, R. E. Churchill, Kansas City manager, announces. This will be a Gothic Special, and Al Santell has already been signed to direct the production.

Mr. Baum is engaged in selecting a cast, which will be announced as soon as he has definitely signed up several prominent players with whom he is negotiating. The story of "Parisian Nights" is a crook drama with most of the action set in Paris, and is from the pen of Emil Forst.

C. W. Patton, the Patheserial producer, starts work this week at his Coast studios on a new serial featuring Mahlon Hamilton and Vivian Rich.

## CURRENT RELEASES

### PATHE

The White Sheep, Glenn Tryon (7).  
The End of the Quest, Ten Scars Make a Man Serial, No. 10 (2).

Off His Trolley, Ralph Graves (1).  
Nate's Rouge, Rice Spotlight (1).  
Pathe Review, No. 50 (1).  
Noble's Athletic Club, Astop (1).  
Mysterious Mystery, Our Gang (2).  
Topics, No. 50 (1).  
Pathe News, Nos. 102-103.

### PARAMOUNT

The City That Never Sleeps, Louise Dresser and Ricardo Cortez.  
The Garden of Words, Betty Compson.

### UNIVERSAL

The Gaiety Girl, Mary Philbin (7).  
Kluge at Last, Arthur Lake (1).  
The Race for a Fortune, Riddle Riders No. 5.  
International News, Nos. 1 and 2.  
Broadway Beaters, Century Follies Girls (2).  
Straight Shooting, Harry Carey (2).

### A. H. BLANK

Broken Hearts of Broadway, Special Cast (6).  
VITAGRAPH

Matts and Motors, Simon Comedy (1).  
Watch Your Pep, Cameo Comedy (1).  
The Artist's Model, Earl Hurd (1).  
Easy Pickin's, Christie Comedy (2).

### FOX

The Roughneck, Gro. O'Brien, Dorothy Mackall (2).  
Trembles of a Bride, all star (2).  
Up on the Farm, Imperial Comedy (1).  
The Common Clay, Educational (1).  
The Man Hunter, Wm. Farnum (15).  
The Burglar, Van Bibber Series (2).

### Fraud Promoters Arrested.

The figurative mousetrap was opened through carelessness and the "mice" sprung out, only to be driven right into another trap in Iola, Kans. last week. Two men, alleged to have sold hundreds of exhibitors and merchants out of hundreds of dollars on a fraudulent theatre program advertising scheme, had been arrested and were in jail at Iola. Through a misunderstanding of the date of the preliminary hearing, not a witness appeared on the day the case was set and the men were released for want of prosecution. But there were other warrants—many of

them—awaiting the defendants, who were re-arrested and taken to Paola, Kans., where they are being held for trial. Prosecution will be pushed by Kansas exhibitors.

### Business Up 20 Per Cent.

If there is to be any "slip-up" in Kansas City's much heralded boom, it has not yet arrived. Due to a record wheat crop in Kansas this fall, Kansas City theatre owners looked up with expectancy. And they were not disappointed. A check-up last week of downtown houses and several of the larger suburban theatres revealed that the first three weeks of November averaged 20 per cent more business than the same period last year.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### PICTURE SHOW WANTED.

20 acres land improved, 2 miles south of Hamilton and 20 acres 2 1/2 miles south of town. Don't discuss unless you are in business. Box 148, Hamilton, Mo. 12-13

### WANT MOVIES.

Can deliver business, need all price theatres. Write full particulars to W. J. Miller (Exclusive Theatre Booking) 221 Seventeenth Bldg., Des Moines, Iowa. 12

### FOR SALE

50 pairs of the above used condition. A large lot taken over by Edmund Opera House, Edmund, Kans. 12-27

### LIGHTING SYSTEM FOR SALE

Does not include any of the above. No. 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

### WANTED

One who can do the above. Must be in A-1 condition. Can see type setting. Give condition, size and price in letter. Trix Theatre, P. O. Morris, Clinton, Kans. 12-13

THE PHOTOPLAY COMBINATION  
OF UNPARALLELED EXCELLENCE

## *A Perfect Story —*

By Edith Wharton, Leading American  
Novelist, — Awarded the Pulitzer Prize

## *A Perfect Cast —*

Embracing Screen Artists With Scores  
of Past Successes to Their Credit

# LIBERTY THEATRE

STARTING  
DEC. 7

# "The Age of Innocence"

with

BEVERLY BAYNE  
ELLIOTT DEXTER  
WILLARD LOUIS  
EDITH ROBERTS

Directed by  
WESLEY RUGGLES

One Mis-mating  
Through the Wiles  
of an Ambitious,  
Designing Mother  
— and scores  
Were Made  
Unhappy



WARNER BROS.  
Classics of the Screen

# FILM CLASSICS

OF KANSAS CITY, INC.

AL KAHN, General Manager 115 WEST 17TH STREET  
M. A. KAHN, Manager KANSAS CITY, MO.

*The***Reel**  
Journal**The Film Trade Paper of the Southwest****Do You Know?**

This office spent over \$1,000 and placed in the last 25 issues of the PATHE NEWS 15 local events of much interest to every exhibitor in the territory.

**Pathé News**  
Sees All-Knows All

**Think It Over!**

Then ask yourself WHY you are not playing both issues of the PATHE NEWS.

**Pathe Exchange, Inc.** 111 W. 17th Street  
Kansas City, Mo.  
C. C. Vaughan, Branch Mgr.

# FAST AND FURIOUS ACTION

the kind of stuff that movie fans eat alive



# "Laughing at Danger"

starring

# Richard Talmadge

Directed by  
James W. Horne

Distributed by Renown Pictures,  
Inc., in Chicago, Buffalo, Albany

RED HOT ACCESSORIES AND ADVERTISING MATERIAL

Presented by Carlos Productions—A Richard Talmadge Production  
Story and Continuity by Frank Howard Clark

FILM BOOKING OFFICES

Snowier Bldg., Kansas City, Mo.

3312 Olive Street, St. Louis, Mo.

127 S. Hudson, Oklahoma City, Okla.

106 S. Cross Street, Little Rock, Ark.

# GETTING BUSINESS

Is Just a Matter of

ADVERTISING

PROPERLY

**For That Reason--**

*The Best Results Can Only Be Obtained  
From the Best Advertising*

**And That's Why--**

We have created this exceptional proposition for live wire exhibitors who want to increase business the greatest amount possible at the very lowest possible expense.

## THE STAR ART POST CARD PROGRAM

An attractive looking three-color effect postcard with a change of star photographs for your use every week.

Movie fans are always seeking screen star's photographs and none offered them previously can compare with these for striking beauty.

The reverse side is left blank for the printing of your program.

## THE 4-PAGE MINIATURE MAGAZINE PROGRAM

A little leaflet containing the latest current movie gossip, illustrated and neatly gotten up. The star photograph is changed each week and so are the contents.

Exhibitors who have used "Screen Topics" in the past have found this little magazine to be very popular with their patrons. Every theatre-goer likes picture news and "Screen Topics" gives it in briefly told, neat, dressy and interesting style.

The back page is left blank for the printing of your program.

Date.....1924  
THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.  
Gentlemen:—Please enter our order for

(Quantity)..... of your  
STAR ART POSTCARDS to be shipped  
us weekly C. O. D., plus parcel postage.

Name .....,  
Theatre .....,  
Town ..... State.....

## THE REEL JOURNAL

—o—  
Mainstreet Theatre  
Building  
KANSAS CITY,  
MISSOURI

Date..... 1924  
THE REEL JOURNAL,  
Mainstreet Theatre Bldg.,  
Kansas City, Mo.  
Gentlemen:—Please enter our order for

(Quantity)..... of your  
SCREEN TOPICS to be shipped to us  
weekly C. O. D., plus parcel postage.

Name .....,  
Theatre .....,  
Town ..... State.....



Published Every Saturday by  
**REEL JOURNAL PUBLISHING CO.**  
 Mainstage Theatre Bldg.  
 KANSAS CITY, MO.

**BEN SHLYEN**  
 Publisher and Editor

St. Louis Correspondent  
**DAVID F. BAURETT**  
 3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.  
 Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## Selling the Picture

A man, prominent in the industry, remarked to us the other day, "As a rule, the production end of the business is head and shoulders ahead of the selling tip of the product."

"Producers will spend millions in making a picture as nearly perfect as is humanly possible, thousands for box office stars, but when an advertising man lays out a campaign to sell the picture to the public to cost \$100,000, that's another story, and the ambitious advertising man is literally led to the door by the nape of his neck."

We are glad to note, however, that the pendulum is swinging in the other direction, to a certain extent. There is undoubtedly a tremendous interest coming from the exhibitor in seeking knowledge of exploitation stunts and publicity schemes. The live showman is beginning to realize that it's up to him to "sell the picture to the public."

It was with the sincere wish to be of service to the exhibitor in this respect that the Exploitation department in the Reel Journal was started. As its editor, Bob Gary, Universal exploiter, one of the ablest publicists in this section, has conferred what we feel is a department with some real, meaty advertising suggestions. The exploitation schemes published in this section have withstood the acid test of having been successfully used, not by the product of the theory.

It's gratifying to learn that many showmen in our territory have employed the suggestions previously published with general success. Of late, comes word of how H. L. Karr, manager of the Gem Theatre, Monticello, "cashed in" on a stunt suggested in this department by Mr. Gary. Karr has obtained the birthday dates of nearly everyone of prominence in his city, which he keeps on file. A few days prior to the date of the various birthdays, Karr mails the recipient a little card, congratulating them upon the turn of the mid-note, and enclosing two passes to his theatre "just as a simple birthday remembrance." To say that the Gem Theatre is the recipient of a wealth of favorable word of mouth advertising is putting it mildly. The complete account of Karr's sincere achievement is printed in the Exploitation department of this issue. And this is a sure-fire way to obtain good will mainly because it's human, and appreciative and sincere.

The Reel Journal, and the editor of its Exploitation Department, welcome ac-

counts of all exploitation stunts practiced by every exhibitor in this territory. If they've proved winners for you, perhaps they will be of value to your brother exhibitor. Let's have a rousing pot-pourri of likely ideas. Send 'em along, we're waiting to turn them over to our printer.

## MUSIC SUITS POSTPONED UNTIL JANUARY TERM

Joint Agreement Aids Cause of Compromise—Belief.

Further proof that both exhibitors and music tax representatives are earnestly working for a fair and just compromise came this week when six cases against exhibitors were postponed in the district federal court at Kansas City, Kans., by agreement, pending the conference between M. P. T. O. Kansas and Missouri officials and music tax attorneys.

The cases, which were to have been heard before Judge John Pollock, included suits against R. G. Liegett, Gauntier Theatre, Kansas City, Kans.; former president of the M. P. T. O. Kansas; G. L. Hooper, Orpheum Theatre, Topeka, Kans.; G. F. Wallace, Orpheum Theatre, Leavenworth, Kans.; Robert S. Warwick and Blaine Cook.

The cases were continued until the January term of court. Another conference, in effort to reach a fair and equitable basis of arbitration, will be held in Kansas City between M. P. T. O. K. and M. officials, probably within a few days.

## VITAGRAPH TO FINISH WIRE 100% IN J. B. ROCK DRIVE

Vitagraph salesmen from the Kansas City branch put the old sales machine in high and went over their quota in the November John B. Rock Drive, closing last Saturday, according to C. A. Schultz, manager.

This is the second time this year that the local office has finished 100 per cent in a regional sales campaign, Schultz said. The month just closed proved to be the biggest in receipts in the history of the Kansas City office.

The "big five" under the local Vitagraph banner is composed of Parkhurst, Allen, Brodsky, McGinnis and Thompson. Schultz said he wished to thank the exhibitors of the territory in behalf of the office and the sales force for the co-operation which aided them in the recent campaign.

## M. P. T. O. BOARD TO MEET.

The membership plan of the M. P. T. O. Kansas and Missouri probably will be definitely outlined at a meeting of the board of directors in Kansas City next Tuesday, providing the report of the organization committee is ready. The membership campaign now has been delayed longer than was anticipated at the recent Topeka, Kans., convention, but, due to illness of members of the organization committee, work has been retarded.

As a forerunner to the campaign, the following blackboard bulletin has been posted in M. P. T. O. Kansas and Missouri headquarters.

Mr. Exhibitor

You will get out of organization

just what you put into it.

"Kwicker Bellikink"

DUES ARE DUE.

## L. B. METZGER SUCCEEDS HOLLANDER AS "U" CHIEF

Former Universal Manager Is Transferred to Chicago Office.

L. B. Metzger, formerly manager of the local office of Metro-Goldwyn, was appointed manager of the Kansas City Universal exchange this week, and assumed control of the office immediately. He succeeds Harry Hollander, who has been transferred to the Chicago office.

Metzger is one of the best known film men in the territory, having been in and out of the Kansas City market for ten years. At one time he was with Universal for an unbroken term of seven years. He stated that he was "glad to get back home" and announced that the office force would remain intact.

Harry Hollander was well liked by employees and exhibitors during the few months that he was here and he carries with him a host of good wishes in his new connection. He came to the Kansas City office of Universal last spring from the Chicago Goldwyn office and previous to that time was in Milwaukee.

And surely "Harry" got a splendid send-off. Each of Universal's staff of office beauties is reported to have stepped right up and kissed their former manager goodbye—"just to leave a sweet taste in his mouth."

## FRED WALDMANN AGAIN MANAGER OF K. C. GAYETY

Fred Waldmann, former manager of the Gayety Theatre, has been reinstated in the directorial chair, according to a letter he received last week from Sam A. Scribner, general manager of the Columbia Amusement Company, New York, which operates a chain of thirty-eight theatres throughout the country.

When George Ebnore, present manager, was appointed last year, Waldmann was offered a position in Cleveland, but he declined to accept the position of treasurer of the Gayety interests here. Waldmann is widely known among theatrical circles here and has many friends along Movie Row.

Ebnore will return to New York, Waldmann said.

## "LET WOMEN ALONE." NEW TITLE FOR FRANK WOODS

The forthcoming Frank Woods production featuring Wanda Hawley and Pat O'Malley which is now under way at Peninsula Studios under the working title of "On The Shelf," will be released by Producers Distributing Corporation under the title of "Let Women Alone." "Let Women Alone" is scheduled as the first release by Producers Distributing Corporation in the new year and exhibitors will have the opportunity of tying up the title with New Year resolution exploitation.

The production is an adaptation of the story by Froh Brothers Shore that appeared in the Saturday Evening Post, Wallace Beery, Ethel Wales and J. Farrell MacDonald will be seen in support of the featured players under the direction of Paul Powell.



# \$ 30000

In connection with our extraordinary exploitation and merchandising plan on Associated Arts' big melodrama—originally titled "Hard Cash"—and now carrying the temporary working title of "ON THE STROKE OF THREE", filmed from a sensational Henry Payson Dowst story that appeared in the Saturday Evening Post.

Prizes for the best titles will be awarded as follows: First prize, \$1,000.00. Second prize, \$250.00. Third prize, \$100.00. Fourth prize, \$75.00. Next seven prizes, \$50.00 each. Next five prizes, \$20.00 each. Next seventy prizes, \$10.00 each. Next sixty prizes, \$5.00 each. Total, 151 cash prizes, \$3,000.00.

Contest starts Dec. 15, 1924. Ends June 30th, 1925. In the event of a tie, each tying contestant will receive the full amount of the prize tied for. Judges of the contest will be MOTION PICTURE NEWS, MOVING PICTURE WORLD, EXHIBITORS HERALD, ASSOCIATED ARTS, Inc., and FILM BOOKING OFFICES of America, Inc.

An entire line of special advertising material has been prepared that simplifies the whole plan, as this special matter explains the contest quickly and simply to all fans. Special 1 and 3 sheet posters, lobby cards, window cards, throwaways, heralds, slides, etc. Exhibitors not bothered with replies or the handling of any details whatsoever. All the exhibitor will have to do is his regular advertising, announcing the contest two to three weeks in advance by slides, posters, heralds, etc. In order to conform with the United States Postal laws, all matter will carry line reading: "It is not necessary to pay any money to enter this contest. Any person may compete by securing free at the box office of any theatre showing the picture, a synopsis giving an outline of the story, which will enable that person to suggest a title after reading the same." Here is a whale of a merchandising plan that will not only enable your patrons to compete for fine prizes, but which will entertain them with a masterful melodrama starring KENNETH HARLAN, MARY CARR and MADGE BELLAMY, three screen favorites, alone a guarantee of capacity for any theatre.

On every piece of Advertising Material it explicitly states as follows: "THE MANAGEMENT OF THE THEATRE HAS NOTHING AT ALL TO DO WITH THE AWARDING OF THE PRIZES. THE PRIZES WILL BE AWARDED BY FILM BOOKING OFFICES AFTER THE JUDGES HAVE SELECTED THE NAME OF THE WINNERS." Also on each piece of matter appears the following: \$3,000.00 in cash,—the Prize Money—has been deposited with the CHELSEA EXCHANGE BANK, 1600 Broadway, New York City, for payment to the winners of the contest, after the contest closes.

Get a copy of our big Press Book on "ON THE STROKE OF THREE" and look for the endless number of remarkable exploitation ideas that guarantee you capacity on this contest.

All F. B. O. salesmen are now in the field selling "ON THE STROKE OF THREE." Ask your F. B. O. salesman to give you more details of the bigness of this merchandising plan.

151 cash prizes that give your patrons just as big a chance to win as any other community in the country. With this plan your audiences get a triple value and a triple entertainment.

First, you show them a great picture; second, you give them a chance to win 151 cash prizes with a total of \$3,000.00; third, should any one of your patrons win, you give your patrons an additional thrill by presenting the prize to the winner or winners from your stage on another capacity night.

Here's a whale of a plan for packing your theatre, giving everyone an evening of the most delightful entertainment, plus this contest, with an opportunity to coin some of the 151 prizes of \$3,000.00. WATCH FOR FURTHER ANNOUNCEMENTS.

EXCHANGES EVERYWHERE

## FILM BOOKING OFFICES

Snowier Building, Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.

127 South Hudson Avenue, Oklahoma City, Okla.  
106 South Cross Street, Little Rock, Ark.

## Vitagraph Officials

Confirm Stupendous  
Production Schedule

New York, Nov. 29. J. Stuart Blackton, vice-president of Vitagraph, has just received a telegram from his partners, Albert E. Smith and John B. Rock, announcing completion of the most pretentious production program ever compiled by Vitagraph. It will be announced upon the arrival of Smith in Hollywood, after the big chief has returned from a personal inspection of the European situation.

Vitagraph will soon enter upon its twenty-eighth year and was the most prolific producer during the reign of the General Film Company. During 1924, Vitagraph's greatest year, both receipts and profits soared, and production plans for the coming year double the output just passed, it is announced.

WARNER BROS. SPEED UP  
1925 PRODUCTION PROGRAM

All of "20 Screen Classics" Ready by February 1.

So well have the released pictures in their 1924-25 program been received by exhibitors and the public, that Warner Bros. have determined to make a special effort to keep their promise made early in the season that all of the twenty Screen Classics in the current program would be finished by February 1, and ready for release early in the spring. Al Kahn of Film Classics, local distributor, announced this week.

In order to accomplish this, a complete re-arrangement of the production schedule has been necessary, and after a conference at the Hollywood studio between H. M. and J. L. Warner, the New York office announces that the entire output of the company will be completed on the date first announced, Kahn said.

The first signs of the new schedule arrangement is an announcement that "Eve's Lover," which Dorothy Farnum is adapting from the novel by W. K. Clifford, to be directed by William Beaudine, with "My Wife and I," adapted from the novel of Paul Bern by Julian Josephson to be directed by Milard Webb, and Robert Keable's "Recompense," adapted by Dorothy Farnum, and directed by Harry Beaumont, will be the next three big scripts to be put into production.

"The Lighthouse by the Sea," with Rin-Tin-Tin, "The Dark Swan" from Ernest Pascal's sensational novel, and "A Lost Lady," adapted from the best-seller of Willa Cather, have just been completed. "The Bride of Sicily" and "A Broadway Butterfly" with "Tim Lee" and "The Man Without a Conscience" are just starting.

Ernst Lubitsch is also getting ready to start his second contract picture of the current season.

## 18,337 MILES OF FILM

## RUN AT N. Y. CAPITOL

New York, Nov. 28. In compiling an inventory of the film for the Capitol Theatre, Martha Walburn took covers among other things, that 18,337 miles of film have been run out during the two years of its existence. If a further discovery that \$30,000 has been spent in supplying the theatre with film, it shows that



Why everybody says  
**UNIVERSAL PICTURES**  
are the best buy in sight

Released January 4th

## HOUSE PETERS



Starring  
**LINCOLN J. CARTERS**  
Sensationally  
thrilling  
Melodrama

The  
**TORNADO**

With an all star supporting cast

A King Baggot Production

To make the statement that House Peters would star in a greater picture than "The Torm" would be a broad assertion. However, in "The Tornado" Carl Laemmle presents a screen melodrama that gives House Peters the greatest production of his career.

"The Tornado," adapted from the famous Lincoln J. Carter melodrama, which was one of the most popular of its kind on the American stage a few years ago, is chock full of action, romance, thrills, suspense and has a fast moving plot, that will hold you spellbound until the last fade-out. The sensationally thrilling climax in which a tornado and cloudburst sweep the country, carrying away a big log boom, wrecking a railroad bridge and sending a train to destruction, probably has never been equaled before on the screen.

House Peters, the star of the production, is undoubtedly the greatest exponent of a "he-man" character on the screen. The millions who remember him in "The Storm" will flock to see him in "The Tornado." The supporting cast could not be bettered. It includes Ruth Clifford, remembered for her excellent work in "Butterfly," Kate Price, Snitz Edwards, Dick Sutherland and Jackie Morgan.

The dramatic qualities of "The Tornado" are heightened by the majestic scenic backgrounds of a location in the wilds of Idaho, which has never been recorded before on the screen.

"The Tornado" is a super-dramatic production that will bring super-record breaking crowds.

Nationally Advertised in The Saturday Evening Post.

ONE OF UNIVERSAL'S FIRST BIG 12 JEWELS FOR 1924-25

## UNIVERSAL FILM EXCHANGES, Inc.

KANSAS CITY—  
1710 Wyandotte St.,  
Harry Hollander, Branch Mgr.

ST. LOUIS—  
3320 Olive Street,  
E. L. Alpersen, Branch Mgr.

## Cinema to Release Billy Franey Comedies

Cinema Distributing Company announced last week culmination of a deal whereby that company acquires distribution rights in this territory for the entire series of two-reel Billy Franey comedies, according to G. L. Hendricks, manager.

Billy Franey, well known comedy star, executes his antics in exceptional style in the new series, and is costarred with Gene Crosby.

The first of the series, "Billy's Week End," was released this week; and thenceforth, the series are to be released at the rate of two each month, Hendricks said. The titles of the group are "Ritzing Reggie," "Hurrailing the Hula," "The Captivain' Cantinail," "Otto's Auto Ought To," and "Balloon Tired."

## Enterprise Announces Color Film Group

"Bob" Withers, manager of Enterprise Distributing Corporation, has announced the purchase from Castle Films, producers, a series of twelve scenic pictures in natural color. The series is said to abound in a wealth of scenes of pictorial splendor, selected from famed beauty-spots throughout the country.

First two of the series are titled, "Arizona's Grand Canyon," and "The Golden Girl."

"I believe this series will present a splendid program for the exhibitor who is sold on the value of short subjects," Withers said. The series is all in one reel lengths.

Bob Withers, chief of the Kansas City Enterprise Distributing Corp., was out in the territory this week signing his customary quota of contracts.

## "Defying the Law" For Independent

Independent Film Company has bought the distribution rights in this territory for "Defying the Law," the feature picture just completed by Gotham Productions, according to Joe Silverman, manager. The picture presents Lew Cody and Renee Adreene in the leading roles. Silverman said the picture would be released December 14.

## Silverman Boosts "The Painted Flapper"

"The Painted Flapper," featuring James Kirkwood and Pauline Garon, directed by John Gorman, recently released in the independent field by Chadwick Pictures Corporation as one of the Chadwick 9 Series, is meeting with enthusiastic reception by exchange men, exhibitors and public. Joe Silverman, manager of Independent Films, distributor, announces, The Chadwick product is distributed in St. Louis by Columbia Pictures Corp.

It is a highly entertaining production, lacking nothing in vivid action, dramatic qualities, and high-geared exciting incidents. Its tempo is fast and it keeps audiences in a high pitch of excitement all through its length, according to exhibitors' reports, Silverman declares.

## "Fighting Fists" To Independent

Joe Silverman, manager of the Independent Film Company, announced the acquisition this week of the series of two-reelers featuring Benny Leonard, lightweight boxing champion, for distribution in this territory.

The group of the series of six subjects is "Flying Fists," and they are said to present the champion at his best, in addition to a wealth of action—full of pugilistic poses which have meant success and victory for the light champ Diana Allen, of late of the Ziegfeld Follies, is costarred with Leonard.

The stories for the series were adaptations from the Saturday Evening Post serial written by Sam Hellman, which proved popular with sporting fans the last season.

According to Silverman, the series will be ready for release in the near future.

## Enterprise Releases Two Big Features

Two feature get on production starting Ora Carew, "Paying the Limit," and "Three Days to Live," are on the release schedule of Enterprise Distributing Corporation, local distributors, for December 16, according to Bob Withers, manager. Jay Morley appears in support of Mrs. Carew in the opposite roles.

Both are said to abound in a wealth of action and punch-creating thrills, framed in a Western setting of picturesque scenes.

The magnificent great redwoods of the California Santa Cruz mountains are used by Director Tom Gibson for a background for "Paying the Limit." From such a location is provided the thrilling fight of the villain and the hero in the back seat of an automobile as the machine plunges wildly down a mountain road.

Ora Carew started her career upon the stage as a dancer. For a few seasons she successfully toured the Orpheum Circuit and then entered that great school from which so many successful screen stars have graduated—stock. Finally she heard the call of the movies. She has appeared in many of the best known motion picture melodramas, her most recent being "Waterfront Wolves." She is at present completing work on "Getting Her Man" which will be released following "3 Days to Live."

## Frank Amos, Cinema Asst. Manager. Weds

Mr. Frank Amos, Asst. Manager, Cinema Distributing Co., was last week in the territory for the purchase of contracts from the Frank Amos of Cinema Distributing Corporation, it was all different. Amos was married to Mrs. Lucy Weaver, former manager of the Diamond Theatre, Wednesday morning. Following a short honeymoon, Mr. and Mrs. Amos will make their home here.

Man to the other "different" circumstances, Amos was confronted by a decidedly "different" appearing office when he returned Friday. There was rice, of course, and a veritable array of placards reading "How to Educate a Wife," new release; "Just Married," by Frank Amos; and "Where Do We Go From Here."

---COMING---

# 6 BILLY FRANEY COMEDIES! 6



Packed with action, punch and laugh - making antics.

Co-starring Beautiful **GENE CROSBY**

— Also —

"Souls in Bondage" with **Pat O'Malley** and "Mi'e-a-Minute Morgan" with **Matty Mattison**

**NOW BOOKING!—WIRE, WRITE OR CALL**

## Cinema Distributing Co.

G. L. Hendricks, Mgr.  
113 West 18th St. KANSAS CITY, MO.

**"The Mine With Iron Door" In First Run**

"The Mine With the Iron Door," the super-special for A. H. Blank from Harold Bell Wright's popular novel, opened three successful premieres in the Kansas City territory this week, according to M. E. "Marty" Williams, local manager.

The picture was accorded an unusually hearty reception in Kansas City by patrons of the Liberty Theatre, where near capacity crowds featured the box office reports for the entire week.

Successful showings were also reported from the Palace Theatre, Wichita, and from the Bowersock Theatre, Lawrence, Kans., Williams said.

The feature is said to present an exceptionally strong picturization of Wright's story and is replete with scenes carrying out the picturesqueness of the novelist's settings.

The second of the Wright series has been titled, the same as the book, "The Re-creation of Brian Kent."

An all star cast appears in the character roles, led by Pat O'Malley and Dorothy Mackall and supported by Creighton Hale, R. W. Frazier, Mitchell Lewis and Raymond Hatton.

**Press Critics Laud**

**Benny's "Flying Fists"**

"Flying Fists," the new 2-reel series starring Benny Leonard, lightweight boxing champ of the world, has been accorded a very favorable reception by press notices following a recent preview. The series is to be distributed in this territory by the Independent Film Company.

Excerpts of what the writers said follow:

**WORLD**—Benny Leonard, lightweight champion, has won the decision over Kid Art, in a new serial, "Flying Fists," written by Sam Hellman, whose stories of the ring have been popular in The Saturday Evening Post for the past two or three years. It is all good audience-stuff for men, women and children, and the series should be a cleanup.

**MORNING TELEGRAPH**—The three Benny Leonard two-reel subjects which were played on view before the trade last week contained genuine, human-interest stories.

C. W. Goodell of the Pastime, Ottawa, Kans.; Lawrence Brauninger, Cozy and Crystal Theatres, Topeka, and Herb Welsh, Orpheum, Atchison, Kans., were visitors on the Kansas City market the past week.



Milton Sills and Carmel Myers in "The Last Hour"

An Enterprise Release

**Standard's New Western Releases**

**SMILIN' DICK HATTON COMEDY WESTERNS**

"The Seventh Sheriff."

"In the West."

"The Trouble Trail."

"Sage Brush Gospel"

"Western Fate"

"The Whirlwind Ranger."

**BEN WILSON SERIES**

"Notch No. One."

"The Desert Hawk."

"His Majesty the Outlaw."

"Vic Dyson Pays."

"Sand Blind."

"Renegade Holmes, M. D."

"The Fugitive."

"The Man from Lone Mountain."

**YAKIMA CANUTT SERIES**

"Ridin' Mad."

"Branded A Bandit."

"Romance and Rustlers."

"A Two-Fisted Sheriff."

"Wolves of the Road."

"The Stranger."

**WESTERN STARS "CASH IN" ON THEIR NAMES**

Jack Langan, manager of Standard Films, doesn't know whether it's in the nom de plume of the stars or the punch titles of the pictures, but he does claim that the late series of Buddy Roosevelt specials and Buffalo Bill pictures are proving among the most popular with exhibitors he has released in a long time.

"Biff Bang Budy," recently released, was heralded by press critics as one of the best Western action pictures of the year.

**12th Street Buys Westerns.**

G. L. Hendricks, manager of the Cinema Distributing Co. has announced closing of the Twelfth Street Theatre, Kansas City, on all his new Western product for 1924-25, thirty in all. The product was made by Sanford.

**THE INDEPENDENT NEWS**

This issue launches a new department in The Reel Journal. With the addition of two more exchanges handling independent product, it cannot be denied that Kansas City is fast becoming one of the largest film distributing centers in the country.

There are now five companies in the Kansas City market handling states rights' pictures. Another company is said to be in prospect. Altogether, the independents alone will distribute approximately 250 pictures yearly.

In the INDEPENDENT NEWS we hope to report from week to week in a constructive way our sincere interpretation of the activities in the Independent field.

We wish to take this means of calling to the attention of our readers, to this, the latest addition to the REEL JOURNAL, with the sincere wish that it will prove interesting and beneficial to the exhibitors of this great territory.

W. D. Stepp of Pleasanton, Kans., visited friends in the Kansas City Enterprise office this week.

The  
**ENTERPRISE**  
**39!**

for  
**Sure-Fire Profits!**

|   |                                                           |   |                                           |
|---|-----------------------------------------------------------|---|-------------------------------------------|
| 8 | Straight Westerns with J. B. WARNER                       | 4 | Scenic Pictures Featuring ORA CAREW       |
| 7 | Thrill Dramas with GEO. LARKIN                            | 6 | "Stunt" Thrillers with KEN McDONALD       |
| 8 | Outdoor Features Crammed with action starring AL FERGUSON |   | "THE ABLE-MINDED LADY" with H. B. WALTHAL |

**Strong Enough for Any Program**

**ENTERPRISE DIST. CORP.**

"BOB" WITHERS, Mgr.  
115 West 18th St. KANSAS CITY, MO.

## ALL ARROW WESTERNS FOR STANDARD FILMS' RELEASE

### K. C. Exchange Announces Closing Big Deal Involving Sixty Pictures.

Standard Films have announced closing an important deal whereby that company acquires distribution rights in this territory for the entire series of Western pictures made by Arrow Film Corporation. The Arrow Corporation is one of the largest in the country producing for states' rights release.

Standard will also release for the coming season thirty-five comedies starring Billy West and Bobby Dunn, versatile comissouers of laugh-making antics. Both comedies and features will be ready for release shortly, Jack Langan, manager, has announced.

The Arrow Western features have been heralded by press critics as among the best on the production program this year. The series are starring three popular Western stars. "Smilin' Dick Hatton" is featured in six pictures, co-starring Marilyn Mills and the two "Wonder Horses."

Ben Wilson takes the lead in eight special Westerns that are said to abound in thrills and new stunt gags. This series might be classed as all star, Langan said, as the supporting cast includes Marjorie Daw, Mildred Harris, Violet LaPlante and Ruth Stonehouse.

A new Western star makes his debut in the third of the Arrow feature series. He is "Yakima Canutt," and he is said to go the limit in risking his neck in his first series of six pictures. Canutt has won the distinction of being the world's champion cowboy, having been awarded the Roosevelt cup for five years.

Harry McClure, manager of the Strand Theatre at Emporia, Kans., and Mrs. Chas. Bull of the Holland and Novelty theatres at Wichita, were in to arrange Christmas bookings the past week.



Scene from "Three O'Clock in the Morning," an Enterprise picture.

"Empty Hearts," the program feature made by Chadwick films, was released this week by Independent Film Company, distributor for Banner and Chadwick productions in this territory. An all star cast consisting of Clara Bow, John Bowers, Charlie Murray and Lillian Rich are in the leading and supporting roles. The production was directed by Al Santell.

K. L. Crittenden, home office representative of A. H. Blank Film Enterprises, visited the Kansas City office this week, and M. F. "Marty" Williams, manager.

### 300-SEAT THEATRE FOR CARTHAGE, MO.

I. P. Williams, well-known showman in the Kansas City territory, while in Kansas City this week, announced plans for building a new theatre in Carthage, Mo. Construction work is to start immediately, he said.

The new house will be known as the Delplus and will seat from 300 to 500. Williams is widely known as a showman in Southwest Missouri, having managed a house there for fifteen years.

G. L. Terry of the Capitol Theatre, Oak Grove, Mo., was seen along Movie Row this week.

## NOW! America's Inimitable Actor!



ALSO

18

BIG FEATURE  
Productions  
From  
CHADWICK  
and  
BANNER

COMING SOON  
BENNY  
LEONARD  
in a remarkable  
2-Reel Series  
"Flying Fists"

BOOK THESE "PROSPERITY PICTURES" NOW  
INDEPENDENT FILM CO.

115 W. 17th St. Joe Silverman, Mgr. K. C., MO.

## Now Booking!

"Biff Bang  
Buddy"

WITH

BUDDY ROOSEVELT

—Also—

Stunt  
Stars  
that  
Knock 'em  
off Their  
Seats

"ROUGH RIDIN' "  
"BATTLING BUDDY"  
"WALLOPING WALLACE"  
BUFFALO BILL, Jr.  
"Hard Hittin' Hamilton"  
"Rarin' To Go"  
"Fast and Fearless"

STANDARD FILMS

111 WEST 18TH ST.

KANSAS CITY, MO.



# Moving Along Movie Row

Floyd Lewis, district manager for Associated Exhibitors in St. Louis was in Kansas City this week conferring with C. C. Vaughan and D. L. Martin, Kansas City chiefs.

"Gil" Jones, formerly with Selznick, has gone back to the Metro-Goldwyn fold where he will take charge of the booking department. "Gil" says it feels like home, as he was formerly with the old Goldwyn company for four years.

G. F. Montroy of the Park Theatre, St. Joseph, and Ed Peskay, of the Penn Theatre, St. Joseph, were visitors of the Film colony the past week.

Among the out-of-town exhibitors who were on the Kansas City film market to book Christmas programs the past week were: R. H. Fuhrer, Star, Yates Center, Kans.; M. L. Guyer, Auditorium, Slater, Mo.; Phil Krueger, Princess, Stanberry, Mo.; C. A. Bushnell, Public Schools, Shelby, Mo.; M. W. Hubbell, Hubbell, Trenton, Mo.; Mr. and Mrs. Christian, Byers Theatre, Excelsior Springs, Mo.; Ed. Smith, Cozy, Minneapolis, Kans.; and Charley Sears, Star, Nevada, Mo.

Local Fox officials have announced the closing of their big features, "Dante's Inferno," and "The Man Who Came Back," at the Liberty Theatre early in January.

Universal's office staff of "Hollywood" beauties, named two black "girls" last week. Miss Evelyn Gray has accepted a position as a stenographer, and Miss Rose Sanford is to operate the plix board.

M. A. Levy, Fox manager, returned from the recent New York sales meeting so full of pep that he set out at once to increase the sales force. J. Mason, formerly with Metro-Goldwyn, has been assigned to a special territory under the Fox banner.

The other force of the Kansas City Universal Exchange paid a nice tribute to Harry Hollander, former manager, before he left for Chicago this week. L. B. Metzger, new manager, presented him with a beautiful pair of platinum orniths in behalf of the office force. Hollander left to assume new duties in Chicago Tuesday night.

G. L. Hendricks, manager of Cinema Distributing Company, announces the closing of the Twelfth Street Theatre on thirty new Westerns made by Sanford. The thirty Westerns constitute all of his new product in feature length.

Movie Row was host this week to an important visitor. John B. Rock, Vitaphone chief, was here on a flying visit to C. A. Schmitz, Kansas City manager.

C. A. Schmitz, Vitaphone manager, returned Monday from Chicago where he attended a sales meeting of regional chiefs.



L. B. METZGER, New "U" Chief

The serial newspaper story of Raphael Sabatini's "Captain Blood" started in the Kansas City Journal-Post this week. It is to run for approximately twenty issues. The popularization of the famous novel has been released by Vitaphone.

Sam Stoll, formerly manager of the Universal Exchange at Des Moines, has been appointed short product manager in the Kansas City territory. He has al-

ready begun his work here and expects to be on the road most of the time. Prior to his going to Des Moines, Stoll was city salesman for "U" here and is widely known to exhibitors throughout the territory.

**F. B. O. Building Program Started.**  
F. B. O.'s building program has been actually begun, following conferences held at the Stulhos between Vice-president J. I. Schmitz, General Manager B. P. Fineman, and Art Director, Frank Ormston. It is expected that construction will be under way for some time, as extensive plans are specified.

A new stage in addition to the three big stages already erected, new generator room, additions to the dressing-room buildings, and an annex to the mill and carpenter shops, and material alterations of paint, plaster and property departments are under way.

Bob Withers, Enterprise manager, hied off to the territory Monday night to bring in his weekly quota of a bushel of contracts.

E. F. Jameson of the Exhibitors Film Service Co., started Movie Row this week by announcing so soon that he contemplated another trip to the territory. Jameson fell within the folds of bad luck on his last trip. He was taken ill near Pittsburg, Kans., and forced to remain there several days to recuperate.

G. L. Hendricks, manager of Cinema Distributing Company, was out in the territory this week.

Kansas City Vitaphone employees are enthusiastic over box office possibilities of "The Beloved Brute" and "Two Shall Be Born," late Vitaphone features, following a preview showing at the exchange last week.

Charles Knickerbocker, manager of Producers Distributing Corporation, was a territory visitor this week.

## BARGAIN BANNERS

PAPER

ANY LENGTH UP TO 12 FEET  
ANY WIDTH UP TO 3 FEET

75¢

EACH

Hand Painted in 3 Large Colors - Large Letters can be read a block away

SENT ANYWHERE P.P. C.O.D.

NORMAN FEATHER

Suite One  
Gayety Theatre Bldg.  
KANSAS CITY, MO.

### A COLORFUL MELODRAMA

PRODUCERS DISTRIBUTING CORPORATION

# "CHALK MARKS"



With MARQUERITE SNOW-JUNE ELVIDGE - REX LEASE and RAMSAY WALLACE

A FRANK E. WOODS Production

THE MOST STRIKING IDEA AND ORIGINAL STORY IN MOTION PICTURE HISTORY

DIRECTED BY JOHN G. ADOLFI

## NO TASK TOO GREAT FOR WELL-OILED ORGANIZATION, PATHE CHIEF SAYS

J. E. Storey Pays Tribute to Field Force in Taking Over Selznick In Record Time.

J. E. STOREY, General Sales Manager of Pathe.

The test of an organization lies not in how well it accomplishes routine or expected work, but how well it handles the unexpected task without being thrown entirely out of alignment.

We have in mind the recent transfer of the Selznick business to Pathe. This surely was as big an emergency task as any distributing organization ever undertook, if not bigger, and yet the Pathe and Associated organizations accomplished it in record time. There was no confusion, no lost motion and no time wasted. Routine was in no way interfered with. When the branch offices opened Monday morning the installation was complete and our salesmen started out quite as if nothing out of the ordinary had happened.

This was a real test of our boys and girls in the branches. To say that they met the emergency with magnificent spirit would be stating it conservatively. They lived up to the Pathe tradition for achieving big results, and to each one of them I wish to extend my personal thanks and appreciation for a big task well done. I consider it a privilege to work with such an organization.

Owing to circumstances which could not be altered, we found it impossible to give our branches the advance notice they were entitled to in connection with the taking over of the Selznick product. The first intimation our men in the field had was a day letter sent out on Friday morning, November 15th, directing Branch Manager to "stand by" and keep their forces intact for the possible transfer of the features and accessories of an existing national distributing concern over Saturday and Sunday. It was after 9 p. m. Friday when the order to go ahead could be given by wire, and the response was nothing short of marvellous.

### FLORENCE VIDOR TAKES SHOW GIRL ROLE IN "THE MIRAGE"

"The Mirage," a Regal production, in which Florence Vidor plays in a role most unusual to her, that of a show girl, has been cut and retitled and will be released in the near future. Knickerbocker, manager of the Regal Distributing Corp., has announced.

Producers claim Miss Vidor does some of the finest work of her career in her portrayal of the little show girl who comes from the small town to make her success as a singer, and then takes a place in the Knickerbocker show. She tries to play the game, but other girls are playing it, and with success. It provides the dramatic basis of the picture.

Playing with Miss Vidor in "The Mirage" are City Branches' own Roscoe Myrtle Vane, Veda A. Brown and Charles Stevens.

Flying in three big planes to Kelly Camp, three hundred miles from the west coast from Hollywood, Al Wilson and F. B. O. aviation stunt star, and his director Bruce Mitchell have made the trip to location entirely by the air route.

### EARL HUDSON SEES ROMANCE IN STEEL, A FILM FOR F. N.

The United States steel industry is to form the majestic background for a super-feature picture to be made by one of Earl Hudson's units which were recently transferred from Hollywood to the East, according to announcement from E. C. Rhodin, Kansas City manager.

During the past six months a staff of a dozen technical experts has been quietly at work at Hudson's instigation, studying the great steel plants throughout Pennsylvania, ferreting out historical data, conferring with mill officials and living among the workers.

Although the script has been in contemplation for a considerable time, similar announcements had been held back until the necessary data had been given into the industry's history. Hudson was surprised to see "Hudson's surprise" announced that the "Hudson" film, based on R. G. Kell's masterpiece "Small States-Flavor," which appeared in the Saturday Evening Post.

#### Unclaimed Property.

Ramon Navarro, who is now in Rome playing the title role in Fred Niblo's Metro-Goldwyn-Mayer production of "Ben Hur," is telling the following story: "A taxi-driver was once removed when he opened the door of his cab to find a dead cat inside. He was about to hurl it away, when he observed a policeman approaching. The latter had observed the whole course of events.

"I found this cat in my cab," said the taxi-driver. "What shall I do about it?"

"Well, you know the regulations," said the policeman. "You must take it to the nearest police station, and if it's not claimed within three months then it becomes your property."

# 2300

EXHIBITORS IN SEVEN STATES ARE USING OUR SERVICE

Where Do You Buy YOUR Advertising?

LOOK AT THESE PRICES

|                    | Our Price | Return Value | Net Cost |
|--------------------|-----------|--------------|----------|
| One Sheets .....   | 7c        | 2c           | 5c       |
| Three Sheets ..... | 20c       | 6c           | 14c      |
| 11x14 Photos ..... | 35c       | 10c          | 25c      |
| Slides .....       | 10c       | 3c           | 7c       |
| 22x28 Photos ..... | 20c       | 5c           | 15c      |
| Insert Cards ..... | 12c       | 3c           | 9c       |
| Banners .....      | 75c       | 25c          | 50c      |

EVERY ORDER POSITIVELY SHIPPED SAME DAY AS RECEIVED

### Exhibitors Poster Exchange

113 West 18th St. Phone Grand 4060 Kansas City, Mo.

#### A SURE FIRE PICTURE

PRODUCERS DISTRIBUTING CORPORATION

REGAL PICTURES, INC.

presents

"ANOTHER MAN'S WIFE"

With JAMES KIRKWOOD-LILA LEE

MATT MOORE-WALLACE BEERY and CHESTER CONKLIN

STORY BY ELLIOTT CLAWSON DIRECTED BY BRUCE MITCHELL



JAMES KIRKWOOD



LILA LEE

## P. D. C. BUYS "CHARLEY'S AUNT" FROM AL CHRISTIE

Munroe and Flinn Close Deal With Producer in Chicago.

The rivalry for the distribution of "Charley's Aunt" was terminated last Saturday when F. C. Munroe, Paul C. Mooney and John C. Flinn of Producers Distributing Corporation consummated a contract with Charlie Christie at a conference in Chicago, whereby the Producers Distributing Corporation will handle the American release of the internationally famous farce starring Syd. Chaplin and an all star cast.

As a stage play "Charley's Aunt" has already grossed over three million dollars and holds the money making record for the stage. It has been produced in every civilized country in the world which in addition to giving it an international reputation has established it as a play with the basic qualities of farce comedy that can be appreciated and understood in any language.

This farce has been produced continuously for over thirty years and even after this long period big royalties are demanded and paid for its presentation by stock companies.

"Charley's Aunt" was first produced at Bury St. Edmunds in Suffolk in 1892 with W. P. Penley starring, and was then brought to London, playing first at the Royal Theatre and then at the Globe where it ran continuously for four years a total of 146 performances. The fame of "Charley's Aunt" spread far and wide and seven touring companies started out through the provinces. Several companies are still touring with it in England, and each year it is put on in London where it is one of the "draws" of the holiday season.

Some of the great stage stars who have played in "Charley's Aunt" were the original W. S. Penley, who is said to have made a million and a half dollars out of it, Lyn Harding, Brandon Thomas, Miss Nina Boucicault, Julian Royce, Reeves Smith and A. E. Matthews. It was first played in America by Girardot.

Al Christie is giving this picture an especially elaborate production and it will be released by Producers Distributing Corporation as a big special attraction in the 1925 season.

## "HAIL AND FAREWELL" NEXT FROM BARBARA LA MARR

The next Sawyer-Lubin production starring Barbara LaMarr, for First National release, will be from Wilham Hart- bert's stage play, "Hail and Farewell," in which Florence Reed starred on the stage and in which she found one of her most popular roles, E. C. Rhoads, Kansas City manager, has been informed.

Miss LaMarr, whose "Sandra" from the popular novel by Pearl Dolores Bell, was recently completed, will have the role which Miss Reed played upon the stage.

This continuity is now being prepared by Frederic and Fanny Hatton, well known dramatists, who have recently turned their attention to scenario writing.

Lambert Hillier will direct Milton Sills and Doris Kenyon in a film version of Struthers Burt's "The Interpreter's House."

## Widow of Ince Takes Charge of Studio.

The first woman motion picture producer has arrived.

Mrs. Thomas H. Ince, widow of the pioneer film man, has assumed charge of the big Ince studios here.

"I believe being helpful in the work he beloved will help me to bear up under my personal sorrow," she said as she took over the program of production planned by her husband.

Broadcast your wants to 2,200 showmen through the Reel Journal.

Joseph W. Engel, a pioneer in the film industry, one of the founders and first vice-president of the former Metro company, will make a series of specials to be known as Joseph Engel Productions, for release through Metro-Goldwyn Distributing Corporation.

This was announced in a statement from Marcus Loew, President of Metro-Goldwyn, immediately prior to Mr. Engel's departure for the Coast on Sunday, November 23, where he will make his productions at Metro-Goldwyn-Mayer's Culver City studios. Members of Mr. Engel's production staff accompanied to Hollywood.

**When you want to win laughs from both kids and grown-ups-- Show**



# Juvenile - COMEDIES -

**"Oh Teacher" "Dirty Hands"**



"The Junior Partner"  
"Barnum, Junior"  
"About Face"  
"Over the Fence"  
"Three Cheers"  
"Yankee Spirit"



KANSAS CITY—  
130 West 18th St.,  
C. F. Senning, Mgr.

ST. LOUIS—  
3334 Olive St.,  
S. J. Hankin, Mgr.

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

# A CAFE IN CAIRO

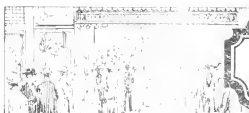
Starring

## PRISCILLA DEAN




Produced & Directed by HUNT STROMBERG  
Adapted by HARVEY GATES from the novel by GOLDA FOMBERGER





# BOX OFFICE REPORTS

## ENTERTAINMENT

**Yankee Speed**, King of McDonald. One of the best action pictures I ever played. C. C. Vaughn, Theatre, Kansas City, Mo.

### F. B. O.

**Dangerous Coward**, Fred Thomson—The best so far this star has done, which are the best Western available. H. E. Schlichter, Madison, Kans., Liggett Theatre.

**Galloping Gallagher**, Fred Thomson—An exceptionally good western. Pete Evans, Red Theatre, Chicago, Kans.

**Lights Out**, All Star—A real good novel comedy with plenty of fun. Very entertaining. Pete Evans, Red Theatre, Oswego, Kans.

**Let's Go**, Richard Todd—A 100 per cent action-thrill drama. Pete Evans, Red Theatre, Chicago, Kans.

**Blow Your Own Horn**, All Star—A real entertaining comedy with thrills. Pete Evans, Red Theatre, Chicago, Kans.

**Phantom Justice**, All Star—A very good heart interest melodrama. Pete Evans, Red Theatre, Oswego, Kans.

**Mask of Lopez**, Fred Thomson, Thomson and Silver King real catfighters. A good western. Pete Evans, Red Theatre, Oswego, Kans.

**Life's Greatest Game**, Johnnie Walker—Another good action picture. Iv Emory Johnson, Tompkins work is extra good. Sam Minnich, Electric Theatre, Chillicothe, Mo.

**The Spirit of the U. S. A.**, Johnnie Walker—A good picture that the people are fed up on this. F. H. Travis, Doric Theatre, Erie, Kans.

**Let's Go**, Richard Todd—One of the best stunt pictures ever run. J. P. Saunders, Electric Theatre, Cheney, Kans.

**Galloping Gallagher**, Fred Thomson—A time action picture of a real good clean Western. Silver King is a wonderful horse. J. P. Saunders, Cheney Theatre, Cheney, Kans.

**The Spirit of the U. S. A.**, Johnnie Walker—Splendid picture. I have here as Legion boys. The picture and real war scenes. Shell and Society, Opera House, Independence, Mo.

### FIRST NATIONAL

**The Isle of Lost Souls**, Matt and Sibb—This one is real swell. F. H. Hutchman, Star Theatre, Cole Camp, Mo.

**The Love Master**, Sam Minnich—Every one liked it. A. J. D. Travis, W. Robinson, Cheney, Mo.

**Painted People**, Fred Thomson—You can't lose this as a first. Time and J. P. Saunders, Electric Theatre, Independence, Mo.

**A Light in the Dark**, Fred Thomson—A dandy program picture. W. A. Door, Strand, Kankakee, Ill.

**Skin Deep**, Miltie S. K. This is a real production, a little odd but you can't have no run out. The best picture. W. A. Door, Strand, Kankakee, Ill.

**Rizer's End**, Special. Do not let me rate to lose it. F. H. Hutchman, Star Col. Camp, Mo.

**Light in the Dark**, Special. This is a very good program picture. Print out Strand Theatre, Kankakee, Ill.

**What a Wife Learned**, A good interesting picture. Good cast. E. J. & Son, Empire Theatre, Stelling, Kans.

### FOX

**Not a Drum Was Heard**, Buck Jones—The story is real good. The title doesn't describe the story. Buck is great. Ed. Lazaber, Princess, Neelyville, Mo.

### METRO-GOLDWYN

**The Spoilers**, Milton Sills—Has been cut up until the plot is almost spoiled. Fight scene good. Print not very satisfactory. Royal Theatre, Gardiner, Kans.

### PARAMOUNT

**West of the Water Tower**, Glen Hunter—A nice picture. A little smutty in places but will get by. D. C. Kennedy, Electric, Glasgow, Mo.

**The Border Legion**, Antonio Moreno—One of Paramount's best. A Zane Grey production and action aplenty. Will please. H. E. Schlichter, Liggett Theatre, Madison, Kans.

**Her Love Story**, Gloria Swanson—Very good but not her best by any means. H. E. Schlichter, Liggett Theatre, Madison, Kans.

**Singer Jim McKee**, Bill Hart—Not much good. Not up to Hart's standard. Royal Theatre, Gardiner, Kans.

**Stephen Steps Out**, Done Fairbanks, Jr.—Good, unusual in having no romance. Royal Theatre, Gardiner, Kans.

**The Impossible Mrs. Ballew**, Gloria Swanson—Good picture but too drab. O. E. H. Hutchman, Star Theatre, Cole Camp, Mo.

**Young Diana**, Marion Davies—A good picture but was spoiled on account of bad condition of film. A. R. Plummer, American Legion Theatre, Sedwick, Kans.

### PATHE

**Indian Frontier Series**—Absolutely different from anything we have ever run. All I am asking for is more. Sam Minnich, Electric, Chillicothe, Mo.

**The Fortieth Door**, Allene Ray, Serial—I have made more real money on this one than any serial since the "Perils of Pauline." I use two serials per week and have been doing so for five weeks, and for real money at the box office, will say "The Fortieth Door" brought home the

most money. Buffalo, Grand National Theatre, Chicago, Ill.

### STANDARD

**Take Your Pick**, Pete Evans—In my opinion, better than the average picture. Good film. Sam Minnich, Electric, Chillicothe, Mo.

### UNIVERSAL

**The Thrill Chaser**, Fred Thomson—A picture that has stood the test of time. W. A. Door, Strand, Kankakee, Ill.

**The Fighting American**, Pat O'Malley—Had a lot of trouble in getting to bring down the house. Public demands more material. An night is some thriller and the picture are very good. In my opinion, one of the best in the theatre. Andy Gump, comedy was excellent. Universal comed agent. J. Birmingham, Mer., Grand Pass Theatre, Grand Pass, Mo.

### VITAGRAPH

**Received Payment**—A good picture. Condition of film good. C. H. Stevens, Amuse, Arche, Mo.

**One Law For the Woman**, Cullen Landis—One of the best short pictures I have played in a long time. Book it and boost it. A. R. Plummer, American Legion Theatre, Sedwick, Kans.

**Dead Men Tell No Tales**—In some respects this feature was the best we have seen, there is more killing in it than the average audience cares to witness, but the photography is superb and the plot and theme all that could be desired, closely woven, natural and working through interesting surrounding to a perfect climax. Senon comedies not taking so well. Besides, too high priced compared to others. Anthony regarded the better actor, but variety and change of characters in comedies is very essential. Thos. Daniel, Home, Rockville, Mo.

**The Man From Broadways**, J. Warren Kerrigan and Alice Callahan—This is a real good picture. Seating capacity 275. Every seat filled and some standing. Everyone seemed to like picture. Whiteaway Theatre, Peach Orchard, Ark.

**My Man**, Patsy Ruth Miller—A good picture, suitable for any audience. Played in an overflow house. Ten-day night. Played 4. Everybody seemed to please. Thos. Daniel, Home Theatre, Rockville, Mo.

### WARNER BROS.

**The Tenth Woman**, Beverly Bayne, John Roche, Jim Marlowe—A dandy good program picture. Everyone seemed will please. J. E. Travis, Doric, Erie, Kans.

**This Woman**, Irene Rich—Here is sure one big picture. Real entertainment from start to finish. Sam Minnich, Electric, Chillicothe, Mo.

## NOW BOOKING

PRODUCED & DISTRIBUTING CORPORATION

# THE WISE VIRGIN

STARRING

**Patsy Ruth Miller**

AND

**Matt Moore**



AN ELMER HARRIS SPECIAL PRODUCTION

Directed by LLOYD BENTLEY

DAILY OR NIGHTLY



Edited by "BOB" GARY, Universal Exploiteer

## EXPLOITORIAL

### I BELIEVE IN ADVERTISING AND EXPLOITATION BECAUSE—

By BOB C. GARY, "U" Exploiteer

It pays to advertise and exploit." You must advertise and exploit to get maximum returns.

When you get right down to it, success in the motion picture business is principally dependent upon two things—clean, wholesome, quality pictures and—ADVERTISING AND EXPLOITATION.

Advertising and exploitation is for the purpose of telling the people you have something they need, and then to keep on reminding them of it.

It takes persistent advertising and exploitation to make the people come to your theatre, and it takes constant ADVERTISING AND EXPLOITATION to keep them coming.

With the great variety of accessories at the exhibitor's command—posters, photos, slides, cuts, mats, heralds, window cards, insert cards and banners—the progressive motion picture exhibitor should have very little trouble in selling his picture to his patrons, provided HE KEEPS HAMMERING AWAY at them with his ADVERTISING AND EXPLOITATION.

I believe in advertising and exploiting a picture for all it is worth. If the picture is worth showing—IT IS WORTH ADVERTISING AND EXPLOITING.

By proper advertising and exploiting, I mean making use of every bit of advertising and exploitation material that you can lay your hands on.

Make liberal use of heralds, window cards, and twenty-four sheets because they create interest in the pictures, attract attention and serve to keep your theatre constantly in the public eye.

If you can keep your patrons constantly interested in the pictures you are showing, you don't have to worry about the S. R. O. sign collecting dust. PERSISTENT ADVERTISING AND EXPLOITATION WILL TURN THE TRICK—the combination always brings home the bacon.

The important thing to remember is: YOU MUST ADVERTISE AND EXPLICIT. People forget your theatre as soon as you forget them. Keep them thinking about your theatre by thinking about the people. THE ONLY WAY TO REACH THEM IS BY ADVERTISING AND EXPLOITATION.

### AEROPLANE USED IN ADVERTISING IN KIRKSVILLE, MO.

A ballot cast from an aeroplane in the last election achieved sensational publicity for Rex Ingram's "Satanstoecher" in Kirksville, Mo. Having been tied up with the shooting of the photoplay at the Princess Theatre by Buddy Hooton, Morris Goldwyn's publicity representative, Hooton, who accompanied the voter on his ride over the courthouse lawn, upon which the vote in a ballot box was dropped, let several thousand heralds fall from the plane advertising "Satanstoecher."

"Lots of people are in the air when it comes to voting," commented the local newspaper on its front page, "unofficially but not literally," yet it remained for Kirksville to state what is probably the first instance of a ballot cast from an aeroplane. Harvey Rucker, a former Kirksville boy, who held his voting residence in Kansas City, and therefore casts an absentee ballot, was selected as the voter because the stunt could only be worked on an absentee ballot. The ball for was sealed in a little box, attached and dropped from the plane on the courthouse lawn. There were 250,000

cast up by County Clerk Bert Sees, the ballot removed and mailed to Kansas City.

The stunt is an unusual one, and the connection with the show is rather unconnected unless one pronounces the name of the play in such a manner as to induce Rucker's possible feelings (Scared-much) while in the air.

### BIRTHDAY PRESENTS MAKE NEW PATRONS FOR H. R. KARR

The town Theatre, Monett, Mo., is using a contest stunt which was recently suggested in the columns of this department.

When Mr. or Mrs. Monetts gets their morning mail they will open a neatly printed card from the Gem wishing he or she a "Happy Birthday."

Well it is my birthday, then they read further.

Gen Theatre takes this opportunity to congratulate you on your birthday and to commemorate it, we would enjoy having you occupy two seats at our theatre today. This card when presented at our box office serves as a ticket.

### ADMISSION TOTALS SOAR FOLLOWING BALLOON STUNT

M. Mitchell of the Eagle Theatre, Hamilton, Ohio, assisted by Charles Lowenberg, Universal exploiteer, did some extensive exploitation for Universal's serial, "Wolves of the North" and reported a record breaking opening as a result.

For his lobby he constructed a special front consisting of a log cabin around the box-office with six-sheet cutouts of William Duncan, the star of the picture in front of it. Imitation snow was scattered around giving the most realistic effect of a lone cabin in the north woods.

A special screening for the Hamilton newsboys, previous to the opening brought out a large crowd for the opening night as it was accorded considerable space in all the local papers. A huge colored balloon with the title of the picture and name of theatre on it in large letters was anchored to the roof of the theatre with a long rope and allowed to drift around during the day. This attracted considerable attention and was a very inexpensive proposition.

### THIS ONE TOO MUCH FOR BARNUM AND BAILEY

Barnum and Bailey and Ringling Brothers were scheduled for Chickasha, Okla., lately, and Clayton Tunstall arranged a float to crash in on the parade. But there was no parade and Tunstall quickly changed the signs to read: "The circus will not parade this morning. Now's your chance to attend a reel show at the Rialto and see Betty Compson in "The Enemy Sex."

Thousands were waiting along the supposed line of march and enough of them took the hint to make it a record morning matinee.

That's all there is to it. What finer exploitation could there be? What surer means of winning good will? The theatre does not say "Congratulations, now enjoy yourself by shelling out four bits to see "The Humback of Notre Dame."

No. The theatre says, "Here's a real bona-fide present for you. Take your wife or best girl and see "The Humback of Notre Dame" as our guest."

Whenever Mr. or Mrs. Monetts thinks of theatres again he or she is going to think in terms of the Gem.

### Locating the Birthday List.

How was the birthday list located? Manager Karr got it from the lodges. He is going to increase his index with the aid of a questionnaire card. The health department and birth records will also help somewhat. He also gets a few names from the application blanks of employees in the largest stores.

Monett has gone crazy over the stunt. It means from five to ten pairs of free-admissions which is dirt-cheap for the good will and the word to mouth advertising which has made the stunt the talk of the town.



### GOOD ROADS SPELL DOOM FOR SMALL TOWN THEATRES

The ever increasing system of good roads in Illinois is playing havoc with the small town theatres. Almost every day some house in the smaller villages throws up the sponge.

With a concrete road it is hard to keep the people with motor cars in the small towns and they drive to the nearest large town to witness the latest motion picture features. Other amusements have also suffered from the same cause. Wholesale sporting goods concerns in St. Louis report that baseball in the small towns on good roads is almost a dead letter. There were fewer semi-professional teams in the Prairie State South of Chicago the past year than for many years passed. The fans motor to St. Louis or some other large city to see a better brand of baseball than the small town outfits hold out.

#### A New Goldman Exploiteer.

Frank Galvin, well known St. Louis newspaper man has been named publicity director for William Goldman's chain of theatres which include the Kings and Rivoli. Galvin's first important work was with "Dante's Inferno". He advised all of St. Louis to go to Hell by taking in the shows at the Rivoli and Kings. He formerly was with the Globe-Democrat.

### "PERCY," NEW TITLE FOR LATEST RAY PICTURE

Pathe announces this week that the second Charles Ray production made at the Thomas H. Ince Studios under the working title of "The Desert Fiddler" has been definitely titled "Percy" according to C. C. Vaughan, Kansas City manager.

The story is an adaptation from William Hamby's novel, "The Desert Fiddler," with the scenario written by C. Gardner Sullivan. The cast consists of Don Marion, Louise Dresser, Joseph K. Kilgour, Clyde McAtee, David Winter, Charlie Murray, Victor McLaglen, Jack Cosgrove, Richard Neill, Betty Blythe, Barbara Bedford and Chew Ho.

"Percy" marks the second production to be made by Charles Ray since his return to the fold of Thomas H. Ince, who originally prompted him to screen stardom.

#### W. E. Hugo In Divorce Suit.

William S. Hugo, 2600 South Grand boulevard, orchestra leader at the Grand-Fleurissant Theatre has been sued for divorce in the Circuit Court by his wife, Clare. They were married February 14, 1916, and separated November 19, last. Mrs. Hugo also is a musician.

### SAFE-CRACKERS LOOT TWO ST. LOUIS DANCE HALLS

The two leading dance halls of St. Louis were the victims of safe-crackers the past week. Joseph J. Ternes, manager of the Arcadia Dance Hall, 3517 Olive street, was held up by three men in an alley near his home, 3938 Lindell boulevard, early Monday morning, November 24 and forced to return to the dancing academy and open the safe for the bandits. They got \$1,800, the receipts for Saturday and Sunday.

The same night robbers broke into the safe of the Castle Dance Hall, 2839 Olive street, and pocketed the Sunday receipts amounting to \$800. There was nothing to indicate how the robbers got into the office and presumption is they hid in the hall until after the last dance.

#### Nuns View "The Hunchback"

More than 125 Catholic nuns from eight religious orders in East St. Louis, Ill., were the guests of the East St. Louis Council of the Knights of Columbus at a private showing of "The Hunchback of Notre Dame" the past week. The affair was arranged by Maurice Davis, Universal exploiteer in St. Louis to advertise the local showing of the super-special.

Reserve Your Play Dates Now for the Greatest of all  
Patheserials.

## "GALLOPING HOOFES"

Directed by George B. Seitz

FEATURING

JOHNNY WALKER, ALLENE RAY, BARNEY SHERRY

A story of the Race Tracks with more thrills than "Old Kentucky"

*Book It Now*

**PATHE EXCHANGE, Inc.**

HARRY GRAHAM, Branch Manager

3316-18 OLIVE STREET

ST. LOUIS, MO.

## CHANGE IN POLICY OF ST. LOUIS PERSHING THEATRE

Another theatrical venture has gone on the rocks at the Pershing Theatre, Delmar boulevard near Hamilton avenue, St. Louis. Edward L. Butler, general manager for O. D. Woodward, has announced that the Woodward Players, a dramatic stock organization, will give no further shows at the theatre. The last performance was on Saturday, November 29.

Twelve weeks of indifferent success at the Pershing convinced Woodward that the theatre could not be made "go." His organization has been playing stock to big crowds at the Empress Theatre, Olive street near Grand boulevard, which encouraged him to give the Pershing a whirl.

In a final effort to put the Pershing over, Woodward put on two weeks of musical comedies after ten weeks of drama failed to draw.

### Showmen Aid Civic Council.

The Motion Picture Exhibitors League of St. Louis through its secretary, Joseph Walsh, is taking a prominent part in the St. Louis Civic Council on Rapid Transit, a citizens committee that is sponsoring a movement to have the city expend \$100,000,000 for the building of a subway system down town. Fourteen other organizations are assisting in the campaign.

G. E. McKean, manager of the St. Louis Fox exchange is back from a sales conference held in New York City.

## BRIGHT BITS & NEWSY NOTES

Out-of-town exhibitors seen along Picture Row during the week included: Bob Stempfle, St. Charles, Mo.; Charley Goodnight, DeSoto, Mo.; Mrs. Hurley B. Gould, Lawrenceville, Ill.; R. S. Medley, Campbell, Mo.; and J. Roman, Benld, Ill.

V. R. Anderson has temporarily closed his theatres in McKittrick and Warren, Mo. Other theatres in this territory that have closed are: Brooklyn Theatre, Brooklyn, Ill.; Rex Theatre, Carrier Mills, Ill.; Victory Theatre, Farmersville, Ill.; Star Theatre, Hollow Rock, Tenn.; Myers Theatre, Silex, Mo.; Gem Theatre, Martinsville, Ill. and Ewart Theatre, Greenville, Ill. The latter house will re-open as soon as a heating plant is installed. The town's timer declined to work on a furnace during warm weather. This explains failure of management to put in heating system in summer months.

D. C. Frew has purchased the Royal Theatre, Lake City, Ark., from W. L. Johnson.

The J. and J. Theatre, Hume, Ill., will continue under the management of the wife of the owner.

George Fissell and Robert Tague are the new owners of the Piedmont, Mo., Princess Theatre.

P. E. K. Collins, city salesman for Metro-Goldwyn was under the weather

and forced to stay home from work on November 29. It was the first day Pete missed in many years.

Tom McKean, manager for the local F. B. O. exchange left for Chicago at noon November 29 to attend a sales conference. It was his first long trip since his recent accident.

Jack Underwood of Enterprise is back from a successful trip through Southern Illinois. He motored across the state on Route No. 11 to Marshall and closed many contracts while enroute.

### Errol to Movies with "Sally"

Los Angeles, Dec. 1.—Leon Errol is in Hollywood to re-create his famous "Sally" role for the screen in support of Colleen Moore in her second starring vehicle for First National. This is his first venture in the films.

In order to accept his old role with Miss Moore it was necessary for him to obtain cancellation of a new play he had been rehearsing and was ready to start in on Broadway. Desire to play again the inimitable role which brought him highest renown, plus a salary reported as one of the highest ever offered for a single picture, were said to be the factors that lured Errol from Broadway.

Gerald Beaumont has closed with Earl Hudson for the screen rights to his story, "The Making of O'Malley," which First National will picture.

**Exhibitors--**  
**IT'S A WHIRLWIND!**  
THE FASTEST, CLEANEST AND FINEST  
SERIAL ON THE MARKET

**"RIDERS  
OF THE  
PLAINS"**

More action, more punch,  
more genuine money-  
making power than any  
thing we've ever offered  
you before!

**Progress Pictures Corp.**

(Specializing in Western Productions)

TOM LEONARD, Manager

3405 Olive Street

ST. LOUIS, MO.

**When Better Pictures  
are Made-- Warner  
Bros. Will Make  
Them!**

*That's why we say--*



Save  
**TWENTY**  
Dates for  
the new  
**WARNER**  
**TWENTY**

**"Ask the Man Who's Played Them"**

**ST. LOUIS FILM EXCHANGE**

HARRY HYNES, Manager

3334 Olive Street

ST. LOUIS, MO.

## MELODRAMA AND COMEDY, THE FEATURES FOR F. B. O.

Production Chiefs Decide Upon New Program Policy.

Hollywood, Dec. 4.—Rapid-fire melodrama and sure-fire comedy are the two most popular motion picture ingredients, in the opinion of B. P. Fineman, General Manager of the F. B. O. studios in Hollywood. The great majority of the picture public throughout the country demands one of these two kinds of entertainment, or a happy combination of both, he said.

F. B. O.'s product for the next ten months, which will embrace about thirty-five feature pictures, will be largely made up of one or the other, or, one and the other.

This decision follows long conferences between Mr. Fineman, Vice-President J. L. Schuttler, and the eastern and western scenario departments under John Brownell and Edward Montague respectively.

"This announcement does not mean that we will turn out nothing but melodrama and comedy," says Mr. Fineman. "It merely means that these two types will be the piece de resistance of the F. B. O. program. In turning out thirty-five feature films we will naturally leave the product with some straight comedy-drama and comedy. But the line between comedy-drama and comedy melodrama is often so fine that I think it is safe to call such productions comedy-melodrama for all general purposes.

## INCE, CREDIT TO INDUSTRY, CARL LAEMMLE'S TRIBUTE

New York, Dec. 3.—Thomas H. Ince was a credit to this industry; he was a credit to himself; he was a credit to his country. His untimely death was a severe loss of the industry. The accomplishment of a record for consistently high achievements seemed about on the point of the greatest things in his career. Yet the things he had accomplished will always remain a fitting monument to his memory.

Such was the tribute paid the late producer by Carl Laemmle, Universal Chief.

It was my good fortune and pleasure to have formed an early acquaintance with Mr. Ince. It was my good fortune, and I take great pride in it, to have been the medium through which Mr. Ince made his entry into this business which he so ably helped to build and so greatly enriched.

It was with the Imp Company, the forerunner of Universal, that Mr. Ince started as an extra and where he rose to a directorship in the days when directing meant \$75 a week instead of \$1,000, the actor's salary. Before he started with Mr. Ince was director of the Mary Pickford unit and took one of my companies to Cuba in one of the stirring episodes of that hectic period. The friendship, begun at this time, has never ceased and my admiration for Mr. Ince has steadily increased through the years.

The industry has lost a potent and commanding figure; I have lost an esteemed friend.

A dual role in which she portrays the parts of a thief and the erring wife of a district attorney, has fallen to the lot of Evelyn Brent in her third production for Gothic Pictures, to be distributed by Film Booking Offices of America.

## First National Goes In For Service—Buys Cow For Milton Sills

When Milton Sills decides to drink milk it's cheaper to buy a cow than to deal with a dairy, according to a story Harry Weiss, First National manager was telling last week.

Sills' health demanded that he drink a great deal of milk while on location on Santa Catalina island in the Pacific, during the filming of "As Man Desires," which Earl Hudson made for First National with Irving Cummings directing.

Cummings found that the cost of transporting fresh milk each day from Los Angeles to Avalon and thence by special tug the additional 27 miles to the Isthmus where the company was located, exceeded the cost of feeding Viola Dana, Ruth Clifford, Hector Sarno, Frank Leigh, Ed. Peil, Ed. Brady, Norma Mills and the 100 extras comprising the party.

Fresh milk was necessary—by the doctor's order. So Bill Crosby, assistant director, went on a secret mission to San Pedro and returned with a husky Holstein cow. After figuring up comparative costs it was found that buying the cow outright had saved First National money.

### Cast "The Girl Vigilante"

Pathe announces this week that the entire cast on the new serial "The Girl Vigilante" started last week in California at the C. W. Patton Studios, consists of W. T. Quinn, Roy E. Bassett, Fred De Silva, Omar Whitehead, H. McDowell, William Dale, Lillian Gale, Gus Seville, George Burton, Frank Lackette, Charles Brinley and Robert Irwin.

In addition to the above mentioned Mallon Hamilton is playing the featured role supported by Vivian Rich.

### New Views of Spanish King.

Blasco Ibanez, author of "Four Horsemen," "Enemies of Women" and many other popular works, is leading a movement for the establishment of a republican form of government for Spain and International News No. 96, just released through Universal exchanges, illustrates the cinema conception of King Alfonso leading the "gay life" at Deauville, France. This release also contains intimate views of the King's home life with Queen Victoria and the royal children.

John Francis Dillon will direct Anna Q. Nilsson and Bea Lyon in a picturization of Beale Davis' novel, "One Way Street."

## DISTRIBUTION PLAN FOR SELZNICK IS ANNOUNCED

Pathe Organization To Act As Co-Agents Chief Says.

New York, Dec. 3.—J. S. Woody, general sales manager of Associated Exhibitors, revealed this week proposed policies of his company in regard to the distributing of the Selznick product lately turned over to Associated. Woody made it clear that Associated is to act as co-agent for both producer and receiver.

The Associated chief announced that the first move of his organization would be in the interest of collecting rentals on existing contracts. "In behalf of the producers," he continued, "it will be our duty to continue the selling of Selznick product in addition to giving service.

The entire Associated organization has been instructed to fill in as soon as possible all open dates on existing contracts, thereby realizing on several hundred thousand dollars previously contracted for. This is in deference to the wishes of the receiver, Woody declined to gauge the length of time necessary for the temporary physical re-organization.

"It is our purpose, regardless of previous selling, to handle the acquired productions as nearly as possible like new product. Careful tabulations are now being made to determine the extent of sales heretofore made," Woody declared. "There will be no bargain counter or group selling and no sacrificing of values to which the producer is entitled," he said.

## WARNER BROS. FINISH "LIGHTHOUSE BY THE SEA"

New York, Nov. 26.—Word has been received by Warner Bros. from their West Coast studio that "The Lighthouse by the Sea," adapted from Owen Davis' famous old-time melodrama which entertained theatre-goers of two decades ago, has been completed and a print will soon be ready for viewing at the New York office, according to Harry Hynes, St. Louis manager.

This story was adapted especially for Ru-Tin-Tin, "the wonder dog," and features among its human players, Louise Fazenda and William (Buster) Collier. The adaptation was made by Darryl Francis Zanuck and the direction by Mal St. Clair.

In addition to the famous dog, and the featured players, the cast contains Matthew Bentz, Douglas Gerrard and Charles Hill Mailes.

## ACTION—THRILLS—PUNCH

PRODUCERS DISTRIBUTING CORPORATION

**"The  
LEGEND  
of HOLLYWOOD"**

with **PERCY MARMONT** and **ZASU PITTS**

ADAPTED BY **AL COHN**  
from the "PHOTOPLAY MAGAZINE" story by **FRANK CONDON**  
DIRECTED AND PRODUCED BY **RENAUD HOFFMAN**

## ST. LOUIS MAYOR LAUNCHES "ABE LINCOLN" PREMIERE

Mayor Henry W. Kiel of St. Louis, Mo., delivered an address on the "Life of Abraham Lincoln" at the premiere showing of the super-special film of that name at the West End Lyric Theatre on Friday evening, November 28. A group of college club members sponsored the presentation of the picture at the West End Lyric for an eight-day period with the exception of Saturday and Sunday. The fund raised through the benefit will be applied toward the St. Louis quota of the national headquarters fund of the American Association of University Women. The committee on arrangements for the benefit included Mesdames Henry H. Hopkins, Ira Bretzfelder, Roscoe Anderson, Albert Tausig, Elma Benton, T. W. Van Schoiack, William Wittrig, Everts Graham and Miss Charlotte Gerhard.

## ST. LOUIS DANCE HALL WILL PRESENT "MOVIES"

The presentation of motion pictures will be a feature of the Castle Hall Dance Hall, 2839 Olive street, when a large addition is built to the academy according to Herman Albers, owner-manager. The management has just purchased ground to the east of the dance hall for the improvements. Light operas and vaudeville will also be given in the hall. The management plans to revive the features of Uhrig's Cave which was popular with St. Louisians a few generations back. The Cave served refreshments and lunches to the accompaniment of dancing, vaudeville and light operas. The movies will be a modern addition to the old program.

Mary Carr will play the leading role in "Dracula with a Million", the Elizabeth Cooper novel soon to be produced by Associated Arts Corporation for F. B. O. It has been announced.



Scene from "Broken Laws" starring Mrs. Wallace Reid. Supported by Percy Marmont. An F. B. O. picture.

## DRIVE IS ON FOR SHORT SUBJECT ADVERTISING

New York, Dec. 4.—That theatre owners and managers are many times overlooking items on their programs which are real money-makers while backing the wrong features of their bill with their advertising and exploitation, is the statement of E. W. Hammons, President of Educational Film Exchanges, Inc.

"There is a growing demand for comedy," says Mr. Hammons in a recent interview. "Theatres include the two-reel comedy in their programs, but many—too many—fail to consider it as a possibility in drawing admissions into their box-office."

"The Short Subject is a real box-office asset and has been proven so times without number by progressive theatre managers who always devote a portion of their advertising space to mention of their two-reel comedy. These progressive showmen also include the name of the comedy, the brand name and the star in their marquee lights where space permits. They find that the comedy will draw hundreds of dollars to the box-office and many times outdraw the feature."

"Production of quality two-reel comedies is carried on a scale that equals the production of many features. Many of them cost as much to produce as features. They present comedy stars whose names are real box-office magnets, but the short-sighted showman overlooks these assets because of the mistaken idea that any picture in five or more reels must be more of an attraction than any picture in two reels."

"There are but few stars in dramatic features who will outdraw the better comedy stars. Comedians of the calibre of Lloyd Hamilton, Lige Conley, Walter Hiers, Bobby Vernon, Larry Semon, Jimmie Adams and Neal Burns have big reputations and their names are known in every town and hamlet in the country. The exhibitor who uses these names in advertising his program is adding to his gross receipts by advertising stars with established reputations. Other and more short-sighted exhibitors advertise their feature productions exclusively regardless of whether the star has any drawing power or not, on the theory that the people come to their houses only to see the feature, overlooking the fact that their patrons come to their houses for entertainment."

## SHORT SUBJECT STARS NOW RATING MARQUEE LIGHTS

That the short subject is being recognized as a real business getter in the finest houses throughout the country is impressively evidenced by the increasingly large number of theatres which are giving these short attractions prominent display in both their street lights and newspaper advertising, declares S. J. Hankin, St. Louis Educational manager. Many representative first run theatres all through the country have adopted as a definite advertising program the inclusion of the two reel comedy, with the name of the star, title of the picture and mention of the brand name, in their marquee lights, and are devoting a fair part of their newspaper space to mention of the short attractions on their bill, he says.

Among the latest to adopt this practice is the Fenway Theatre, Boston, which recently gave over the entire front lights of its marquee to two Short Subjects from the Educational program. "Pigskin," a Mermaid comedy with Lige Conley, occupied one half of the front lights and the other side was given over to an announcement of one of the Lyman H. Howe Hodge-Podge series. Conley has become recognized as a real attraction and stands high in the ranks of screen comedians.

## CHURCH PRESENTS COMEDY PROGRAM FOR KIDDIES

A motion picture show featuring well-known stars and special comedies for children was part of the program of the bazaar given Wednesday, November 26, by the Church Service League of St. Michael and All Angels Episcopal Church, St. Louis, Mo. A little movie theatre was installed in the parish house, Wydown and Ellenwood avenues. The show opened at 3:30 p. m. and kept running until 11 p. m.

## MOVIE BALL, DEC. 12.

Great interest is being shown in the first annual ball to be given under the joint auspices of the Motion Picture Theatre Owners and the St. Louis Film Board of Trade at Arcadia Dance Hall on the evening of December 12. The committees in charge is promising some big surprises for those who attend, but the details are being withheld.

## IT'S A BOX OFFICE TREAT

PRODUCERS DISTRIBUTING CORPORATION

# "The GIRL ON THE STAIRS"



PATSY RUTH MILLER

AN ELMER HARRIS PRODUCTION

PATSY RUTH MILLER  
and MATT MOORE

From the "HARLEER" MAGAZINE Story by WILSON ALVINE  
Directed by WILLIAM WASHINGTON



# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE  
SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

### THEATRE ARCHITECTS

114 West 10th St. 340 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

## WESTERN VAUDEVILLE MANAGERS ASS'N

Affiliated with the  
ORPHEUM and KEITH CIRCUITS  
Offices

201 Mainstreet Theatre Building  
KANSAS CITY, MO.

Representative  
JOLLY JONES, JR.

Phone Grand 1869  
VOD-VIL FURNISHED FOR  
THEATRES.



## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

*It's foolish  
to pay more  
--and  
risky to  
pay less.*

Absolutely  
Fireproof

\$1.50 up  
without Bath  
200 ROOMS  
\$1.75 and up  
with Bath

Archie  
Josephson,  
President

## THE BENNETT FILM RENOVATOR

"CLEANS WHERE OTHERS FAIL"

Maximum Results at Minimum Cost  
For Full Particulars write

GEORGE BENNETT

Route 2 Argentine, Kans.

## EVERYTHING FOR THE THEATRE BUT THE FILM

CARBONS  
MINUSA SCREENS  
COMPENSATORS  
RHEOSTATS  
OPERA CHAIRS  
MAZDA LAMP EQUIPMENT  
MOTIOGRAPH PROJECTORS

CHAS. M. STEBBINS

Picture Supply Co.

1822 Wyandotte St. Kansas City, Mo.

## ASSOCIATED TO RELEASE WESLEY BARRY SERIES

"Battling Bunyan," Title of First of the  
Group of Six.

New York, Dec. 5.—Associated Exhibitors announce this week that they have contracted to distribute Wesley Barry's first picture made under the banner of William D. Russell, entitled "Battling Bunyan." The release date set for the production is December 28th.

The Crown Productions, Inc., are the producers of this Barry picture, which is a screen adaptation of the Saturday Evening Post story by Raymond Leslie Goldman. The story is based on a character that is well-known to all fight fans. He is the "clown" of the ring.

In "Battling Bunyan" Barry has been surrounded with an excellent cast consisting of Landers Stevens, Pat Kemp, Molly Malone, Johnny Relasco, Harry Mann, Frank Campan, Frankie Fields, Chester Conklin and Al Kaufman. The adaptation of the story to the screen was made by Jefferson Moffitt. The direction was handled by Paul Hurst.

The release of this production marks the first of a series of six to be made with Wesley Barry by William D. Russell. The program of production as laid out is an ambitious one. Supporting casts with big names have been lined up and a series of popular stories purchased. Production is already under way. The Coast on the second picture, which is to be known as "Peanuts."

William K. Jenkins, president of Enterprise Distributing Corporation, left last week for Oklahoma City following a visit with the Kansas City office. James Rodgers, Omaha, Enterprise manager, was here for a conference Sunday with Mr. Jenkins and Roy Withers, Kansas City manager.

## Old Vitagraph War Horse Carries Hammer From Habit

An actor who has been with one company, Vitagraph, for nearly twenty years, and who has played many more than 3,000 important parts, but who is so modest he doesn't care and never has cared whether his name appears in the list of characters on the screen or not—such is the unique record of William Dunn, who has been engaged to portray the character of Gaston in the J. Stuart Blackton production, "The Redeeming Sin" by L. V. Jefferson.

Mr. Dunn—his associates all call him "Bill"—is one of the last of the Vitagraph "Old Guard." When he was first engaged, every man in the organization helped in building the scenery. Each actor had to have a hammer—the real thing, not the mental "knocker" in his equipment, and Dunn is said to have been the first Vitagrapher to add a broom to his list of necessary accessories. When he arrived at Hollywood to play in "The Redeeming Sin," he carried a hammer, a saw and a broom—from force of habit.

## AT KANSAS CITY THEATRES

Week Ending December 6, 1924.

### MAINSTREET

"Sandra"—Barbara LaMarr, Bert Lyell  
First National.

### NEWMAN

"A Sainted Devil," Rudolph Valentino,  
—Paramount.

### ROYAL

"Manhattan," Richard Dix, Jacqueline  
Logan—Paramount.

### PANTAGES

"On Time," Richard Talmadge, F. B. O.,  
LIBERTY

"The Mine With The Iron Door," Special  
Cast—A. H. Blank.

"Mock Marriages, a compelling story of modern married life, is to be the second of a series of four motion pictures produced by C. Gardner Sullivan Productions at Culver City, Calif., for F. B. O. release.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### PICTURE SHOW FOR SALE

A dandy little house, seats 250, building, fixtures and all complete. Population 600 to 650; the only one in town; all in good condition. Reason for selling, not knowing business. Priced right, \$4,800, if taken in 30 days. One-half cash—Royal Theatre, Fling, Kans. 12-20

### WANTED

1000 good seats in good condition.—W. L. Schick, Hesper, Horton, Kans. 12-13

### AT LIBERTY

Professional and electrical; handle any make projector, and keep same in good order. The group will be at around theatre. State salary.—H. W. Harris, Garnett, Kans. 12-20

### PICTURE SHOW WANTED.

300 seats, land improved, 2 1/2 miles south of Hamilton, 2 1/2 acres, 2 1/2 miles south of town. Don't answer unless you mean business. Box 142, Hamilton, Mo. 12-13

### WANT MOVIES.

Can deliver buyers, need all price theatres. Want full information on W. J. Miller (Exclusive Theatre Buyer) 21 Securities Bldg., Des Moines, Iowa. 3t

### FOR SALE

1000 seats, all seats in good condition. A bargain if taken at once, Edmond Opera House, Edmond, Kans. 12-22

### FOR SALE OR TRADE

Opera house and picture show. Building and equipment. Rent \$200 a year. If am leaving here and want quick action. Address John Somers, Chester, Mo. 12-13

### WANTED

One 1000 seat Minusa screen. Must be in A-1 condition. Can see larger screen. Give condition, size and price in letter. Iris Theatre, F. D. Morris, Cumanon, Kans. 12-13

# "The Most Satisfactory of them All"

---Says W. R. Bratton  
Stella Theatre, Council Grove, Kans.

## STELLA THEATRE

W. R. BRATTON, Owner and Manager

Clara Snider, Secretary  
Mrs. W. R. Bratton, Musical Director

Louretta Thompson, Pianist

### HIGH CLASS PICTURES

DRAMATIC—VAUDEVILLE—MUSICAL COMEDY  
Council Grove, Kans., Nov. 30, 1924.

Mr. M. A. Kahn,  
Kansas City, Mo.  
Dear Sir:

It isn't often that I make comments on pictures good or bad, as in most cases during my experience in the show business I have found good and bad pictures in all brands, but since I bought the Warner Classics, I cannot help but make comments, of all the service I ever ran I have found your pictures the most satisfactory of them all. I am just about to complete your first group and I must say that you were fair in your rentals, for you surely have shot square with me, and the sooner you get contracts here for the next Warner Twenty the better it will suit me and my patrons, as I get more good comments from them on Warner Classics than any other pictures I run.

Yours truly,  
W. R. BRATTON.

## FILM CLASSICS

OF KANSAS CITY, INC.

AL KAHN, General Manager 115 WEST 17TH STREET  
M. A. KAHN, Manager KANSAS CITY, MO.



*The***Reel  
Journal****The Film Trade Paper of the Southwest**

**IT GOT 'EM--**  
**"Laughs from a 'Hard Boiled' Patronage"**  
**"THE BATTLING ORIOLES"**

Mrs. C. E. Liggett, Mgr.

H. E. Schlichter, Projectionist

**The Liggett Theatre**

Madison, Kans., Dec. 5, 1924.

Pathe Film Exchange,

111 West 17th St.,

Kansas City, Mo.

Gentlemen:

Just a few words of congratulation on your feature length comedy "THE BATTLING ORIOLES," which I played December 3rd.

I want to say that you certainly have a winner in this one if my patrons are nay judge of pictures as they have praised it sky high.

Now I have a rather hard-boiled patronage but I haven't heard as many laughs in this house since last summer when I played "GIRL SHY" as I did during the last half of "THE BATTLING ORIOLES." The house went wild during the comic free-for-all fight and almost tore the roof off the building.

This is only a small town house but we certainly appreciate something good when we get it and had I known in advance what this feature was I would have booked it for two days instead of one.

With very best wishes, I am,

Truly yours,

**H. E. SCHLICHTER,**

Assistant Manager

**Pathe Exchange, Inc.**

KANSAS CITY—111 W. 17th St.  
 C. C. VAUGHAN, Manager

ST. LOUIS—316 Olive St.  
 HARRY GRAHAM, Manager

---

# STEPPING STONES TO YOUR BOX-OFFICE SUCCESS!

Make  
YOUR  
Dates  
NOW!

"Barbara Frietchie"

"Reckless Romance"

"The House of Youth"

"The Siren of Seville"

"A Cafe in Cairo"

"The Girl On The Stairs"

"Trouping With Ellen"

The  
Producers  
Distributing  
Corporation  
"SEVENTEEN"

---

You Could Give Your Friends no Finer Christmas  
Present Than a P. D. C. Program!

---

## PRODUCERS DISTRIBUTING CORPORATION

KANSAS CITY—111 West 18th St.  
CHARLES KNICKERBOCKER, Branch

Manager

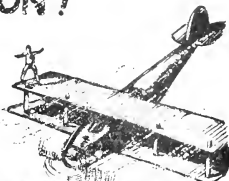
ST. LOUIS—3312 Lindell Blvd.  
C. D. HILL, Branch Manager

---

# Coming

THE MOST SENSATIONAL  
THRILL PICTURE  
RELEASED THIS SEASON  
OR ANY  
OTHER SEASON!

STARRING THE  
WORLD'S  
MOST FEARLESS  
STUNT FLYER  
AND DARE-DEVIL



# AL WILSON

# in The AIR HAWK

Directed by BRUCE MITCHELL

The first of an absolutely  
marvelous series of hair-  
raising airplane dramas

HERE at last is something NEW . . . Something with which to pack your house, and to send your audiences away thrilled to the core. AL WILSON, world's most fearless, most amazing stunt flyer, supported by Virginia Brown Faire, Lee Shumway and Leonard Clapham, with those three sensational flyers, Frank Tomick, Maurice Murphy and Boyd Montebith. All other former air pictures look sick by comparison with "THE AIR HAWK" . . . It's in a class by itself, with stunts that will make your blood run cold—to satisfy the most hardened movie audiences in the world. AND THERE ARE MORE PICTURES COMING FOR THIS AMAZING AIR SERIES. Watch for them. Speak to your F. B. O. exchange for the entire series. NOW or ask the F. B. O. Salesman who calls on you for a contract for the series. SIGN THAT CONTACT the minute you see it. It will mean a flood of profits for you. Nothing like this series ever filmed.

And you can get this series only through

## Film Booking Offices

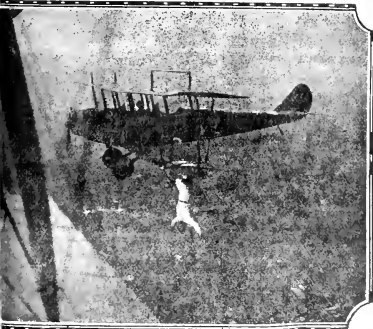
Snowy Bldg., Kansas City, Mo.  
3312 Olive St., St. Louis, Mo.

127 So. Hudson St., Okla. City, Okla.  
106 So. Cross St., Little Rock, Ark.

EXCHANGES EVERYWHERE

A Van Pelt-Wilson Production  
Supervised by Ernest Van Pelt

Thematic Music Cue Sheets Available on This Picture





Published Every Saturday by  
REEL JOURNAL PUBLISHING CO.

Mainstreet Theatre Bldg.  
KANSAS CITY, MO.

BEN SHLYEN  
Publisher and Editor

St. Louis Correspondent  
DAVID F. BARRETT  
3748 Meramec Avenue

Change of advertising must reach this office not later than Tuesday of each week, otherwise same copy will be run.

Circulating in Missouri, Kansas, Northern Oklahoma, Arkansas and Southern Illinois.

## For the Sake Of Good Will

Despite the oft-heard saying from the newspaper philosophers that the American public is fast drawing away from sentiment, this writer is disposed to dispute the authenticity of the above.

Perhaps the press critic sees only the surging crowds on bustling metropolitan streets, the scurrying youth mad-bent upon the pursuits of the jazz age, the materialistic psychology of capitalistic power, and that through all of these he overlooks the many fine sentiments of the American home.

We believe that most folks are sentimental about one thing or another, and that in general, a higher percentage, perhaps, is imbued with the spirit and customs of the Christmas season. No greater proof of this need be desired as the holiday tide approaches than a glimpse of the scurrying crowds, bent upon shopping, gift buying, preparing for Christmas.

It is the voice of the moving picture producers that sentiment is oft-times the making of many a production. To achieve the same in its proper vein is the acid test of directorial ability.

It occurs to us as the Christmas holidays draw near that a great many showmen in our territory will capitalize on the spirit of Christmas. Especially in the rural districts, will the exhibitor find a "Christmas picture" properly exploited through the channels of sincere sentiment to be an excellent asset for the box office and a splendid means of disseminating good will.

Luckily, for the showman, many of the former photoplays of Dickens and others, while somewhat old, are available at reasonable rentals. Such pictures as "David Copperfield," "Pollyanna," "The Man Who Played God," "Lord Famborough," and many others.

It is just a means of falling in step with the seasons and lends those little personal touches which build for the exhibitor that invaluable community asset—good will.

## SPECIAL SALES STAFF TO MARKET F. N. "SUPERS"

Selling Policy of Past Season to Be Continued.

First National Pictures is to continue for the coming half-year the method of marketing its special productions which was in effect during the past six months on "The Sea Hawk," "Secrets," "Abraham Lincoln" and "Sundown," according to E. C. Rhoden, Kansas City manager. When the selling campaign started on these specials, E. A. Eschmann appointed a special sales staff to market the productions with A. W. Smith, Jr. in charge.

He built up a staff of half a dozen salesmen made up of men of wide experience in the selling of pictures. As a result of their experience, ability and team work, the four First National specials have been booked in nearly every important key city point in the country, Rhoden declared.

### Five Specials Coming.

The productions already announced by First National for marketing as specials during the six months beginning February 1, 1925, include "The Lost World," the sensational photoplay being made from Sir Arthur Conan Doyle's novel in association with Watterson R. Rothacker, under the supervision of Earl Hudson; "Sally," Colleen Moore's new starring vehicle for First National film Guy Bolton's musical comedy success in which Flo Ziegfeld starred Marilyn Miller and Leon Errol; the two new Norma Talmadge productions; "The Lady" from Martin Brown's melodrama in which Mary Nash achieved one of her biggest stage successes, and the new international musical comedy hit, "Mme. Pompadour," in which Willa Bennett is now appearing in New York; and a new Earl Hudson production, "United States Flavor," an epic of the American steel industry, founded upon R. G. Kirk's short story of the same title which was recently published in the Saturday Evening Post.

### Extra Exploitation, Too!

The exploitation staff on the specials, which has functioned so successfully on "The Sea Hawk," "Secrets," "Abraham Lincoln," and "Sundown," under the supervision of Allen S. Glenn, will be continued on the new specials, Rhoden said.

## THEATRES SHOULD USE CHLORIN GAS

"The exhibitor who desires unusual publicity, as well as to entrench himself in the esteem of his community, should try the new invention by spraying his theatre with a mild chlorin gas," says a recent bulletin to motion picture theatre owners in Pennsylvania.

Dr. Herman Bjendensen, Health Commissioner of Chicago, has issued a bulletin regarding the use of chlorin, in which he credits Drs. Edward B. Vedder and Harold P. Sawyer of the U. S. Army Medical Corps for evolving the method used, which is an easy means of application of chlorin as a medicine for all irritations of the breath.

"If the use of this gas had been understood at the time of the war there would have been no epidemic of Spanish influenza and the theatres would not have had to close as they did."

## \$10,000 THEATRE OPENS IN SENECA, MISSOURI

Higginbotham's "Colonial" the Pride of Town of 900.

A monument to the courage and integrity of its founder, the beautiful new Colonial Theatre was opened at Seneca, Mo., Friday evening, December 5 by C. L. Higginbotham, owner and manager.

The new house occupies a front footage of 40 feet and is a model in architectural standards in Southwest Missouri. The cost was approximately \$10,000.

Getting off with a flying start, the new house bids fair to enjoy the consistent support of the community, according to Thomas Gavin, Paramount exploiter, who assisted in boosting the opening. With the opening picture, "Wanderer of the Wasteland," a Paramount production, the new house counted up 428 paid admissions on the first night, notwithstanding the fact that the theatre seats only 350 and the population of Seneca is 900. It was necessary to borrow chairs from a nearby church to seat the overflow crowd.

One of the exploitation schemes which apparently got good business from the country districts for the opening was the mailing out of several hundred letters attached to checks payable for two cents. This was all that was needed to insure the reading of the letter reporting the opening of the new house, and now the Bank of Seneca is flooded with an avalanche of two cent checks, so rumor has it.

The new theatre is beautifully decorated and boasts a brilliantly lighted marquee and a gallery. Also a large stage was built in, capable of accommodating any amateur theatricals. The new house enjoys the spirit of community pride, inasmuch as to the people of Seneca, it is Seneca's theatre.

## SCHENCK-GRAUMAN THEATRE DEAL

Joseph Schenck, newly elected chairman of the board of directors of United Artists and general manager of the company, in association with Sid Grauman of Hollywood, will build twenty new Egyptian theatres. This information was gleaned last week in New York.

Construction on the theatres will start at once in twenty key cities throughout the United States. Each will be known as "The Gramman," and will be operated on the two-a-day policy such as is now in operation in Grauman's own Hollywood Egyptian. Schenck represents the financial end of the deal, and Sid Grauman will undoubtedly act as general manager of the entire circuit.

Houses will very likely provide an outlet for the United Artists' product.

Paul Ganselin and Dorothy Arzner, prominent Hollywood screen authors, are at work on the continuity of "Breed of the Border," in which Letty Flynn will appear under the auspices of F. B. O.

Two Producers Distributing Corporation features are to have their Kansas City premieres in the near future, according to Charles Knickerbocker, manager. "Welcome Stranger" goes to the Royal the week starting December 28, and "Barbara Frietich" makes its debut at the Mainstreet the week of January 4.

THE TRIUMPHANT MARCH  
of the  
"FAMOUS 40"  
*Still Goes Steadily On!*

Not a  
Single  
Straggler  
in this  
Army of  
SUPER-  
HITS!

|                                                                         |                                                                           |                                                                  |
|-------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------------------------------------------------------|
| <p>GLORIA SWANSON<br/>in<br/>"Wages of Virtue"<br/>Dwan Production</p>  | <p>POLA NEGRI<br/>in<br/>"FORBIDDEN PARADISE"<br/>Lubitsch Production</p> | <p>Irvin Willat's<br/>"NORTH OF 36"<br/>HOLT-TORRENCE WILSON</p> |
| <p>CECIL B. DeMILLE'S<br/>"Golden Bed"</p>                              | <p>RUDOLPH VALENTINO<br/>in<br/>"A Sainted Devil"</p>                     | <p>RICHARD DIX<br/>in<br/>"Manhattan"</p>                        |
| <p>BEBE DANIELS<br/>in<br/>"Miss Bluebeard"</p>                         | <p>JAMES CRUZE'S<br/>"THE GARDEN OF WEEDS"</p>                            | <p>THOMAS MEIGHAN<br/>in<br/>"Tongues of Flame"</p>              |
| <p>THOMAS MEIGHAN<br/>in<br/>"Coming Through"<br/>with<br/>LILA LEE</p> | <p>WILLIAM DeMILLE'S<br/>"Locked Doors"</p>                               | <p>ALLAN DWAN'S<br/>"ARGENTINE LOVE"<br/>Daniels-Cortez</p>      |

For 12 Years the  
Exhibitors' Stand-  
by — today, a —

*Paramount Pictures*

—Contract is Far  
More Valuable  
than ever before!

110 West 18th Street  
KANSAS CITY, MO.

3721 Washington St.  
ST. LOUIS, MO.

## F. B. O. OFFICIALS SEE BIG YEAR AHEAD, CHURCHILL

After attending a two days' sales conference at the Blackstone Hotel, Chicago, Roy E. Churchill, branch manager for Film Booking Offices, returned to Kansas City this week.

The meeting was one of the most important held by F. B. O. in a long time. Branch managers were present from the entire middle west, and the Home Office was represented by Major H. C. S. Thomson, president and managing director of F. B. O.; Harry M. Berman, General Manager; Lee Marcus, assistant to Mr. Berman; Nat G. Rothstein, director of Publicity. The division managers were also represented in this division by Cleve Adams.

From reports brought to the meeting by various branch managers, business conditions are fine throughout the country for F. B. O., Churchill says.

In an interview with a representative of the Reel Journal, Mr. Churchill stated that in his opinion the great success now being enjoyed by F. B. O. is due not only to good product, but to the splendid advertising helps and efficient service rendered by the company. Mr. Churchill, who enjoys a record of five years as a film executive in Kansas City, attributes the success of his office to the fact that the Kansas City F. B. O. organization has rendered a service to exhibitors that is second to none. One of the most important reasons for good service in the Kansas City office is that the various department heads have been in their respective positions for the entire period that Mr. Churchill has directed affairs for F. B. O. in this territory.

Among the outstanding pictures that will be released shortly by F. B. O. are Mrs. Wallace Reid's new picture, "Broken Laws"; C. Gardner Sullivan's first production, "F. B. O. entitled "Cheap Kisses." Also the big prize contest picture, "On the Stroke of Three," with Kenneth Harlan and Madge Bellamy.

## FIVE CENTURYS FOR DECEMBER "U" RELEASE

Abel Stern, vice-president of Century comedies, announces that his company will release through the Universal Exchanges, five two-reel comedies for the month of December, according to L. B. Metzger, Kansas City manager. There will be two starring Buddy Messenger, one starring Wanda Wiley, one starring Edna Marian, Julius Stern's latest "find," and one featuring Bert Roach and Al Alt.

For December third the release will be "The Family Row," starring Buddy Messenger. On December tenth the release will be "Harem Follies," featuring Bert Roach, Al Alt and the famous Century Follies Girls.

December seventeenth will see the release of the new Wanda Wiley picture, "Present Arms," Edna Marian's first starring vehicle for Century will be released on December twenty-fourth. It is "Broadway Beauties," and also features the Century Follies Girls. For the last of the month there will be another Buddy Messenger comedy, "His First Degree."

In addition to the above named two-reelers, Century will release two special productions for Christmas Week. They will be a Baby Peggy, "Jack and the Beanstalk," and another Edna Marian, made especially for the Yuletide season, "My Baby Doll," Metzger said.



Pat Dowling, publicity director of the Christie Film Company, rushes into print with the statement that "Short Change," the first of the two-reel Walter Hiers comedies, being released through Educational Film Exchanges, Inc., was the comedy on the bill at the Newman Theatre, Kansas City, when the theatre was robbed of \$15,000, the receipts of the Saturday and Sunday shows. The moral is, when you run a Walter Hiers comedy, be sure to hire an extra cordon of police to guard the box-office receipts.

Educational officials are boasting of having four first runs in downtown Kansas City theatres this week. "Good Morning" is a Hamilton comedy, is at the Newman, "Goat Getters," a juvenile comedy, is on the program at the Mainstreet, a Cameo comedy, "Easy Pickin'" is the short attraction at the Royal and another Cameo, "Cut Loose," is on the bill at the Liberty.

C. E. Reynolds, Educational representative, was in this week to introduce himself to Movie Row. After spending six weeks in the territory, his Movie Row friends seemed to remember his face but couldn't place his name.

M. A. Levy, Fox manager, made a flying trip to Topeka and Kansas key centers this week.

William Thimble, manager of the Strand Theatre, Salina, Kas., was a Kansas City visitor the past week.

Among the exhibitors seen along Movie Row the past week were: Stanley Chambers, Miller, Wichita; M. L. Guyer, Auditorium Theatre, Slater; Mrs. Charles Bill, Holland Theatre, Wichita; and Eh Umpper, Best and Gem Theatres, Topeka.

L. A. Wagner of the Princess Theatre, Eureka, Kas., was a visitor of the Kansas City film colony this week.

C. A. Schultz, Vitagraph manager, has announced that his company's big super special, "Captain Blood," will open at the Mainstreet Theatre in Kansas City Christmas week, and at the Palace Theatre, Wichita, the week starting January 11th.

C. F. Senning, Educational manager, was back at his desk this week after a very painful operation. He suffered from an abscess for nearly a week but says he is much improved now.

Miss Helen Eisberg, stenographer, is back at her old desk in the Kansas City Vitagraph office after having been away for some time.

J. D. Jernigan, traveling auditor from Vitagraph's home office in New York, is making a check of the books of the Kansas City branch.

### Seven Years For Vitagraph.

To Charles Lewis, in charge of Vitagraph's shipping and inspection departments, goes the distinction of being the oldest employe in point of service in the Kansas City office. Lewis has stuck to business for seven years for the Vitagraph Company. He is back at his job this week after a minor operation, and stepping around, lively as ever.

### Vitagraph Chief Here.

The Kansas City Vitagraph office entertained a distinguished visitor this week. Edgar Anger, assistant general manager of the Vitagraph Company, was here to visit the Kansas City office. He went to St. Louis from Kansas City.

### Audience Calm in Theatre Fire.

When a piece of film became ignited Monday night in the projection room of Wonderland Theatre, 121 East Twelfth street, the audience filed out in an orderly manner. Two moving picture machines were scorched. The theatre is operated by the Richlynn Amusement Co.

### Cal. Edwards Back to Movie Row.

Cal S. Edwards, widely known in film circles in this territory, was back along Movie Row this week following a two-years' stay in Colorado. He said he intended to locate here again.

Edwards was formerly with the old General Film Company.

According to Edwards, his son, Cal, jr., who went to the coast some time ago with the Progress Film Service, has accepted a position with the Magnavox Company, radio manufacturers, of Oakland, Calif.

# BARGAIN BANNERS

ANY LENGTH UP TO 12 FEET  
ANY WIDTH UP TO 3 FEET

75¢  
EACH

Hand Painted in 3 colors in Large Letters can be read a block away

SENT ANYWHERE P.P. C.O.D.

**NORMAN FEATHER**  
 Suite One  
 Gayety Theatre Bldg.  
 KANSAS CITY, MO.

# TRAILERS GRATIS

THIS ITEM OF SERVICE IS JUST ONE OF THE  
MANY WAYS IN WHICH FIRST NATIONAL  
CO-OPERATES WITH THE  
EXHIBITOR.

The successful exhibitor of today regards a Trailer as his most effective medium of advertising. He has found that it means added dollars to the box office.

When merchants will pay hundreds of dollars a year for screen advertising they realize its value. Why then should not every exhibitor use his own screen to sell his entertainment? **It costs you NOTHING** when you use **FIRST NATIONAL** product.

Trailers issued by us are not merely a scene of uninteresting "shots" from the picture it is advertising—but it is edited in such a way as to be appealing and at the same time creates the patron's curiosity to come to the theatre and see the entire picture.

Get a contract for a series of First National Pictures—with free trailer service—and **WATCH YOUR RECEIPTS INCREASE.**

*"First National First"*

## FIRST NATIONAL PICTURES, Inc.

KANSAS CITY, MO.  
1712 Wyandotte Street  
E. C. Rhoden, Branch Mgr.

ST. LOUIS, MO.  
3319 Locust Street  
Harry Weiss, Branch Mgr.

## Chadwick Signs Walsh On Long Term Basis

New York, Dec. 4.—Just before leaving for the coast, I. E. Chadwick, president of Chadwick Pictures Corporation announced that he had signed George Walsh to a long term contract to appear in a series of feature pictures and in at least one chapter play dealing with an important episode in America's development.

No news beyond the signing of Mr. Walsh could be obtained at the time this announcement was made, but it was asserted by officials of his organization that Walsh was only one step in the huge program Mr. Chadwick was planning for his new season. Several other announcements will soon be forthcoming, it was said, that will give some idea of the unusually powerful program the Chadwick organization is planning—the acquisition of several very famous books and plays, and players of national prominence.

Mr. Walsh is one of the most celebrated stars, having appeared in a long list of big productions. Recently he appeared opposite Mary Pickford in the Ernst Lubitsch picture "Rosita."

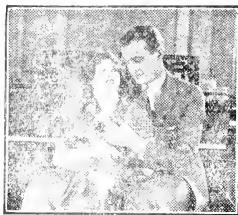
## 100 Pictures From Cinema in 1924-25

A product of 100 pictures! That is the line-up for the coming season of the newly-organized Cinema Distributing Company, G. L. Hendricks, manager, has announced.

This week he announced his entire product for 1924-25 by groups as follows: 24 Cinema Stars, 26 Sanford Westerns, 12 Thrill-needle-drama from Sanford, 12 Sanford Comedies featuring Billy France and 26 of the Balmac Educational Film Company's educational acts.

The first of the Balmac Education series to be released in this territory by the Cinema Film Company, were announced this week as "The Wonders of Nature," and "Modern Whaling."

"Empty Hearts," a Banner production, has been released by Independent Film Company, according to Joe Silverman, manager.



Everybody seems happy in this scene from "Three O'Clock in the Morning" an Entertainement release.

### This Sprayed Joy!

Reports like the following are the real saving influence which hit the exclamation point out of the depths of despair. If you don't think so, ask Bob Withers, manager of Enterprise Distributing Corp., who has received this letter from H. A. McClure, Emporia, Kans. (Journalman): "Just a line to let you know how well we are doing with your westerns. They

seem to be tailor-made for this house and we are doing the best business on this line up of pictures we have done in years.

"After playing the first one of each series, we seem to have established the particular star and immediately have requests from our patrons for another one of their pictures. An mighty well pleased with these pictures and with the paper you furnish."

## Make This-- Your Banner Year!

You'll find—

**A  
Banner  
Picture  
is all  
that the  
Name  
Implies**

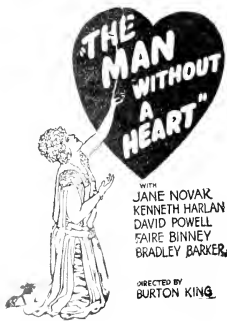
**REMEMBER!**

**Benny Leonard**

in

**"Flying Fists"**

**COMING!**



**BOOK THESE "PROSPERITY PICTURES" NOW**

**INDEPENDENT FILM CO.**

115 W. 17th St. Joe Silverman, Mgr. K. C., MO.

## I. M. P. D. A. Heads To Name Leader?

New York, Dec. 5.—With the departure for the Coast of I. E. Chadwick, president of the I. M. P. D. A., together with Jesse Goldberg, may mean the question of a leader for the Independents may be settled. It is understood Joe Brandt, of C. B. C., who is an officer of the I. M. P. D. A., will meet with Mr. Chadwick and Mr. Goldberg on the Coast to discuss the question.

Several nationally known men have been approached on the subject, but as yet nothing definite has been announced as to their attitudes. It is known that Secretary of Commerce, Hoover, was offered the position as leader, but decided to remain in the Cabinet.

There is no doubt the Independents have a man in mind, or one who is considering the position and they will be able to make an announcement very soon.

It is understood their questionnaire sent out to the various State Righters brought forth considerable valuable information and is being used to arrive at something definite.

With the naming of a leader, the Independents can take a new lease on life.

## "Tainted Money" for Release by C. B. C.

C. B. C. announce the completion of the cutting and editing of "Tainted Money" the seventh of the eight "Perfection" Pictures featuring William Fairbanks and Eva Novak and supported by Bruce Gordon, Edwards Davis and Carl Stockdale. The picture was directed by Henry McKae and is a story of a lumber war between two rival factions and their struggles over the possession of a tract of big timber and the control of a road which brings the timber to market.

Frank Amos, assistant Cinema manager, is reported to be buying baseball games for children.

Bob Withers, Enterprise manager, resumed his four-day and eleventh weekly trip into the territory this week. Bob passes the time of day with the dynamic reply, "Coming," but it seems to most of us that he's always going.



## STANDARD FILMS OFFER FIFTY-TWO WESTERNS FOR 1924-25

Standard Film, for many years Kansas City's big exchange specializing in Westerns, is going into the stunt business stronger than ever. At least such it would occur following the recent announcement that the Standard Company will offer at least 52 exclusive Western features during the coming year. These pictures are all to star well-known Western actors.

Among them is Yakima Canutt, for five years the world's champion cowboy. He is a newcomer into the ranks of the silent drama.

According to Jack Langan, manager, his company's feature product for the coming year has been classified as follows: 8 features starring Ben Wilson; 6 pictures in which Dick Hatton leads the stunt makers; 6 specials from Yakima Canutt; 8 featuring Buddy Roosevelt; 8 pictures from Buffalo Bill, Jr.; 6 featuring Neal Hart and 10 with Art Mix.

### Enterprise Announces First 20 Releases

The first twenty releases of the Enterprise 39 were announced this week by "Bob" Withers, manager of the Kansas City office. The titles as listed below, suggest an unusually fine number of opportunities for exploitation tie-ups for the box office.

They are "The Harbor Patrol," "Driftwood," "The Able Minded Lady," "The Tango Cavalier," "Getting Her Man," "The Apache Dancer," "Water Front Wolves," "Yankee Speed," "Wanted by the Law," "A Gentleman Unafraid," "Paying the Limit," "After a Million," "Treasure Canyon," "Three Days to Live," "Stop at Nothing," "Slow as Lightning," "Westbound," "Mysterious Goods," "Shackles of Fear," and "The Lone Fighter."

### "Western Growing in Favor," Hendricks

G. L. Hendricks, manager of the Cinema Distributing Company, believes the Western is steadily growing in the exhibitor's favor, especially in the small towns. In a recent trip to the territory, he reports having closed the following Kansas towns on his entire Sanford Western releases for 1924-25:

Regent Theatre, Eureka; Crescent, Neodesha; White-way Theatre, Fredonia; Elte

Theatre, Iola; Columbia Theatre, Coffeyville; Alexander Theatre, Alexander; Rex Theatre, Mulberry; Star Theatre, Ottawa; Liberty Theatre, Cherryvale; Star Theatre, Weir and the Opera House at Columbus.

### Minnich Boosts Western.

Sam Minnich, of the Electric Theatre, Chillicothe, Mo.,

has written Jack Langan, manager of Standard Films, paying a fine compliment to the feature, "False Trails," starring Pete Morrison, a Standard release.

He says: "In my estimation this is far better than the average western. It went good here."

Independent distributors believe there is a growing in-



In which one Kenneth McDonald shows his "Yankee Speed" along pugilistic lines, an Enterprise release.

terest in Western features throughout the Kansas City territory. Recently, two new companies have opened up to meet the demand for this type of entertainment.

### "Bill" Warner, New A. H. Blank Manager

New Chief Has Been in the "Game" 18 Years.

He's ridden the midnight train into the Kansas territory for eighteen years, but now, presto! he's an exchange manager.

Such is the record of William "Bill" Warner, whose appointment as manager of the Kansas City exchange of A. H. Blank Film Enterprises was announced this week. He succeeded M. E. "Marty" Williams, who has resigned.

Warner comes to the A. H. Blank company with a record of being the oldest in point of service in the Kansas City film colony. For eighteen years he's been making pictures to iterate exhibitors. And he claims he's cast 34 at that.

Warner has just finished a course of 5 years with Paramount and 9000 to that was in the late 's. He was with Fox for two and a half years, and then in a production office worked for Fred Z. Coe for two and a half years.

That's all, folks. I tried to come in and see the "Yankee Speed" (as ever) was his statement to the Reel Journal.

## Your Christmas Present, Gentlemen--

—JUST TO BOOST YOUR BOX-  
OFFICE RECEIPTS IN 1925—

# 52 Smashing Westerns

6 DICK HATTON'S 8 BUFFALO BILL'S  
8 BEN WILSON'S 6 NEAL HART'S  
6 YAKIMA CANUTT'S 10 ART MIX'  
8 BUDDY ROOSEVELT'S

## STANDARD FILMS

Jack Langan, Manager

111 West 18th Street

Kansas City, Mo.

## New Sanford Film Released This Week

The eighth release of the Sanford thrill-speed drama series was released this week, according to Frank Amos, assistant manager of the Cinema Film Company here.

The story is a semi-western, New York to Juncuba Nevada and over the Mexican border into the haunts of the bandit "Petro." The cast includes Jack Richardson, Billy Fraey, Loraine Eason, Gene Crosby, Lafayette McKee, Harry Fenwick, Dorothy Earle and other well-known players. The story is a comedy-drama, and similar in many respects to the recent success, "Miles-A-Minute Morgan." Amos said.

The first of the Sanford Western series, some of which are already available, and the others coming soon, are "North of Alaska," with Jack Richardson; "Miles-A-Minute Morgan," Matty Mattison and Vivian Rich; "Up and At 'Em," Jack Richardson; and "Circus Lure" and "Kagool' Robin," featuring Matty Mattison.

We are glad to report a constant demand for these Westerns, Amos said.

## Enterprise Product From Big Independents

Four of the largest independent producers in the industry are backers of the first nine pictures which Enterprise Distributing Corporation is offering for release in this territory this season.

Mathew Hirsch is the producer of the famous George Folan series, the Gerson Perino Corporation are the makers of the Ora Carew series, and Anthony J. Xylis, a well-known producer, is responsible for the success of the group of pictures featuring Kenneth McDonald and the block featuring J. B. Warner.

G. L. Hendricks, manager of the Cinema Distributing Company, reports having closed with the Empress Theatre, St. Joseph, Mo., for the showing of his entire product of Westerns.

George Christman, Kansas City, Mo., showman, has written G. L. Hendricks, manager of the Cinema Distributing Company, in regard to the new "Cinema Stars" series for release by that company, as follows: "This is the best single reel series I have ever run."

## K. C. Exchange Offers "Cinema Stars" Group

The Cinema Distributing Company is featuring a series of new one-reel comedies, the "Cinema Stars" series, which officials feel are bound to win favorable attention from exhibitors throughout the territory. The series develop comedy situations around the home life of the stars, and are said to abound with life and atmosphere of the Hollywood colony. Cinema will distribute two of the comedies each month, according to G. L. Hendricks, manager. Ralph Wrayley, son of the chewing gum magnate, is the producer.

## Chadwick Shows 3 at Once in Milwaukee

New York, Dec. 5.—Three productions, produced this season by Chadwick Pictures Corporation, "The Fire Patrol," "The Painted Flapper," with James Kirkwood and Pauline Garon, and "I Am the Man," starring Lionel Barrymore—all part of the famous unit, the Chadwick 9—were shown simultaneously in three leading first run houses in Milwaukee last week, according to reports made to the

Chadwick offices by Celebrated Players Film Corporation, of Wisconsin, who are handling the Chadwick product for that territory.

This is conceded to be the first time that three independent pictures of the same company have been shown at one time in three first run houses in one city, all within a block of one another, according to Joe Silverman, of Independent Film Co., distributor in this territory.

## Mrs. Sheidel, Winner.

Mrs. Sheidel, manager of the Lindell Theatre, Mulvane, Kans., has already received her remembrance from Mr. Santa Claus, at least one of them.

She was the first to respond to a recent questionnaire sent out by the Enterprise Distributing Corporation, offering a free Christmas picture to the first exhibitor sending in their open dates for Enterprise pictures. The prize will be "I Am the Law," and Mrs. Sheidel will play the feature Christmas week, according to Bob Withers, Enterprise manager.

Enterprise Dist. Corp., announced the distribution rights of another Western this week. It is "Single Shot Parker," starring Tom Mix.

## It's a Box-Office Treat!

What a Title! Such Stars! What a Story!



Sanford Productions  
offer

### SOULS IN BONDAGE

A Thrilling Production with a Real  
Chilling Storyline ALL-TIME CAST

PAT O'MALLEY  
CLEO MADUON OTTO LEDERER  
FRANK HAYES GENE CROBY  
PETER HOWARD EUGENIA GILBERT  
LEON ARTIGUE

Directed by Wm. M. CLEFORD  
Photography by LYNN DABLING  
Art Writing by FLOREANO PINNEY EABLE

A SANFORD SPECIAL

and we've 25 other Stanford Specials that will make old friends of your patrons.

NOW BOOKING

Cinema  
DIST. CO.

113 West 18th St.

Kansas City, Mo.

G. L. Hendricks,  
Manager

FOR THE SEASON 1924-25

## Westerns "What Am"



- 8 J. B. Warner Series
- 6 Kenneth McDonald Series
- 8 Al Ferguson Series
- 6 George Larkin Series.
- 4 Carew Western Series
- 1 Henry B. Waltham Series.
- 5 Jack Perrin Series.

All Western  
Stunt Dramas  
NOW BOOKING  
Write or Wire  
Now.

ENTERPRISE DIST. CORP.

"BOB" WITHERS, Mgr.  
115 West 18th St. KANSAS CITY, MO.

## LAEMMLE ANNOUNCES PLAN TO RECIPROCATE VETERANS

Two Vacations Annually for 10-Year Employees.

Upon his return Sunday from the Western studios at Universal City, Calif., Carl Laemmle announced that all those who had been in the employ of the company ten years or more would be given a winter vacation in addition to the regular summer vacation. For some time the president of the Universal has contemplated such a move.

Next May the company in its present form will be thirteen years old. In those thirteen years Mr. Laemmle has established several precedents governing the comfort and welfare of the army of employees who are required for the making and distribution of Universal photoplays.

Ten years ago the employes of the Universal numbered less than a thousand. It is interesting to note that of the thirty-six hundred employes today on the payroll of the company, eighty-three will benefit by this recognition of their ten years of service to the company. Ten years ago the Universal was a small company as business companies are rated. It didn't own its own exchanges, its huge studio at Universal City was still in the future though Carl Laemmle in February of 1914 purchased the site of the present city in the San Fernando Valley. It was merely starting its international distribution machinery. Its laboratory work was done in the little factory at Bayonne.

Today Universal owns thirty-six exchanges in the pivotal distributing centers of the United States; the Universal City studios are the largest and most comprehensive photoplay studios in the world; its laboratory at Fort Lee is a model of efficiency, safety and harmonious working, copied by scores of other film developing plants; and its foreign offices encircle the globe.

## M. P. T. O. A. URGES AID FOR TUBERCULOSIS DRIVE

M. J. O'Toole, president of the M. P. T. O. A., has issued a letter to theatre owners nationally requesting them to give what assistance they can in publicizing the Seventeenth Annual Christmas Seal Sale of National Tuberculosis Association. The drive is now on, and will last through the month of December.

The Association has made a trailer from "Out of the Inkwell" cartoon service, which deals with the "spitting scenes." Two health elves arrest the spitter and then put a Christmas Seal over the spot where he stood to show the contrast. The trailer is 145 feet long.

The letter urges all co-operation, possible.

## Plan Campaign for "Galloping Hoofs"

Following on the success of its elaborate advertising campaign for "Into the Net", Pathe plans a similar national newspaper campaign of the same nature and magnitude for its latest serial, "Galloping Hoofs," a George B. Seitz production, featuring Allene Ray.

Sixteen very widely circulated farm papers will be used in the campaign, including Oklahoma Stockman Farmer, Kansas City Star and St. Louis Globe Democrat.

## PATHE NEWS SHORT-REEL ENTERS THIRTEENTH YEAR

Pathe announces this week that starting with the issues of the Pathe News for December 27th the number of the issue will again start at number one, according to C. C. Vaughan, Kansas City manager. "This marks the thirteenth year of the existence of this picture-news-gathering agency, and it isn't going to be unlucky," he declared.

Starting thirteen years ago, Pathe News since that time has released 1244 editions. At the beginning it was known as the Pathe Weekly and remained as such until nine years ago. It was then changed to Pathe News and released as a semi-weekly service such as it is today. Since it has been a semi-weekly, 936 different issues have been released.

Officials of the Pathe News estimate that over three million feet of film was taken of the World War. Of this amount only about fifty thousand feet were exhibited in theatres. The remainder of this unpublished film is stored in vaults and constitutes one of the leading historical records of the day.

At the present day Pathe News has over fourteen hundred corresponding cameramen in the field.

Monte Blue and Marie Prevost recently were assigned to play the two leading roles in "Recompense" which is soon to go into production for Warner Bros.

## VITAGRAPH ENGAGES SCULPTOR FOR "REDEEMING SIN"

To impersonate Paul Dubois a victim of a captor in "The Redeeming Sin," in which Mme. Alla Nazimova makes her debut as a Vitagraph star, J. Stuart Blackton, the director, has engaged a sculptor in real life, according to A. Danke, St. Louis manager. He is a sculptor, that is, when he is not acting, for Carl Miller divides his time between the two arts, that of the screen and that of the chisel.

The turning point in Mr. Miller's career came when he was signed to play the part of a straggling young artist in Charles Chaplin's "A Woman of Paris." Starting in pictures as an "extra," he was soon given more important roles in a series of Universal Westerns. Then he played with Lois Weber in "The Doctor and the Woman," and after the war in which he saw action he teamed up with Mrs. Weber again in "The Kid." This was followed by a five weeks' engagement as juvenile lead with Marion Davies in Cosmopolitan's "The Bride's Play." After "A Woman of Paris," he impersonated Jackie Coogan's father in "The Kid," and he has worked also in several Fox productions, in support of Barbara Bedford, among others.

READ THE  
CLASSIFIED ADS

# Cameo

## COMEDIES

*Start off with a laugh.*  
*No time is lost, and every re-*  
*lease is one reel full of fun.*

"Often the first subtitle carries a laugh which acts as the essential ignition flash that sets the audience in uproar," says Exhibitors Herald. "Again, the first scene is so intrinsically funny that everyone is laughing before it is half over."

*No one-reel, rough-and-tumble comedies*  
*have ever won greater popular acclaim*  
*from exhibitors and public.*



KANSAS CITY—  
130 West 18th St.  
C. F. Seating, Mgr.

ST. LOUIS—  
1324 Olive St.  
S. J. Hankin, Mgr.

## "GALLOPING HOOFS" FILM READY FOR PATHE RELEASE

The week of December 21st marks the release of Pathe's latest serial "Galloping Hoofs," co-starring Allene Ray and Johnnie Walker. The production of "Galloping Hoofs" follows "Ten Seconds Make A Man," in which Miss Ray also was the star. As can be gathered from the title, the story is a race track melodrama in which a race horse, "Gold-blaze," is one of the prominent figures. In addition to being released as a serial in ten chapters it will also be released as a feature. The principal members of the cast in the support of Miss Ray and Johnnie Walker are J. Barney Sherry, Ernest Hilliard, Armando Cortez, William Nally, George Nardelli and Albert Kosca.

The two comedies released for the week of December 21st were produced by Hal Roach. The first is a two-reeler featuring Arthur Stone under the title of "Just A Good Guy."

Next on the list of Pathe releases for the week is the one-reel Hal Roach comedy, "The Royal Razz," featuring Charley Chase. Many of the main comedy situations in this production are laid in a crowded street car with Chase trying to reach home with a large Christmas tree. Katherine Grant, Martha Sleeper, Olive Borden, Robert Page and Jules Mendel comprise the supporting cast. The picture was made under the direction of Leo McCarey.

Pathe Review No. 51 carries an interesting installment of the "Keep Fit" series. The other two subjects of the Review are scenes of the city of Providence in Pathe-color and "Agriculture: A La Mode." The latter are interesting views of the innovations made by the rice growers of Malacca-car.

Aesop's Film Fables, the animated film cartoon for the week, uses "Mysteries of Old Chinatown" for its comedy subject matter. "Topics of the Day" is also scheduled for release.

## "HER MARKET VALUE," AYRES' FIRST FOR PRODUCERS

One of the first of the Ayres-Arre-starring pictures to be released by Producers Distributing Corporation on the coming 1925 program will be "Her Market Value" adapted from the New York and London stage success "The Eleventh Commandment" by Francis Nordstrom, Chas Knickerbocker, Kansas City local manager, has just learned.

"Her Market Value" is a Paul Powell production with an all-star supporting cast that includes Taylor Holmes, Anders Randolph, Edward Earle and Hedda Hopper. It is a refreshingly novel society drama with many tense situations arising through the strange will of a young Wall Street broker who leaves his wife "in trust" to his three closest friends and associates.

Under the present plans of Producers Distributing Corporation "Her Market Value" will be an early February issue and it may be placed as the first release on the coming 1925 program, Knickerbocker believes.

SEND IN  
YOUR BOX-OFFICE  
REPORTS

## LAEMMLE SEES BIG FUTURE FOR HOUSE PETERS' SPECIAL

### "Tornado Beats 'The Storm' Which Played 8,000 Theatres."

New York, Dec. 12.—"The Tornado," the melodramatic House Peters picture made at Universal City from Lincoln J. Carter's sensational stage play, is proving to be one of the greatest surprises of the season for Universal. It is being hailed as greater than "The Storm," which up until now has held the fondest nook in the corner of all hearts in the Universal organization. "The Storm" has been shown in more than 8,000 theatres.

### Opens on Broadway, Dec. 13.

"From present prospects," said Carl Laemmle this week, "the new House Peters picture will be a greater success than 'The Storm.' It certainly is getting better reports and reviews at the outset. 'The Storm' had to build up its vogue, but 'The Tornado' is getting the breaks right from the start.

"I am anxious to see how Broadway takes it. It opens in the new Piccadilly Theatre next Saturday, December 13th. Of course, it being an easy picture to exploit, on account of its name, Universal's exploitation campaign will help it immensely, but I am convinced that the picture has its own pulling power. And here's why:

### Sets Syracuse Record.

"I received a wire yesterday from Morris Fitzer, of the Empire Theatre, Syracuse, N. Y. Fitzer had booked 'The Tornado' for showing some time next June. A week or so ago, my Buffalo manager wrote to the point of 'The Tornado' to Syracuse with him and showed it to Fitzer. The Syracuse showman immediately moved up his play date to the week of November 29. Naturally he didn't have much time to put the picture over, but just listen to the results. Here are his own words:

"Opened Saturday in the face of a terrific snow storm to wonderful business with greater business on Sunday. It will undoubtedly break all house records before the week is over. 'Tornado' far superior than 'The Storm.' I made personal canvass of audiences and found criticism managers as to perfection of the production. Work of House Peters and supporting cast unexcelled."

A rating of 90 per cent, which means a valuation of "Excellent" is given the David Smith production, "Captain Blood," Vitaphone's special, by Screen Opinions in its current issue, according to C. A. Schultz, Kansas City branch manager.

Ametown features are analyzed in this number of Screen Opinions, the ratings running all the way from 50 per cent upward. The general average of the pictures considered is 72 per cent, so "Captain Blood's" position will be seen to be a commanding one.

Bobby Vernon is at Catalina with a whole lot for his new comedy. With the Sea Breeze a sixty-five foot yacht, and the Apache, accompanied by a barge, two speed boats, three dinghies and a torpedo, and the carpenters, property men, actors, directors, etc., the party resembles a young expedition. Harold Beaudine will direct the new comedy, which will follow "French Pastry."

## WARNERS GETTING READY FOR THEIR BIGGEST YEAR

New York, Dec. 10.—With the idea of completing their present program by February 1, Warner Bros. are busy perfecting plans for the 1925-26 season with the intention of getting an early start on what will probably be the most pretensions schedule of production since the firm stepped prominently into the limelight as producer of Screen Classics.

"Every Warner Day a Day of Profit" will be the slogan for next year, and the New York office announces this week that the firm will continue its policy of the past in filming only the bigger best selling novels of the day and the most successful plays enjoying New York runs. The works of more than thirty popular authors will be represented in the Warner Bros. output next season, according to word from the firm this week. Announcement of the books purchased will soon be forthcoming; just as soon as several minor details are adjusted. Deals are also pending for the purchase of other material and included in the Warner Bros. library of Screen Classics to be filmed next season are the works of:

Arthur Somers Roche, E. Phillips Oppenheim, Ruth Cross, Charles Hanson Towne, Kathleen Norris, Carolyn Wells, Sophia Kerr, H. C. Witwer, Wallace Irwin, Frank Craven, George Barr McCutcheon, Rube Goldberg, George Agnew Chamberlin, Meade Mininger, Ruby M. Ayers, Stephen McKenna, Gertrude Wentworth James, Flavia Chaudoin Dajoe, Mrs. Jay Gelzer, and others pending.

With the signing of several famous directors who made good on Warner Bros. product this year, and the retention of scenarists who have proven their ability to turn out entertaining adaptations, the firm feels it is in a position to announce soon the best program of exhibitor and audience pictures in its career.

## Exploit Your Pictures

We can make up and print any special herald or novelty which you require to exploit any picture released. Write us and get our prices. They are reasonable.

**THE**  
**KEYSTONE**  
Press

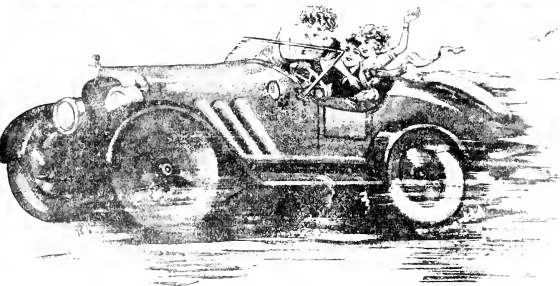
THEATRICAL AND COM-  
MERCIAL PRINTERS :  
19th and Wyandotte Streets  
Kansas City - Missouri

**A BOX OFFICE PICTURE OF  
TREMENDOUS POWER**

*Greater than*  
**"HUMAN WRECKAGE"**

**MRS. WALLACE REID**

**WITH PERCY MARMONT AND HUGE CAST IN**



**Broken**

Backed by  
**EXTRAORDINARY EXPLOITATION**

From the Story by **ADELE ROGERS ST. JOHNS**  
Directed by **R. WILLIAM NEILL**  
**A PICTURE** that will make greater Box Office history than  
"HUMAN WRECKAGE." No picture of the present season,  
irrespective of Producer, surpasses in tremendous drama and box  
office proportions this second picture of Mrs. Reid's.

Arrange to have it screened for you at your nearest F. B. O.  
Exchange.

Distributed Throughout the World by  
**FILM BOOKING OFFICES**

Shower Bldg., Kansas City, Mo. 127 So. Hudson St., Okla. City, Okla.  
3312 Olive St., St. Louis, Mo. 108 So. Cross St., Little Rock, Ark.  
Thematic Music Cue Sheet Available On This Picture

**Laws**



## BOX OFFICE REPORTS

### F. B. O.

**The Third Alarm**, Ralph Lewis—A good picture with plenty of action. Print fine. Advertising no good.—G. D. Carr, Allendale Theatre, Allendale, Mo.

**Lights Out**, All Star—Here is a real production, crook mystery-drama that is a knockout for this type of picture. The story is centered around the movie studio. The action is great, direction and settings good. Played two days to good business. Good comments on this one.—T. H. Lauck, Opera House, Mound City, Kans.

**Spirit of the U. S. A.**, Johnny Walker—A good picture, but don't pay too much for it.—E. D. Larson, Peoples, Moran, Kans.

**Blow Your Own Horn**, Johnny Walker—Better than half of my patronage left before the show was out. No one liked the picture.—E. D. Larson, Peoples, Moran, Kans.

### FIRST NATIONAL

**Goldfish**, Louise Fazenda and Syd Chaplin—Good business. People liked picture. Print and accessories good.—H. E. Mitchell, Strand Theatre, Lancaster, Mo.

**Hotshot**, Douglas MacLean—Good comedy all the way through. Many thrills. Pleased 100 per cent. Good crowd. Print and accessories good.—C. W. Stark, Amusement Hall, Turon, Kans.

**In Every Woman's Life**—Thiss picture went over nice! Pleasing most everyone. Print and advertising good.—Reynolds Maxwell, Electric, Joplin, Mo.

**When A Man's A Man**, John Bowers—Played two nights to very nice business. Had many favorable comments. First National specials almost always make good with me. Print excellent. Advertising O. K.—W. A. Harter, Wonderland, Kidder, Mo.

**What A Wife Learned**—A good picture that seemed to please 90 per cent. Print and advertising good.—O. L. Howard, Hollister, Mo.

**Marriage Cheat**, Special Cast—Consider this a good picture although my business on it was not satisfactory. Print and advertising good.—Raymond Gern, Mayflower Theatre, Florence, Kans.

**Daddy**—Very, very good. Drew good business and pleased. Print and advertising good.—J. M. Bailey, Bailey, Waverly, Kans.

**In Hollywood with Potash and Perlmutter**, Special Cast—Picture went over big. Had out the S. R. O. sign opening night.—H. E. Mitchell, Strand, Lancaster, Mo.

**Skin Deep**, Milton Sills—One of the very best shows I have had the pleasure to run. A real audience picture.—W. A. Doerschlag, Strand, Ransom, Kans.

**Brown of the North**, Strouheart—A good picture, but could have been put in six reels. Film poor.—W. A. Doerschlag, Strand, Ransom, Kans.

**The Bond Boy**, Richard Barthelmess—Extra good picture with a good story. Pleased 100 per cent. Print good. E. D. Larson, Peoples, Moran, Kans.

**For Sale**, Special Cast—Good picture—business fair. Advertising good—Glen

Dickinson, Bowersock, Lawrence, Kans.

**Go and Get It**, O'Malley, Ayres—Here is a picture worth while. Some very good stunt lying in this one.—E. H. Intehmann, Star, Cole Camp, Mo.

### METRO-GOLDWYN

**Little Old New York**, Marion Davies—This picture is one of the best we ever run. Has many entertainment values, appealing to all classes. Marion Davies plays wonderful part. Played to good business Thanksgiving. Pleased 95 per cent. Film in very good condition.—T. H. Lauck, Opera House, Mound City, Kans.

**Three Weeks**, Aileen Pringle—Old, but not so bad as some would have it.—H. E. Schlechter, Liggett, Madison, Kans.

### PARAMOUNT

**Worldly Goods**, Agnes Ayres—Just a fair program picture.—H. E. Schlechter, Liggett, Madison, Kans.

**To the Last Man**, Richard Dix—Picture good but a little dark. One of the few pictures which follows the story of the book.—F. H. Intehmann, Star, Cole Camp, Mo.

**Shadows of Paris**, Pola Negri—A fair program picture. However, Pola does not have much following here.—D. C. Kennedy, Electric, Glasgow, Mo.

### STANDARD

**Dangerous Trail**, Irene Rich, Noah Berry—An ordinary program picture. Light northern story not up to average. Part of film in bad condition. Acting of stars all that made picture worth playing.

—T. H. Lauck, Opera House, Mound City, Kans.

### UNIVERSAL

**Fast Express**, Serial, William Duncan—The best serial I have ever run. Bad weather will not keep them away. I am on the muth chapter and it is getting better every time.—E. D. Carson, Peoples, Moran, Kans.

**Fighting American**, Pat O'Malley—A splendid entertainment but the name is a mistake. Pleased 100 per cent. Film good.—H. L. Karr, Gem, Monett, Mo.

**The Near Lady**, Gladys Walton—This one shows five reels of good fun and it pleased all. Attendance small on account

of bad weather. Film good, also accessories.—H. L. Karr, Gem, Monett, Mo.

**Thundering Dawn**, Anna Q. Nilsson—A wonderful picture and pleased all. The typhoon alone is worth the price of the picture.—H. L. Karr, Gem, Monett, Mo.

### VITAGRAPH

**The Heart of Maryland**, Catherine Calvert—Good picture and pleased 90 per cent. Film and accessories good.—H. L. Karr, Monett, Mo.

**Behold This Woman**, Chas. A. Post, Irene Rich, Marguerite De La Motte—This picture was suitable for any house anywhere. Some may say that it was drasy in places, but it pleased just the same. The lighting effects wonderful; direction could not be improved. Costumes marvelous and photography perfect. I just made a little over expenses but had considerable competition. I'm satisfied though. Thanks for good service and prints. If trailer had arrived on time everything would have been 'jake'.—Star Theatre, Stoutsville, Mo.

**One Law for the Woman**, Cullen Landis—A good picture, pleased 95 per cent. A small town. Condition of film good.—E. Rodgers, Falco, Kans.

**Loyal Lives**, Special Cast—Very good print (only one reel broke). Seemed to please a crowded house. A little more action would help this picture but it might not be possible to work it out without weakening the plot.—Thos. Daniel, Home Theatre, Rockville, Mo.

**A Front Page Story**, Special Cast—This one went over nicely. A good picture.—W. A. Barton, Alhambra H. S., Atlanta, Mo.

**Pioneer Trails**, All Star Cast—A good picture. Condition of film good.—Clarence Stevens, Amusu, Archie, Mo.

**The Love Bandit**—A good Northern picture. Plenty of action. Accessories good.—D. C. Kennedy, Electric, Glasgow, Mo.

### WARNER BROS.

**The Marriage Circle**, Monte Blue and Marie Prevost—One of the very finest. Will stand a raise in admission. The best I ever saw this pair of stars do. In fact, the acting by the whole cast is wonderful. Ernst Lubitsch is a great director.—Sam Minnich, Electric Theatre, Chillicothe, Mo.

**Broadway After Dark**, Nilsson, Myers, Menion, Shearer—A very good offering for this type of picture. The production is good from all angles. Settings fine. Broadway actor story with good comedy situations. Play this one.—T. H. Lauck, Opera House, Mound City, Kans.

## Mail in Your Film Report Today For the Next Issue

THE REEL JOURNAL.

19th & Wyandette Kan-as City, Mo

My opinion on pictures recently played here is as follows:

Title .....

Star .....

Remark .....

Title .....

Star .....

Remark .....

If Every Exhibitor Does His  
Duty There Will be No Mediocre  
Pictures

City .....

Theatre .....

Exhibitor .....

# PATRONIZE

THESE RELIABLE BUSINESS HOUSES—THEY GIVE SPECIAL SERVICE TO THE FILM TRADE :: ::

## BOLLER BROTHERS

THEATRE ARCHITECTS

114 West 10th St. 340 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

## WESTERN VAUDEVILLE MANAGERS ASS'N

Affiliated with the  
ORPHEUM and KEITH CIRCUITS  
Offices

201 Mainstreet Theatre Building  
KANSAS CITY, MO.  
Representative  
JOLLY JONES, JR.  
Phone Grand 1860  
VOD-VIL FURNISHED FOR  
THEATRES.



Archie Josephson, President

## HOTEL BRAY

12th Street and  
Baltimore Ave.  
Kansas City, Mo.

It's foolish  
to pay more  
--and  
risky to  
pay less.

Absolutely  
Fireproof  
\$1.50 up  
without Bath  
200 ROOMS  
\$1.75 and up  
with Bath

## THE BENNETT FILM RENOVATOR

"CLEANS WHERE OTHERS FAIL"

Maximum Results at Minimum Cost

For Full Particulars write

GEORGE BENNETT

Route 2

CINEMA

**Kansas City Engraving & Colorplate Co**  
8th and Walnut - Kansas City  
Main 4707  
Halftones Color Plates  
Zinc Etchings  
"on time" service

## MRS. WALLACE REID LAUDS CENSORSHIP BY WOMEN

Mrs. Wallace Reid, will soon release her feature production, "Broken Laws," set forth her views in regard to the power of club women in "making" or "breaking" a picture in an address before the California Federation of Women's Clubs here recently.

"A great many exhibitors are afraid of a picture endorsed by club women," she said, "because they believe that the women are trying to censor away their livelihood. A few years ago it was only necessary to say that a picture was endorsed by club women to make it a failure."

"That was because the women did not know sufficient about the production and exhibition of motion pictures, to do really constructive work. The recent successes they have made here have been achieved by overcoming this lack of knowledge, and have convinced the exhibitor, that instead of an enemy, they have a splendid and valuable ally in the clubwomen."

Mrs. Reid gave credit for the success of her first picture, "Human Wreckage," to the support and comment given it by club women throughout the country. She stated that she believed club women everywhere would endorse her second big production, "Broken Laws," because it carries a message to the youth of the land.

Ernest Van Pelt, producer of the Al Wilson airplane melodramas for Film Booking Offices, has announced the cast for his second production, "The Cloud Rider," now being filmed on the West Coast. The cast includes besides the star, Virginia Lee Corbin, Helen Ferguson, Brinsley Shaw, Melburne MacDowell, Harry Von Meter, Frank Tomick, Frank Clark and Boyd Monteith.

## AT KANSAS CITY THEATRES

Week Ending December 13

- NEWMAN**  
"Forbidden Paradise," Pola Negri, Paramount.
- MAINSTREET**  
"Sundown," special cast, First National.
- ROYAL**  
"Married Flirts," all star, Metro-Goldwyn.
- LIBERTY**  
"The Ace of Innocence," Beverly Bayne, Elliott Dexter, Warner Bros.
- GLOBE**  
"Empty Hearts," Lillian Rich, John Bowers, Independent.
- PANTAGES**  
"Gerald Cranston's Lady," Alvin Rubens, James Kirkwood, Fox.

## CURRENT RELEASES

- PATHE**  
Just Good Guy, Art Stone (2)  
Mystery of Old China Town, Astor (1)  
Pathe Roxrow, No. 51  
Gibson's Boys, Serial (2)  
The Royal Razz, Charley Chase (1)  
Tones, No. 51  
Pathe News, News 104-105
- FOX**  
The Beauts, Peppi, Viola Dana,  
The Wolf of a Century, All Star.
- METRO-GOLDWYN**  
The Beau and Gaudy, Tom Mix,  
Milk Bandits, Sunshine Comedy (2)
- UNIVERSAL**  
Mystery of a Man, William Desmond (5)  
Panic on Loan, Historical History (1)  
Smiler Showdown, C. Robbe Lillian (2)  
His First Love, Buddy Messinger (2)  
The Way of the West, Billy Sullivan (2)  
International News, No. 2
- EDUCATIONAL**  
Get G. M. G., Inevitable Comedy (2)  
Kingdoms, Inevitable week
- PARA-MOUNT**  
Fingert's of Flats, Thos. Meighan

ENTERPRISE  
"The Little Limit, Ora Carew (5),  
"The Live, Ora Carew (5),  
Mild A. Munn, Morgan, Mitty Mattison,  
Souls in Boulder, Pat O'Malley.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

**PICTURE SHOW FOR SALE**  
A handy little house, seats 250, building six times and all complete. Population of city, the only one in town; all in 2nd and 3rd streets. Reason for selling, not knowing business. Proceed right, \$4500 if taken in 30 days. One bill or 6 months-Royal Theatre, Elain, Kans., 12-20

**ORGAN FOR SALE**  
A very fine, portable, 48-note, Good as new. Cash ready to sell. Used less than six months. Call for price \$125.00. Box 11, Address Star Theatre, Nevada, Mo.

**WANTED TO BUY**  
Wanted to buy for cash, 1 or 2 fine, Cuban pianos. Must be in good condition. State price. How many reels. Talk Vetter, Care Reel Journal, Kansas City, Mo. 12-27

**AT LIBERTY**  
Professional and amateur, handle and make program, and leave city and I will be right with you. Call for price \$125.00. Box 11, Address Star Theatre, Nevada, Mo. 12-27

**PICTURE SHOW WANTED**  
I am looking for a picture show, 10 miles south of the town of Elgin, Mo. I will pay \$1000.00 for it. If you have one, please call me. Business Box 11, Nevada, Mo. 12-13

**WANT MOVIES.**  
I am looking for all time theatres, or full program of W. F. Miller's "East Side Theatre, Broken 121, Secutator Bldg., Des Moines, Iowa. 12-27

**FOR SALE**  
A very fine, portable, 48-note, Good as new. Cash ready to sell. Used less than six months. Call for price \$125.00. Box 11, Address Star Theatre, Nevada, Mo. 12-27

**FOR SALE OR TRADE**  
I am looking for a picture show, 10 miles south of the town of Elgin, Mo. I will pay \$1000.00 for it. If you have one, please call me. Business Box 11, Nevada, Mo. 12-13

**"The Best Pictures I Have Ever Shown"**  
Says J. E. Travis, Erie Theatre, Erie, Kas.

**WARNER BROS.**  
Classic of the Screen



*DORIC THEATRE*

JOHN E. TRAVIS, Manager  
The Best in Moving Pictures  
ERIE, KANSAS

November 30, 1924.

Film Classics, Inc.,  
Kansas City, Mo.

Dear Sirs:

I have played about half of the pictures on my contract, and I want to say that "WARNER BROS. CLASSICS" are the best pictures I have ever shown. Tonight I am playing "RAGS TO RICHES" and it sure sounds good to hear the audience laughing.

It has drawn the best Saturday night crowd I have had for some time. I am satisfied that every one is pleased with the picture. I hope that the balance of the pictures on contract are as good as the ones I have played.

Yours truly,

DORIC THEATRE,  
John E. Travis, Mgr.

---

**Save Twenty Dates for the New "Warner Twenty"**

---

**FILM CLASSICS**  
OF KANSAS CITY, Inc.

AL KAHN, General Manager 115 WEST 17TH STREET  
M. A. KAHN, Manager KANSAS CITY, MO.



*The***Reel  
Journal****ANNUAL  
HOLIDAY  
NUMBER****The Film Trade Paper of the Southwest****A Serial Among Serials****Playing Newman Theatre, Kansas City  
Each Week--Prerelease**

It is good enough for the best theatre in this territory it certainly ought to be good enough for yours.

**Galloping  
Hoofs***with Allene Ray and Johnnie Walker***Pathe**serial

A crackerjack race track story released December 21. Now being advertised in the Weekly Kansas City Star and the Globe Democrat of St. Louis for your benefit.

Serials are coming into their own, especially such serials as "Into the Net" and "Galloping Hoofs."

When are you going to  
fall into line?

**Pathe Exchange, Inc.**KANSAS CITY—311 W. 17th St.  
C. C. VAUGHAN, ManagerST. LOUIS—336 Olive St.  
HARRY GRAHAM, Manager

# "Clean-Handed"

No. 416—*Straight from the Shoulder Talk* by Carl

ONE OF THE MOST INTERESTING MEN I EVER listened to is Rev. Dr. S. Parkes Cadman whose talk to the men and boys of the Bedford Branch of the Brooklyn Y.M.C.A. is broadcast every Sunday afternoon through station WEAJ. Dr. Cadman has the happy faculty of saying exactly what he thinks, fearlessly, forcefully and lucidly.

RECENTLY SOMEONE ASKED HIM THE QUESTION "Is the golden rule applicable to modern business?"

"YES, WHY NOT?" WAS HIS INSTANT RESPONSE continuing, "I know of no greater assurance of success than that which will come from clean-handed business methods. In that respect I know many great modern business institutions are applying the golden rule to their affairs."

THERE'S A SERMON! "*CLEAN-HANDED BUSINESS methods.*" That phrase has been running through my mind ever since I heard it. That is exactly the thought I was trying to express when I began to advertise Universal's "WHITE LIST."

I'VE ALWAYS TRIED TO KEEP THE UNIVERSAL clean-handed. I've never wanted it to make the kind of money that comes from schemes, tricks, over-smartness or gypping. I know of no greater thing I could leave to my children than to have people say of me, "He was clean-handed."

# Business Methods”

*Laemmle, President of the Universal Pictures Corp.*

THAT'S THE SPIRIT I HAVE TRIED TO INJECT INTO the world-wide Universal organization. I have always felt that no matter what kind of a man I had to deal with, he would return kind for kind. If I tried to give him the worst of it, I would pay for it. If I tried to treat him as I wanted him to treat me, *the result could never be anything but good in the long run.*

SO, WHETHER YOU CALL IT APPLYING THE GOLDEN rule to modern business or not, I'm trying to keep the Universal clean-handed. Many business men are afraid to mention the golden rule in business hours, thinking it will be considered an evidence of weakness or mushiness. Some of them feel that if they use the golden rule on Sunday and then pack it away for the following six days they have given it all the consideration it deserves.

I DON'T AGREE WITH THEM. *IF THE GOLDEN RULE is good enough for Sunday, it's good for the other days.* So I place it first and foremost in the list of Universal assets.

EVERY WORD OF THIS APPLIES TO THE UNIVERSAL'S "WHITE LIST." Every word is a guaranty to you that users of the "WHITE LIST" will get white treatment, white contracts, white everything. You may not see the golden rule printed on Universal contracts, *but it's there just the same.* It's your armor and it's mine. So long as we wear it honorably nothing can pierce it!

THIS IS MY CHRISTMAS SERMON AND—INCIDENTALLY—I wish you the merriest Christmas you ever had in all your life!



# Filled With T citement A B

A great cast, starring

**William Desmond**

and

**Eileen Sedgwick**

**HUGHIE MACK  
HELEN HOLMES and  
CLAUDE PAYTON**

*The* **RIDDER**

# Thrills, Stunts and Ex- hibitor Office Winner!

Says the Moving Picture World

"Where action and plenty of it is desired, no difficulty in satisfying!"

Film Daily

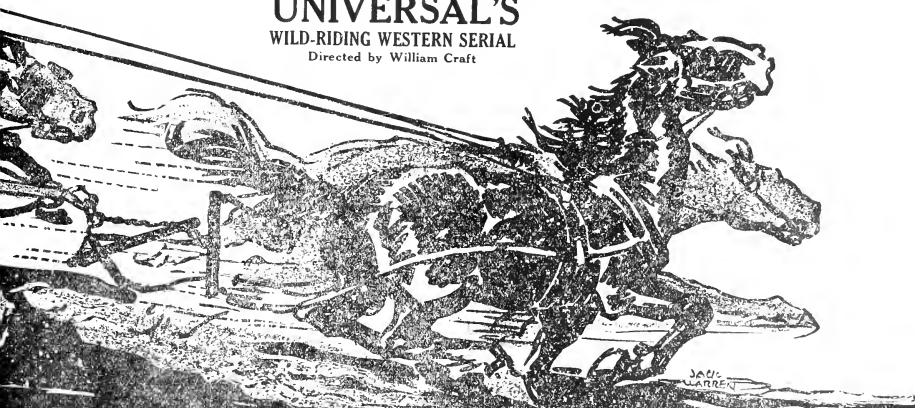
"There is going to be a lot of excitement where this Universal serial is shown"

Motion Picture News

"Good exhibitor material from many angles! Excellent elements! Strong on suspense!"

Exhibitor's Trade Review

UNIVERSAL'S  
WILD-RIDING WESTERN SERIAL  
Directed by William Craft



# THE RIDER

# OH BOY!

By *DANNY*, of *Film Daily*

There are great pictures. Fine pictures. Artistic pictures.

*And then there are great box-office successes.*

And the fine, artistic pictures. Are not necessarily the great box office successes.

Which prefaces this:

That "Broken Laws" F. B. O. should be one of the great box office successes. Of 1925. Because it will be released too late. To make much of a dent. Of what is left of 1924. But watch it go. Even with the few days left of the year.

*Here's a woman's picture. Built for women. Mothers particularly. And if it isn't a clean up. If it doesn't set women talking their heads off. Then this is a bad day for predictions.*

Mrs. Wally Reid produced it. You know what "Human Wreckage" did. Well this one looks to beat that. All hollow. The story is far more interesting. Not so morbid. And tells how a pampering mother spoils her son. Until he kills an old woman with his car--is sentenced to manslaughter, and the mother then tries to take the blame on herself.

If you think the courtroom scene of "Madame X" was a wallop--with the son defending his mother--you'll get another greater kick. When you see the mother in this one, pleading to take the punishment meted to her son. Boy, what a kick!

They finish this with a dream ending. Sort of lets you down. Think it would have been better otherwise. But that's just a trifling matter of individual opinion. Because no matter what they do with it. This one registers sure fire.

**"Broken Laws" may not get a listing. By the critics. As one of the best pictures for 1925. But unless all signs fail. It will make a real record. At the box office. I'd rather have box office records. For mine. Than the likes--or dislikes--of critics.**

Although released only a few days and although selling has not even started through our 34 exchanges--more than 84 first run theatres have booked "BROKEN LAWS." In New York City, last week, 33 Exhibitors saw "BROKEN LAWS" in our Projection Room, and the entire 33 of them booked the picture without stepping outside of the room. 14 of these 33 exhibitors announced their intentions to shelve another costly feature in order to play "BROKEN LAWS" after they had seen it. Play dates now being booked through our 34 exchanges in order of Exhibitors' applications.

**FILM BOOKING OFFICES OF AMERICA, Inc.**

Snowier Bldg., Kansas City, Mo.  
3312 Olive Street, St. Louis, Mo.

127 S. Hudson, Oklahoma City, Okla.  
106 S. Cross Street, Little Rock, Ark.

# Announcement Extraordinary!

---

## NEWMAN THEATRE

has booked

The Motion Picture Masterpiece

# "BROKEN LAWS"

with

# MRS. WALLACE REID

in a

## PERSONAL APPEARANCE

Remember the gigantic success of "HUMAN WRECKAGE"?--"BROKEN LAWS" will set a NEW BOX-OFFICE RECORD for Kansas City!

---

## FILM BOOKING OFFICES

ROY E. CHURCHILL, Branch Manager

Snower Bldg., 18th and Baltimore

KANSAS CITY, MO.

To Our Many Exhibitor Friends  
we Wish a Merry Christmas  
and a Happy New Year With  
These:

---

## 17 SMASHING PRODUCTIONS!

---

**"Barbara Frietchie"**

With FLORENCE VIDOR  
A Thos. H. Ince Production

—○—

**"The Legend of Hollywood"**

With PERCY MARMONT

—○—

**"Reckless Romance"**

An Al Christie Feature

—○—

**"Welcome Stranger"**

From Aaron Hoffman's Great Broadway Play.

—○—

**"Ramshackle House"**

BETTY COMPSON

—○—

**"Another Man's Wife"**

KIRKWOOD—LEE—BEERY

—○—

**"Chalk Marks"**

A Frank Woods Production

—○—

**"Off the Highway"**

With JACQUELINE LOGAN

**"The House of Youth"**

With JACQUELINE LOGAN

—○—

**"The Wise Virgin"**

PATSY RUTH MILLER—MATT MOORE

—○—

**"The Mirage"**

FLORENCE VIDOR

—○—

**"A Cafe in Cairo"**

PRISCILLA DEAN

—○—

**"On the Shelf"**

A Frank Woods Production

—○—

**"The Chorus Lady"**

MARGARET LIVINGSTON

—○—

**"The Girl on the Stairs"**

PATSY RUTH MILLER  
An Elmer Harris Production

—○—

**"Trouping With Ellen"**

HELENE CHADWICK

**"The Siren of Seville"**

PRISCILLA DEAN  
A Hunt Stromberg Production

---

The Greatest Line-up of Independent Product on the Market

---

## PRODUCERS DISTRIBUTING CORPORATION

KANSAS CITY—111 West 18th St.  
CHARLES KNICKERBOCKER., Branch Manager

ST. LOUIS—3312 Lindell Blvd.  
C. D. HILL., Branch Manager



PUBLISHED EVERY  
SATURDAY AT

MAINSTREET  
THEATRE  
BUILDING

KANSAS CITY, MO.

Telephone  
Grand 5206



BEN SHLYEN  
Publisher and Editor

Associate Editor  
C. C. TUCKER

SAINT LOUIS  
Representative  
DAVID F. BARRETT  
3748 Meramec St.

Season's

BEST  
WISHES  
AND  
HEART-  
IEST

Greetings

**T**O YOU, our friends in all branches of the motion picture industry, we convey a sincere wish for your happiness on this holiday occasion and throughout the coming New Year. And that you may have a heaping share of good health, success and prosperity.

*Ben Shlyen*

## ROYAL THEATRE MANAGER ROBBED OF \$750 RECEIPTS

Holdup is Second in Fortnight Suffered  
By Newman Interests.

William Jacobs, manager of Frank L. Newman's Royal Theatre, was held up by a lone bandit and robbed of \$750 Friday night as he was taking the day's receipts to the theatre's safe in the basement of the building. This is the second hijacking which the Newman interests have suffered in the past two weeks. Gus Eyszel, treasurer, was robbed of \$15,000 two weeks ago as he was carrying the week-end receipts of both houses to a nearby bank.

The bandit ran across the street, stepped into a waiting car, and whisked away. Milton Feld, Newman's manager, announced that his company would employ several detectives to guard admissions of the two big downtown theatres. "This business of thieving theatre box-office receipts is getting to be a habit," he said.

The loss was partly covered by insurance, Feld stated.

## GEBAUER, NEW ASS'T MANAGER OF K. C. UNIVERSAL OFFICE

No doubt many of the exhibitors throughout the territory have wondered what the initials A. G. appearing on those well-constructed and courteously phrased letters which emanated from the Universal Accounting Department represented.

Arthur Gebauer is a modest mannered but strenuous working and forceful gentleman. Mr. Gebauer, at the time of his entrance, was no green-horn at the game; his "film" experience dated back over a long period and covers a diversified line of executive work.

He soon proved his worthiness, everything he undertakes is done with expert proficiency; as an accountant he is said to have no peer, and as an executive, to meet all requirements.

A. G. Gebauer was recently appointed assistant manager of the local Universal Film Exchange.

## PEERLESS FILM COMPANY ELFELDT DISTRIBUTOR

The Peerless Film Company has announced the acquisition of the distribution rights in this territory on Clifton S. Elfeldt productions of Hollywood, to be released in the immediate future.

The first of the series of Westerns is "\$50,000 Reward," featuring Ken Maynard. This is from an original story by Frank Howard Clark. Another group of the Elfeldt specials which the Peerless Company will distribute is the Law and Harris series, from adaptations from James Oliver Curwood, featuring Law and Harris. "Law of Loyalty" will be the first in this series. Among the other Curwood stories which are to be adapted in this series are: "My Neighbor's Wife," "The Gold Hunters," "The Courage of Captain Plum," "The Wolf Hunters," and "Fetters of the North."

Peerless will also distribute a group of eight frontier features produced by Albert Smith.

Anna Rubens as the result of her excellent work in "Gerald Cranston's Lady," has been signed to a long-term contract by Fox Film Corporation, according to an official announcement made by that company.

## APPEARANCE OF MRS. REID, FEATURE FOR FRANK NEWMAN

Star Coming To Support Showing of  
"Broken Laws."

The Kansas City F. B. O. office has evidently put one over on the entire country by securing Mrs. Wallace Reid for a personal appearance in the Newman Theatre, Kansas City, Mo., in connection with her picture, "Broken Laws." This personal appearance will probably be the first one in the United States, and, according to present plans, Mrs. Reid will come direct from Los Angeles to Kansas City.



ROY CHURCHILL  
Entering F. B. O. Manager.

She will probably be accompanied by her two children, Wally Reid, Jr., and Betty.

According to Roy E. Churchill, manager of the local F. B. O. office, the details of the publicity campaign surrounding this engagement will be handled by Louis Kramer, Publicity Manager. Theatre men in this territory are still remembering the exorbitant campaign conducted by Kramer last year when Mrs. Wallace Reid appeared at the Royal Theatre with her big picture, "Human Wrackage."

All exhibitors are urged by Mr. Churchill to watch carefully the publicity campaign as it unfolds for the engagement mentioned. Since most of the larger cities in the United States were anxious to secure Mrs. Reid in a personal appearance, it is a matter of pride with the local F. B. O. office that Mrs. Reid could be obtained for early dates here.

## M. G. M. RELEASES 5 NEXT MONTH

Five releases were announced by Metro-Goldwyn this week, for January. "The Jim Crow" is the original spectacle film scheduled with Betty Hutton in the leading role will be released January 5; Reinhold Barkers' "The Dixie Handicap" on January 12; Rupert Hughes' "Excuse Me" on January 19; Robert Z. Leonard's "Cheaper to Marry" on January 26; and Luchino Visconti's "The Rag Man" all on January 26.

All five pictures, except "Cheaper to Marry," are completed.

## CAPITOL ENTERPRISES BUY THREE THEATRES IN IOWA

Capitol Enterprises operating in Kansas, Missouri, Oklahoma and Nebraska, has invaded a new territory, Iowa. The company has taken over the Palace, A-Muse-U and Grand, three of the leading houses in Muscatine.

The deal was closed by Phil Ryan and David Harding for Capitol, and by Ludy Bosten, manager of the Palace and A-Muse-U; William Holliday, manager of the Grand; Pauline Glafstein and Sam Glass, owners of the Grand and F. O. Block and George J. Koenigsacker, owners of the Palace.

For the operation of the houses, a Capitol Muscatine Theatre Corp. is to be formed, capitalized at \$50,000. Possession of the Grand was taken December 1, while the A-Muse-U and Palace are to be turned over January 1. The company has ten year leases on the three theatres, Holliday is to continue as manager of the Grand, with Bosten retaining management of the Palace and A-Muse-U. The latter two theatres are picture houses, and the Grand a roadshow theatre.

The Grand is to undergo complete remodeling to cost \$35,000. Capitol is building a \$50,000 theatre in Lincoln, Neb., scheduled to open in the spring.

## FILM DAILY WRITER BOOSTS "NORTH OF 36"

"Danny" sage editorial writer for The Film Daily, apparently liked "North of 36," the big Irvin Willard special for Paramount from Emerson Hough's novel. Danny devotes a whole column in his paper telling why every exhibitor should play this spectacle.

He says:

"'North of 36' is a whale of a picture. Give Famous another credit mark.

"If 'The Covered Wagon'—also by Emerson Hough—had not been made ahead of it, this one would cap the same business. And there you are. Following 'The Covered Wagon' may be different. But it will be a clean-up at that. It means joy at the box-office.

"Of course it's a glorified Western. But no matter how often they come. And where they go. They seem in great demand.

"Cast, story, production—they all ring. And hit the bell. Big, lovable Ernest Torrence walks away with this. Pretty much as he did with 'The Wagon.' Lois Wilson is sweet. Noah Beery, fine. And Riesenthal has scored this so that the music helps a lot. Better get the score when you play it. Not if you play it. Because you should. Unless they want to take your house and lot for it.

## Chambers Books "Broken Laws"

One of the largest exploitation campaigns ever launched in the southwest will be conducted by Miller & Chambers in connection with the presentation of Mrs. Wallace Reid in "Broken Laws" for early play dates. Roy Churchill, Kansas City manager for F. B. O., has announced. Those exhibitors who are familiar with the organization surrounding Stanley Chambers in Wichita will no doubt focus their eyes on that city when this big picture is played there.

- M**—**ADONNA OF THE STREETS.** A great title with the star value of Milton Sills and Nazimova, making this picture an outstanding box office attraction. First run Kansas City, Mo., the gross receipts came within a few dollars of the gross made by the "Sea Hawk."
- E**—**NTICEMENT.** A Thos. H. Ince Production from a current best seller. You will find at your book store. A great story made by a great producer.
- R**—**ICHARD BARTHELMESS.** In "Classmates" he has rendered his best picture since "Tol'able David." It is the type of picture that exhibitors have been waiting for and is returning big dividends at the box office.
- R**—**ORK,** who made "Ponjola" has turned out "Frivolous Sal." A gripping Western story with action and thrills. A fight between Tom Santschi and Mitchell Lewis will cause a riot. Benny Alexander is also in the cast. You know what he means at the box office.
- Y**—**OU** have heard a lot about "The Lost World." It will have its premiere showing in New York about the middle of January. It will play an extended run at increased admission prices. You can safely bet that "The Lost World" will create a new standard by which all other pictures will be compared.
- C**—**HICKEE,** the story that created a sensation when it ran serially in the Hearst newspapers. It will be produced by First National and you can count on this production in helping you to realize a Prosperous New Year.
- H**—**ER NIGHT OF ROMANCE.** Constance Talmadge's latest and greatest. Reports from exhibitors on this picture prove its value at the box office.
- R**—**ECEIPTS** that established a new box-office record have been reported from many theatres in this territory on the playing of "ABRAHAM LINCOLN." Here is a picture that will live forever, and we predict it will be shown for more return engagements than any picture ever made.
- I**—**NEZ FROM HOLLYWOOD,** starring two favorites, Anna Q. Nilsson and Lewis Stone. From the popular Saturday Evening Post story. With Alfred Green as Director you have the three essentials of good New Year entertainment, Star, Story and Direction.
- S**—**O BIG.** Here is the picture exhibitors have been waiting for, being our first release in the New Year. You are assured of a prosperous start in playing Colleen Moore's latest starring vehicle. "So Big" the novel by Edna Ferber has enjoyed the largest sale of any book for the past seven months.
- T**—**HE LADY** will be Norma Talmadge's next release after "The Only Woman." With the popularity of Norma Talmadge at the box-office, adds more assurance to you Prosperous New Year.
- M**—**Y SON.** Word was just received that this Edwin Carewe Production will see Jack Pickford in one of the leading roles. Also Nazimova will be featured. The story is from the current New York stage success and has unusual good possibilities of screen entertainment.
- A**—**S MAN DESIRES** from the popular book "Pandora La Croix" featuring Milton Sills and Viola Dana. The story gets away from the common sex material that is found so much in the present productions. Instead you have adventure, action and intrigue. It will prove a much needed change for your patrons.
- S**—**AILORS' WIVES.** Another popular book that is rated among the six best sellers of today. This story, a sequel to "Flaming Youth," will be produced by First National. This should be sufficient to convince you that "Sailors' Wives" can well be included as one of the big money makers of the New Year.

IN EXTENDING OUR CHRISTMAS GREETING TO ALL EXHIBITOR FRIENDS, WE ALSO ASSURE YOU OF A PROSPEROUS NEW YEAR WITH THE GREATEST ARRAY OF BOX OFFICE ATTRACTIONS EVER OFFERED BY OUR ORGANIZATION.

KANSAS CITY, MO.  
1712 Wyandotte Street  
E. C. Rhoden, Branch Mgr.

**First National Pictures, Inc.**

ST. LOUIS, MO.  
3319 Locust Street  
Harry Weiss, Branch Mgr.

## SEES BIG YEAR AHEAD FOR SHORT SUBJECT FIELD

By E. W. HAMMONS,  
President, Educational Film Exchanges.

Twelve months ago a serious situation faced the exhibitors of the country. The over-length features which were being produced threatened the very cornerstone of the industry by depriving the exhibitor of a diversified program—the one quality which has made the motion picture screen the most popular form of amusement ever presented to the people of the world.

Stories which could have been better told in five reels were being stretched to seven, eight and nine reels through the ego of directors and short sighted production managers who were envious of the success of some few exceptional super-productions and who desired to equal their records in length at least, if not in quality. Distributors accepted these overlong productions on the theory that more money could be charged for eight reels than could be secured for five, and at approximately the same distribution cost. The exhibitor's viewpoint, and his task of furnishing his patrons with a well chosen, diversified program, were overlooked in the mad rush of production of padded pictures.

### Producers Face Reaction.

The reaction set in when the ultimate consumer—the patron—began to complain of the absence of Short Subjects on the program and the consequent lack of diversity. Exhibitors, sensing the menace to their future, also began to make themselves heard, with the result that during the year feature productions have returned to a nearly normal footage basis.

The situation and subsequent reaction on the part of the theatre patron established for all time the importance of the Short Subject as an amusement item. Previously regarded as a mere "filler" by some short-sighted exhibitors, the entertainment and box-office value of these one and two-reel subjects was vividly impressed on them when they found that their patrons literally demanded these short pictures on their entertainment bill-of-fare. From a subject looked merely to fill out the running time of the show, the Short Subject became an indispensable part of the program.

### Program Value Established.

With the value of these Short Subjects as entertainment items established, the box-office value was apparent to showmen. Although far-sighted showmen had previously appreciated their business pulling qualities and were profiting nicely by devoting advertising space and exploitation to their one and two-reel subjects in their electric lights, it required just such a situation as had transpired to drive home the fact that Short Subjects, properly and sufficiently advertised, are nearly valuable box-office attractions.

The coming year will find advertising of the whole program even more general than it is now. It is bound of course, it is good business, good showmanship and good sound sense.

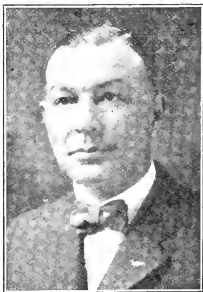
### Ulrich With Paramount.

H. E. Ulrich, who has been manager of the Shamburg Theatre at Junction City, Kans., has been appointed manager of the Midland and Royal theatres in Hutchinson, Kans., succeeding Ed Haas, who has resigned to accept a position with Famous Players-Lasky Corporation.

## A Message of Good Cheer

By R. R. BIECHELE  
President of the M. P. T. O. of Kansas and Missouri

It is not my intention to attempt to review that many varied and commendable events leading up to the amalgamation of the Kansas and Missouri Associations, which was effected at the Seventh Semi-Annual Convention held in Topeka, Kans., September 22 and 23, 1924. Practically every motion picture exhibitor in Kansas and Missouri is familiar with organization activities in their respective states, and especially so since our recent amalgamation. In unity there is strength and there is no doubt but that the Motion Picture Theatre Owners of Kansas and Missouri will develop into one of the strongest state organizations.



R. R. BIECHELE,  
President M. P. T. O. Kansas and Missouri

You are all aware of the commendable work that has been done by the Kansas organization in the past four years, whether it be representing exhibitors in their individual differences, legislative activities, music tax problems or what not. And, too, we must not forget the good work that has been accomplished by the Kansas City, Mo., and Western Missouri organizations.

You who are familiar with our more recent activities will recall the vigorous campaign which was carried on against the passage of Proposition No. 6. Missouri exhibitors are to be congratulated upon their support in combatting this measure. The Motion Picture Theatre Owners of Kansas and Missouri have taken an active part in public service work through their co-operation with the Parent-Teachers Association, Tuberculosis Association, Red Cross, Postoffice Department and other meritorious activities.

The Motion Picture Theatre Owners of Kansas and Missouri was promoted for the purpose of affording protection to motion picture theatre owners, and to encourage in every way possible the production of clean, wholesome and optimistic films. It is our desire to take an active interest in the public welfare and co-operate with our community, civic and social forces in helping to maintain a high moral standard. It is neither our wish nor desire to seek monetary gain, but rather to utilize our theatres and screens for the purpose of helping our boys and girls to become better citizens. Our business is legitimate and our remuneration will come as result of the co-operation and support we give to our city, state and government through their various organizations.

I want to express appreciation to my associate officers and directors as well as the splendid members of this organization who have given their co-operation and support in our many activities in the past year. I respectfully solicit their further co-operation and suggestions, and earnestly desire that exhibitors not members of this organization investigate our activities with the view of enlisting membership.

I desire to express appreciation to the members of the Film Board of Trade for their co-operation, and hope for a continuance of their good will and straight forwardness in our business association.

I wish you, one and all a most Merry Christmas and hope that a happy and prosperous New Year may be yours.



The Season's Greetings  
and heartiest wishes for a  
Prosperous New Year

Chas. M. Stebbins Picture Supply Co.

"The Old Reliable Since 1899"

1822 WYANDOTTE STREET

KANSAS CITY, MO.

*The Famous Players-Lasky Corporation*

Extends Best  
Wishes for a  
M E R R Y  
CHRISTMAS  
and a  
H A P P Y AND  
PROSPEROUS  
NEW YEAR TO  
EVERY  
EXHIBITOR

Let Good  
Cheer Be  
**PARAMOUNT!**  
for 1925

*Paramount Pictures*

**T**HE old year dies; the new year dawns—a season roseate with promise. Both producers and exhibitors have voiced the belief that 1925 will go down in history blessed with prosperity and epochal in the achievements to the credit of the industry.

¶ In keeping well to the fore of this phenomenal development, we have made for the coming year THE SECOND FAMOUS FORTY Paramount pictures. It is our sincere belief that their entertainment values even surpass the FAMOUS FORTY, nationally characterized for the setting of new box-office records.

¶ Every business enterprise must derive its life from the foundation upon which it rests. Our thousands of exhibitor friends throughout the nation have builded their box office standings with a Paramount contract. Ask them—the successful showmen of the year just past! They will tell you to—

BUILD YOUR SHOW ON A PARAMOUNT  
FOUNDATION!

*If It's a Paramount Picture It's the Best Show in Town!*



KANSAS CITY ST. LOUIS  
110 West 18th Street 3721 Washington Blvd.



# Vitagraph's Greatest Year!

|                                                                                                                   |                                                                                        |                                                                                     |                                                                                       |
|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Vitagraph's Greatest Productions</b>                                                                           |                                                                                        | <b>"THE BELOVED BRUTE"</b><br>By Kenneth Perkins<br>A J. Stuart Blackton Production | <b>"THE REDEEMING SIN"</b><br>With NAZIMOVA<br>By A. V. Jefferson                     |
|                                                                                                                   |                                                                                        | <b>"CAPTAIN BLOOD"</b><br>By Rafael Sabatini<br>A David Smith Production            | <b>"FEAR BOUND"</b><br>Original Story by Will Nigh<br>Directed by Will Nigh           |
|                                                                                                                   |                                                                                        | <b>"THE HAPPY WARRIOR"</b><br>By A. S. M. Hutchinson<br>Directed by David Smith     | <b>"IN THE GARDEN OF CHARITY"</b><br>By Basil King<br>Directed by J. Stuart Blackton  |
|                                                                                                                   |                                                                                        | <b>"PAMPERED YOUTH"</b><br>By Booth Tarkington<br>Directed by David Smith           | <b>"TWO SHALL BE BORN"</b><br>By Marie Conway Oemler<br>Directed by Whitman Bennett   |
|                                                                                                                   |                                                                                        | <b>"BAREE—SON OF KAZAN"</b><br>By J. Oliver Curwood<br>Directed by David Smith      | <b>"THE CLEAN HEART"</b><br>By A. S. M. Hutchinson<br>A J. Stuart Blackton Production |
| <b>"GREATER THAN MARRIAGE"</b><br>Adaptation of Novel by Louis Joseph Vance.<br>A Victor Hugo Halperin Production | <b>"THE ALIBI"</b><br>By George Allan England<br>Directed by J. Stuart Blackton        |                                                                                     |                                                                                       |
| <b>"WILDFIRE"</b><br>A Distinctive Production                                                                     | <b>"THE ROAD THAT LED HOME"</b><br>By Will G. Ingersoll<br>Directed by David Smith     |                                                                                     |                                                                                       |
| <b>"THE UNKNOWN STORY"</b><br>Selected by Field Salesman<br>Directed by David Smith                               | <b>"A SCHOOL FOR WIVES"</b><br>With CONWAY TEARLE<br>A Victor Hugo Halperin Production | <b>"STEELE OF THE ROYAL"</b><br>By James Oliver Curwood<br>Directed by David Smith  |                                                                                       |

—TO YOU ALL—

Kind Remembrances and all Good Wishes for a Merry Christmas and a Happy New Year

**ST. LOUIS**

- A. DANKE, Manager
- J. MORPHET, Ass't Manager
- G. H. SANDERS, Salesman
- GEO. H. WARE, Salesman
- JAMES HILL, Salesman
- S. E. SCHWAHN, Salesman



**KANSAS CITY**

- C. A. SCHULTZ, Manager
- C. W. ALLEN, Ass't Manager
- R. R. THOMPSON, Salesman
- C. M. PARKHURST, Salesman
- M. C. BRODSKY, Salesman
- C. C. MCGINNESS, Salesman

3310 LINDELL BLVD.  
ST. LOUIS

**A VITAGRAPH PICTURE**

17TH and MAIN STS.  
KANSAS CITY, MO.

A Vitagraph Man's Word Is Backed by the Oldest and Soundest Motion Picture Company in the World

## FOX BUYS SCREEN RIGHTS

## "LAZY BONES," HARRIS' PLAY

All of John Golden's "Legits" to be Filmed This Season.

New York, Dec. 14.—With the announcement on December 8 of the purchase of the screen rights of "Lazybones," the Sam H. Harris stage success written by Owen Davis, Fox Film Corporation has nearly completed its plans for its 1925-26 program of film productions.

All the decks are being cleared at the Fox West Coast studios preparatory for the beginning of immediate production of the first of next season's special productions, and it is probable that "Lazybones" will be among those that will be started shortly.

## "Havoc" To Be Picturized.

It was also announced by Fox that contracts have just been signed for the immediate screening of "Havoc," the London stage success about the war. Edmund Gulline has just completed the scenario for this production.

In addition to these two attractions arrangements are being made for early production of all the John Golden stage successes, contracts for which were sensationally signed some time ago whereby Fox Film Corporation and John Golden jointly will stage these great plays for the screen.

It is probable that "Lightnin'" in which the beloved Frank Bacon scored such a tremendous success, will be the first to reach the screen. The one knotty problem connected with screening this play is the selection of an actor to play the title role.

Among the names that have predominated in the suggestions are Will Rogers, Claude Gillingwater, Tom Wise, Alec Francis, Harry Berensford, John Barrymore, Charles Coburn, David Warfield and Raymond Hitchcock.

## Five Golden Plays Coming.

The other Golden successes to be produced at the Fox studios include: "Seventh Heaven," one of the greatest stage successes of the last ten years; "Thank U," "Chicken Fred," "The Wheel," and "Howdy Folks."

## BETTY BRONSON, "PETER PAN" STAR, VISITS K. C. KIDDIES

The kiddies of Kansas City were rewarded a treat in the personal appearance here of Betty Bronson, 17-year old ingenue, who was chosen by Sir James M. Barrie to play the lead in "Peter Pan."

Miss Bronson was in Kansas City Friday in conjunction with the showing of Paramount's screen version of the famous childhood fantasy which will be presented by the Newman Theatre and the Kansas City Star at Convention Hall, December 21. The picture goes into the Newman Theatre for the week following. The free performance to the children of the city constitutes the annual "Kiddies' Christmas Frolic" given by the Star and the Newman Theatre.

Miss Bronson also made personal appearances in many of the schools of the city and was entertained at luncheon by the Federation of Women's Clubs.

The stunt was good for many columns of publicity in the Kansas City Star and the Paramount staff is jubilant over the very effective tie-up.



The following new theatres have been reported from the Kansas City territory: Schools, Benton, Kans. (non-theatrical); Schools, Winston, Mo., (non-theatrical); Opera House, Amity, Mo.; F. O. O. F. Hall, Wheatland, Mo., (non-theatrical); and the Weamblean Theatre, Weamblean, Mo.

\* \* \*

Conway Tearle has been engaged to play the leading role in several pictures for Vitagraph. C. A. Schultz, Kansas City manager, has learned. His first production, "A School for Wives," is to be released soon. "Wildfire," another big special, is to follow in close order.

\* \* \*

Among the exhibitors who braved the snow along Movie Row this week were: W. D. Fite, Iris Theatre, Eldorado, Kans.; Herb Thatcher, Lyric, Abilene, Kans.; and F. G. Weary, Farris Theatre, Richmond, Mo.

\* \* \*

C. F. Senning, Educational manager, has fallen into a habit of hitting the train for the Kansas territory every week. He says he isn't trekking around altogether because of habit, however.

\* \* \*

Last week was the biggest in volume of sales in the history of K. C. Vitagraph branch, according to C. A. Schultz, manager. "We held one of the peepiest sales meetings Sunday I ever hope to witness," he said. It seems all of the Vitagraph boys are battling a high percentage in the territory. Standings: R. R. Thompson covers South Kansas for the Vitagraph company; M. C. Brodsky, North Kansas; C. M. Parkhurst, North Missouri; and G. G. McGinniss, South Missouri.

\* \* \*

There's a feverish bustle around the Universal office these days. Everybody from the manager down seems rarin' to leap over the top. And, we hear the source of all the enthusiasm is that the Cher Sincers brought in business that ran into five figures last week.

\* \* \*

Guy F. Novarre, United Artists manager in the Kansas City territory, has returned from a trip in Kansas.

\* \* \*

A new publication springs up on Movie Row. It is "The Mo-U-Kan," which means activities of the Universal "Ker Sincers," (salesmen), in Kansas and Missouri. "Bob" Gary is editor and cartoonist.

\* \* \*

Harley E. House has sold the Wonderland Theatre at Wheeling, Mo. to Mr. L. W. Wigfield. Mr. Wigfield also operates a show at Mooreville, Mo.

\* \* \*

A "Merry" Christmas in Goolem. Goolem, Mo., Dec. 19. Al Bimbus, chief of reserves of the Goolem Police Department, says everything is ready for an old fashioned Christmas in Goolem. Al says there is more Kentucky night-shade being made than at any time since "The Akabi Girl" saloon was closed seven years ago. Excitement is rife following

the arrest of Josh Perkins, owner of the Goolem de luxe Happy Hour Theatre for alleged violation of the local option law. Josh was dispensing a barrel of anathraic cider at a special "men only" show sponsored by the Goolem Elks. Although the attraction was a first run here, intermission was announced every five minutes until the law interfered. Josh says derelict if he don't quit the show business and move to Florida. "There ain't no liberty left in the whole U. S. A.," he declares.

The entire town is agitated.

\* \* \*

Eddie Green, well-known poet and salesman, who has been in this territory since the proverbial Hector was a pup, is being transferred to Omaha where he will still represent Metro-Goldwyn.

## "FRIENDLY ENEMIES" TO BE ROAD SHOWED

New York, Dec. 10.—That "Friendly Enemies" starring the famous team of stage celebrities, Weber and Fields, will be released by Producers Distributing Corporation as a big special attraction, is indicated by the announcement from the distributors that the production will be given its world premiere in one of the big legitimate theatres on Broadway, New York, and he road-showed in the larger cities, accompanied by its twin stars on an extended tour of personal appearances. It is planned to make the New York premiere of "Friendly Enemies" upon the occasion of the Diamond Jubilee of Weber and Fields next March at which time the famous team will celebrate the fiftieth year of their dramatic affiliation.

The present vaudeville tour of Weber and Fields on the Orpheum Circuit closed on December 6th at Dallas, Texas, and they will immediately go to Los Angeles where A. H. Sebastian is now making preparations for the production of the picture.

## ASSOCIATED TO REVIVE LLOYD COMEDY FILMS

Associated Exhibitors, through its General Manager J. S. Woody, this week announced that beginning January 4, a "Popular Demand Edition Series" of Harold Lloyd comedies will be made available.

According to Mr. Woody there has been a steady demand on Associated Exhibitors by theatre-owners throughout the country to see more of the Lloyd productions, and that it was because of this that the present steps were taken. The pictures will be put into the hands of experts for retitling and re editing and will be released at the rate of one every three months.

"The Popular Demand Series" will number six pictures. The first to be released on January 4 will be "Now or Never." The one to follow will be "Never Weaken" which will be released on March 30th.

New press books with an entire new line of advertising paper and accessories will be issued for the "Peoples Demand Series."



## Yale Theatre Supply Co.

extends to its many friends and patrons throughout the territory its very heartiest wishes for a

## Merry Christmas and a Happy and Prosperous New Year

We wish to convey to our patrons our sincere appreciation for their loyalty and liberal patronage they have accorded us during the past year.

*We are at your service during the coming year.*

C. D. STRUBLE  
J. H. TOLER

## Real Showmen

have long recognized that to build an ideal screen program that will entertain all their patrons, they

### Must have good comedy

They now recognize also that the public likes to pick the Good Comedies as well as the features.

That's why Leading Theatres Everywhere are booking Educational Pictures and Advertising them in lights, in the Newspapers, with Posters and Slides.



KANSAS CITY—  
130 West 18th St.,  
C. F. Senning, Mgr.

ST. LOUIS—  
334 Olive St.,  
S. J. Hankin, Mgr.

*We wish you all a*  

## Merry Christmas

  
*and a*  

## Happy New Year

**COLE THEATRE SUPPLY CO.**

T. F. COLE, Manager

100 WEST 18TH STREET

## Vitagraph's Expansion Movements Cause Stir Among Big Producers

New York, Dec. 16.—There's something extraordinary afoot in the Vitagraph organization. Just what it's all about is yet to be revealed, but unusual activity at the executive offices in Brooklyn, and in the branch offices throughout the country has given rise to a fever of speculation that is causing a stir in picture circles.

A general sales meeting, attended by branch managers from all along the upper Atlantic seaboard and the East generally, was held in the general offices last Saturday. This was scarcely finished when A. Victor Smith and Edward Auger took a train for Chicago, where, according to telegrams, a similar gathering of mid-Western representatives was held Monday.

Meanwhile, John B. Rock, general manager, left for Atlanta, and following a conference there, will proceed to New Orleans and thence to Dallas, to meet with the branch managers in these territories.

Albert E. Smith, Vitagraph's president, returning from Europe, tarried in Brooklyn only a few days before proceeding to Hollywood, where the organization's studios are being operated full blast and overtime. Just at present they are being shared by David Smith and J. Stuart Blackton in the making of "Pampered Youth" and "The Redeeming Sin" respectively, and reports from the West indicate a tremendous boom in production plants.

This has given rise to rumors that Vitagraph's 1924-25 schedule, already notable for both the quantity and quality of its offerings, may soon witness further augmentation.

## "RAFFLES," MYSTERY PLAY, HOUSE PETERS' SECOND FOR U

From shiek to Tarzan and back to "Raffles" again.

That exactly serves to indicate the changeable qualities of House Peters, who has started work on the picturization of the stage play, "Raffles" for Universal.

In the past Peters has thrilled his audiences with his characterizations of the role of the dress-suited man of society who parries wits with his sinister enemies in one of the most mystifying mystery stories in literature.

"Raffles" is Universal's second starring vehicle for Peters. His first, "The Tornado," has already had a successful premiere in most of the cities of the country. A strong cast of principals has been chosen to surround Peters in his second vehicle. Among them are: Miss DuPont, Hedda Hopper, Frederick Smelton, Walter Long, Winter Hall, Freeman Wood, Carmelita Geraghty, Charles Wellesley and others.

## "DEAR PRETENDER" CALLED OFF.

Warner Bros. will not make "The Dear Pretender," the novel by Mrs. Alice Roscovier, this season. "On Thin Ice" has definitely been decided upon to take its place on the Warner 1924-25 program, and is now in production. This adaptation is from the novel by Darryl Francis Zanuck, and has an all star cast

# 89% PERFECT!

--M. P. News, Dec. 6th  
Box-office rating on

## Douglas MacLean

— in —

## "Never Say Die"

Official box-office figures from exhibitors compiled by M. P. News experts show Douglas MacLean Comedies still going up—

"NEVER SAY DIE" - first report - 89%  
"Yankee Consul" - 6 months average - 80%  
"Going Up" - first year average - 80%

These figures average from 10% to 20% higher than average figures from box-office reports on the entire product of the five leading distributor producers.

**Milton H. Feld Says:**

"'Never Say Die' did the biggest business since 'Girl Shy.'"   
NEWMAN'S ROYAL, KANSAS CITY.

## Tip-Off From Critics--

"The best comedy of the year, by far. Remember, the picture was at the Majestic at the same time that Harold Lloyd was appearing at the Colonial. It was an excellent chance to compare the two comedians, to our mind Douglas walked away with the contest."

--Playgoer, "Picking the Ten Best"   
in Columbus, O., State Journal

"It's a 100% laugh producer that abounds in thrills. MacLean on the strength of 'Never Say Die' takes his place side by side with Lloyd."

Variety, Sept. 24

## HOLIDAY GREETINGS "INTRODUCE ME"

### MacLEAN'S Greatest and Latest

Associated Exhibitors, Inc.

Arthur S. Kane, President  
KANSAS CITY—OKLA. CITY, OKLA.  
111 West 17th Street 508 W. Grand Ave.

Physical Distributors

Pathe Exchange  
ST. LOUIS—  
3316 Olive Street



Jesse J.  
Goldburg

presents

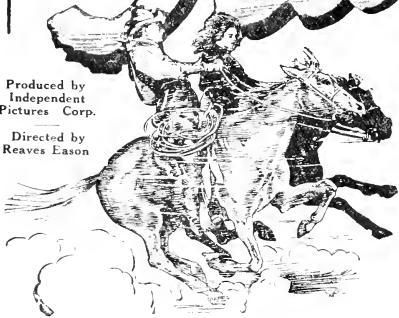
THE WESTERN IDOL

BOB  
CUSTER

IN  
Flashing  
Spurs

Produced by  
Independent  
Pictures Corp.

Directed by  
Reaves Eason



A flashing fast action western  
super charged with thrilling a  
venture and red hot romance.

FILM BOOKING OFFICES

Snowier Bldg., Kansas City, Mo. 127 S. Hudson, Oklahoma City, Okla.  
3312 Olive Street, St. Louis, Mo. 106 S. Cross Street, Little Rock, Ark.

### THREE PROGRAM PICTURES FROM WARNERS THIS MONTH

Three releases are announced by Warner Bros. for December, and these three include a diversity of entertainment running from melodrama to a smashing problem picture.

"The Lighthouse by the Sea," "A Lost Lady" and "The Bridge of Sighs" are on the program to reach the exhibitors before the first of the new year.

"The Lighthouse by the Sea," introduces Rin-Tin-Tin, the "wonder dog" in what is claimed to be his best picture. It is from the old Owen Davis melodrama, directed by Mal St. Clair, and has an exceptional strong cast including Louise Fazenda and William (Buster) Collier. A special exploitation campaign is to be launched behind it with helpful aids for the exhibitors.

"A Lost Lady" is a story of a woman who existed solely for the effect she created upon men. It is one of Warner Bros. Screen Classics starring Irene Rich from the novel of Wila Cather and directed by Harry Beaumont. The all-star cast includes Matt Moore, June Marlowe, John Roche, Victor Potel and George Fawcett.

"The Bridge of Sighs," is a melodrama of New York life taken from the song of that name by Charles K. Harris and written about the famous "bridge of sighs" across which prisoners travel from the New York Tombs to the criminal courts. Phil Rosen directed this picture and the cast includes Dorothy Mackaill, Creighton Hale, Alec B. Francis, Richard Tucker, Ralph Lewis, Clifford Saum, Fanny Midgely and Aileen Manning.

## A CHRISTMAS MESSAGE

By E. C. RHODEN, President  
KANSAS CITY FILM BOARD OF TRADE

As we approach the Yuletide Season we catch the spirit of "Peace On Earth Good Will Toward Men." This is signified by the giving of gifts and exchange of good wishes.

Any person, who has been connected with the motion picture industry for any length of time, realizes the progress that has come about through the organized efforts of its various units. A progress that is not only beneficial from a monetary standpoint, but a progress along the lines of cleaner business dealings. "Good Will Toward Men" is becoming a reality in our business.

The Kansas City Film Board of Trade has accomplished many things of importance during the past year. The arbitration work has been particularly successful due to the fine co-operation on the part of many exhibitors who have given up their time to serve on the Board of Arbitration.

The members of the Kansas City Film Board of Trade take this opportunity of wishing their many exhibitor friends a joyful Christmas and a Most Prosperous New Year.

### P. D. C. SIGNS FOR EIGHT NEW CAREY SPECIALS

John C. Flinn, vice-president of Producers Distributing Corporation who has just returned to New York from Los Angeles has announced the signing of a new contract with Hunt Stromberg for the release of eight big western subjects starring Harry Carey during 1925, according to Chas. Knickerbocker, local manager.

Mr. Flinn says that both Stromberg and Producers Distributing Corporation are so well pleased with the series of Harry Carey subjects so far released that the new contract was signed after discussions only on the matter of still further improving the production quality of the new pictures.

It is expected that Sol. Polito who is directly responsible for the artistic photography of the current Carey subjects will continue to supervise the camera work on the new series.

## The 1400 Go-Getters of the News

It takes specialists to make the best, whether shoes, soap or sourkraut.

A cameraman can be a nine days' wonder when it comes to shooting a feature; but turn him loose on a news assignment and he's pretty apt to lose himself.

A good news cameraman has got to be a zippy combination of newspaper reporter, newspaper photographer diplomat and expert crank turner. They are more often born than made.

Pathe News has been thirteen years in selecting, training and developing the largest and most widely scattered staff of cameramen in the business. There are 1,400 go-getters, placed where the news is apt to happen.

That's why you get the best from everywhere in the

# PATHE NEWS

St.  
L.  
P.  
P.  
P.  
C.

Center — W.  
Bro. "The Tall  
Woman" —  
Beverly Bayne  
John Roche  
have an  
supporting

Bel — B.  
2nd — A.  
ting — F.  
of E.  
H.  
Col. v.



Bookout  
Number  
Date

and Ford Sterling in  
"The Universal"







Back to his coun-  
try he is famous in  
the "Dynamite"  
Thos. H. Ince  
No. 120. Pitme.



"The Back" x's  
the "Dynamite" sage  
the "Dynamite" sage  
the "Dynamite" sage  
the "Dynamite" sage





### LAEMMLE OFFERS \$5,000 IN EXPLOITATION PRIZES

As an encouragement to exhibitors who exploit serials, Carl Laemmle, president of the Universal Pictures Corporation, has arranged to give \$5,000 in prizes during a twenty-week serial exploitation contest, just announced.

The Universal chief will give \$250 a week in prizes to exhibitors who do the best work in selling Universal serials to their respective publics. The weekly prizes will be in the form of at first prize of \$100, a second prize of \$50, and third prize of \$25, a fourth of \$15 and six honorable mention prizes of \$10 each. The contest will begin the week of January 12th and end on May 30th. In case of a tie, the prizes will be duplicated.

The prizes will go to exhibitors exploiting any of the five recent Universal serials: "The Ghost City," "The Steel Trail," "Beasts of Paradise," "The Iron Man," and "The Fast Express."

The contrast, as explained by Fred J. McConnell, manager of Short Product for Universal, has been arranged as a result of Mr. Laemmle's belief that the average exhibitor does not pay enough attention to the exploitation of short product, notably serial offerings.

"The judges will be William A. Johnston, editor of the Motion Picture News; Joseph Dannenberg, editor of the Film Daily; Robert E. Welsh, editor of the Moving Picture World; Martin Quigley, editor of the Exhibitors Herald; Willard Howe, editor of the Exhibitors Trade Review, and Fred McConnell, Short Product manager.



WM. "BENNY" BENJAMIN

One of the most popular film men in this territory is Wm. Benjamin, special representative for F. B. O. Mr. Benjamin has been in this territory for a long time and has a great host of friends, along with an enviable sales record. It is a well known fact that "Bennie" prefers automobile travel as he is a familiar figure on the Kansas and Missouri highways in his big Peerless roadster.

Jesse Goldberg, the producer, on his arrival in Hollywood last week, announced the completion of "Flashing Spurs," his second Bob Custer Western for Film Booking Offices.

### "LOST WORLD" PREMIERE TO BROADWAY NEXT MONTH

Gigantic Spectacle From First National Nearly Completed.

New York, Dec. 17.—Plans are well under way for the premiere showing of First National's big new special, produced in association with Watterson K. Rothacker, from Sir Conan Doyle's romantic novel of adventure in the Amazonian wilderness where a scientific expedition finds a high, inaccessible plateau inhabited by prehistoric monsters that roamed the world thousands of years ago.

"The Lost World" will have its premiere showing in New York on or about January 18, at a theatre yet to be announced.

Extensive advertising and exploitation campaigns are now being worked out and will soon get under way.

Work on "The Lost World" is still in progress in Hollywood, on the pre-historic animal sequences. Photography will be completed some time in December. Editing and titling of the sequences already completed has been under way under the supervision of Earl Hudson at First National's New York studios for some time.

Harry Hoyt directed the making of this great special, under the direct supervision of Mr. Hudson. In the cast are Bessie Love, Lewis Stone, Wallace Beery, Lloyd Hughes, Arthur Hoyt and several other popular screen players.

"Parisian Nights," was launched at the Film Booking Offices studios last week with Elaine Hammerstein and Lou Tellegen featured in the cast and Alfred Santell directing.

# THOMAS MEIGHAN

Wishes you a

Merry Christmas

and a

Prosperous New Year

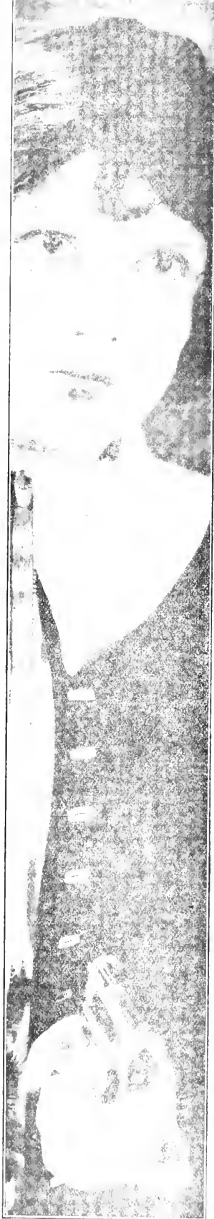
New Thomas Meighan Paramount Pictures

"Tongues of Flame"--"The Alaskan"--"Coming Through"

**She's  
coming'  
to your  
town -  
to steal  
and  
to rob !**

She'll steal  
your fan's  
hearts away  
and she'll rob  
you of your  
bad nights.

Directed by  
**Tod Browning**



**The little  
Hell  
Cat**

**Evelyn Brent**

in

**"SILK  
STOCKING  
SAL"**

Distributed Throughout the World by

**FILM BOOKING OFFICES**

Snover Bldg., Kansas City, Mo.

12 So. Hudson, Oklahoma City, Ok.

312 Olive Street, St. Louis, Mo.

66 S. Cross St., Little Rock, Ark.

Thematic Music Cue Sheet Available on This Picture

## Chadwick Planning New Production

Hollywood, Dec. 15.—I. E. Chadwick, president of Chadwick Pictures Corporation, now on the coast, is making preparations for the production of two more pictures to be part of the famous series he is now releasing on the independent market—the Chadwick 9. They will be productions of "The Romance of an Actress" by Langdon McCormack, famous author of "The Storm," and "Sunshine of Paradise Alley" by Denham Thompson, author of "The Old Homestead."

Before leaving for the coast two weeks ago, Mr. Chadwick completed all preparations for the filming of the sixth Chadwick picture "The Street Singer" under the direction of John Gorman in the east, and the third Lionel Barrymore special, details of which will be announced soon. Also he announced the signing of George Walsh to a long term contract for a

## Three Houses Buy Cinema Product

Frank Amos, assistant manager of the Cinema Distributing Company, reports this week having closed with three more houses for the entire group of Sanford Westerns which his company is distributing in this territory for 1925.

The houses which have closed for the new product are Auditorium, Excelsior Springs, Mo.; Elliott, Independence, Mo.; and White-way, Fredonia, Kans.

series of Chadwick pictures, and for one chapter-play, and has several more important deals with players and directors on hand which he will most likely announce on his return.

The Chadwick organization is planning a big schedule of productions for next season, according to Joe Silverman, manager of Independent Film Co., distributors in this territory.

## Another From Buddy Roosevelt

"Gold and Grit," seventh of the rapidly moving Buddy Roosevelt series of eight high class action features, distributed by Weiss Brothers' Artclass Pictures Corporation has just been completed on the coast, according to telegraphic advices received early this week from Lester F. Scott, Jr., producer of this popular series, and prints are now on the way East.

The wire also advised Weiss Brothers' that Mr. Scott expects to arrive in New York about December 15, with the completed print of the eighth and last feature of the Buddy Roosevelt series, at which time plans will be taken up and discussed for producing a new and elaborate series of romantic Western features with this popular star as the head-liner during 1925.

Standard Films is the distributor for the Roosevelt features in Kansas City territory and the Progress Pictures Corp., in St. Louis.

## "Wizard of Oz" Stills Reach New York

New York, Dec. 16.—Production stills on "The Wizard of Oz," Larry Semon's new feature comedy for Chadwick Pictures Corporation, were received at the Chadwick offices in New York from the coast last week, and as a result the Chadwick office and sales personnel is highly elated.

The stills are of rare beauty showing that the production has been mounted with excellent taste and infrequent cases, genius. The costuming of the cast is as extraordinary an achievement as the production itself.

Larry Semon and his supporting cast, Bryant Washburn, Mary Carr, Dorothy Dwan, Virginia Pearson, Oliver Hardy, Josef Swickard, and Charlie Murray—appear in strange and beautiful dress, appropriate to this greatest of all fantastic comedies.



## Cyclonic ACTION

That Drives  
in the  
BUSINESS

## 6--JACK PERRINS--6

RIDIN' WEST  
COYOTE FANGS  
DESERT MADNESS  
CANYON RUSTLERS  
BORDER VENGEANCE  
CACTUS TRAILS

ENTERPRISE DIST. CORP.

"BOB" WITHERS, Mgr.  
115 West 18th St. KANSAS CITY, MO.

COMING! to wish you  
a Prosperous New Year--

## MATTY MATTISON

—IN—

## "North of Alaska"

A Sanford Special  
THRILLSPEEDDRAMA

### SUCH A CAST!

Jack Richardson—Matty Mattison  
Gene Crosby—Billy Franey  
Marcella Daley—Louraine Eason

There's no mistake about it—this one is one of the best Northern action pictures ever filmed. Start the New Year right and—

OPEN a Date for This Box-Office Frolic!

## CINEMA DIST. CO.

G. L. Hendricks, Mgr. Frank Amos, Ass't Mgr.  
113 W. 18th Street Kansas City, Mo.

### C. B. C. Closes Deals For Two Series

New York, Dec. 15—Congratulatory telegrams are now pouring in between Joe Brandt and Jack Cohn. The reason is that they have closed two important territories on their picture in the past week. They have sold to the Independent Film Co. of Kansas City, the eight Columbia Pictures and the eight Perfection Pictures for the territory including Western Missouri and the State of Kansas.

So far only four of the Columbias have been released. They have all proven big box-office winners. They are, "The Price She Paid," "The Foolish Virgin," "The Midnight Express" and "One Glorious Night." The Perfection series are eight thrill action pictures featuring William Fairbanks and Eva Novak. In addition to the above they also sold the same concern the rights to "Yesterday's Wife," "Pal O' Mine," "Discontented Husbands," "Why Women Remarry" and "Traffic in Hearts."

### C. B. C. Announces Cast for Eighth Perfection

C. B. C. announces a new cast, to make the last of the Perfection series of eight, according to Joe Silverman of the Independent Film Co. distributor in this territory. Eva Novak and William Fairbanks will be featured as in the others of the series. They will be supported by Kenneth, Lydia Knott, Arthur Rankin, Ruby Latavite and Frankie Darrow.

### "Restless Wives" Popular Title

Because of the drawing power of the title and the tremendous exploitation possibilities of the same, Bob Withers, Enterprise manager, believes the C. C. Burr production, "Restless Wives," will prove one of the most popular releases of his company this season.

The story brings out the complexes of the modern society matron and is replete with drama and romance and nicely interspersed with bits of humor.

A strong cast, headed by Doris Kenyon, James Rennie, Montagu Love, Edmund Breese and Burr McIntosh is well supported by a well-known group of players in the minor roles. The feminine angle in the drawing power of this picture is further enhanced in the showing of many beautiful gowns, worn by Miss Kenyon in her various characterizations.

Bookings on this picture are now being made by Enterprise Dist. Corp.

### Charley Goodnight Buys Westerns

Charley Goodnight, owner and manager of the Lyric Theatre, Holden, Mo., was in Kansas City this week and contracted for the entire series of Western pictures made by Sanford productions, according to G. L. Hendricks, manager of the Cinema Distributing Company, distributor in this territory.

### Re-Issue Announced For "I Am The Law"

Bob Withers, Kansas City manager for Enterprise, has announced that the special production, "I Am the Law," the late C. C. Burr special which has been so favorably received throughout the country, is to be re-issued to meet popular demand. Withers stated that he had already received prints of the re-issue, and is ready to make bookings now.

An all-star cast and the action resulting from their endeavors, is one of the reasons for the success of this picture, Withers said. The cast consists of: Alice Lake, Kenneth Harlan, Gaston Glass, Rosemary Theby, Noah Beery and Wallace Beery.

The story is laid in the blinding snow-storms of the Northwest, and fairly bristles with action and pent-up suspense. The plot involves the turning of brother against brother, of which the one forcefully typifies the zeal of the Northwest Mounted Police for the sake of the law.

The first release of the group, "Souls in Bondage," has proved so popular that the Cinema Company has been forced to take it off first runs and fill the other dates, Hendricks said. He believes the entire series will find unusual favor with the great number of exhibitors who favor Western productions.

Joe Silverman, Independent Film Co., manager, visited the territory this week.

### "Up In the Air" in "North of Alaska"

Have you ever been up 9400 feet in the air?

If you have been you know how easily fatigued you become from the least exertion. Many people are unable to live at that altitude as it affects the heart.

But that is the exact height at which it was necessary for the Sunbird Productions of Hollywood to climb in order that they might find sufficient snow for the exterior scenes in their latest Thrill-spectacular release, "North of Alaska," which features Matty Mattison, for release by the Cinema Distributing Co.

The company was transported to Huntington Lake, over the most picturesque railroad in the world, known as the San Joaquin and Eastern Railroad, to its terminus at Cascade, and by auto trucks from there to the Falcon Lodge at the Lake. The altitude here is about 7,200 feet, and after a night's rest, another long motor truck ride took the people up over Kaiser Pass, where the altitude touched 9,400 feet and better.

There was ample snow here, in fact there is snow there almost the entire year around, and was ideal for the settings for Alaska. The only draw-back was that the company was too much "up in the air" so to speak, and it was only possible to work continuously for a period of a few minutes, without resting.

That the scenery is wonderful is proven by the many wonderful shots shown in the picture, "North of Alaska."



Scene from the marvel sea story, "The Fighting Skipper," starring Jack Perrin, Frances Ford and Peggy O'Day. Now offered in serial form by Standard Films.

# Your New Year Resolution-- GET SOLID WITH STANDARD

1925---A RELEASE EVERY WEEK---1925

## JANUARY

"Valley of Vanishing Men," Neal Hart  
"Biff Bang Buddy," Buddy Roosevelt  
"Branded a Bandit," Yakima Canutt  
"The Desert Rider," Jack Hoxie

## FEBRUARY

"Hard Hittin' Hamilton," Buffalo Bill, Jr.  
"Notch Number One," Ben Wilson  
"Walloping Wallace," Buddy Roosevelt  
"Ridin' Mad," Yakima Canutt

## MARCH

"The Rip Snorter," Pete Morrison  
"Bringing Home the Bacon," Buffalo Bill, Jr.  
"Vic Dyson Pays," Ben Wilson  
"Rip Roarin' Roberts," Buddy Roosevelt

## APRIL

"Romance and Rustlers," Yakima Canutt  
"The Cactus Cure," Art Mix  
"The Desert Hawk," Ben Wilson  
"Cyclone Buddy," Buddy Roosevelt

## MAY

"Wolves of the Road," Yakima Canutt  
"Riders at Night," Big Boy Williams  
(Title Announced Later) Buffalo Bill, Jr.  
"Sell 'Em, Cowboy," Dick Hatton

## JUNE

(Title Announced Later) Buddy Roosevelt  
"Sand Blind," Ben Wilson  
"A Two-Fisted Sheriff," Yakima Canutt  
(Title Announced Later), Buffalo Bill, Jr.

## BIG SERIALS

3 "Days of 49" NEVA GERBER  
EDMUND COBB

"The Fighting Skipper" FRANCIS FORD  
JACK PERRIN  
PEGGY O'DAY

"Riders of the Plains" JACK PERRIN  
MARILYN MILLS  
and Two Wonder Horses

—ALSO—

RELEASED WEEKLY

2-REEL COMEDIES

RELEASED WEEKLY

MIRTHQUAKES with BOBBY DUNN

BROADWAY with BILLY WEST

# STANDARD FILMS

111 WEST 18TH STREET  
KANSAS CITY

21  
Winners

# Quit Losing Money

We've Got a Line of Proven Successes

YOU CAN NOW

## "THE MIDNIGHT EXPRESS"

Took New York's Broadway by storm. The fastest, best dressed melodrama ever filmed. Featuring ELAINE HAMMERSTEIN and a real cast.

★ ★ ★

## "A FOOL AND HIS MONEY"

Millions have read and are waiting to see George Barr McCutcheon's masterpiece. It is a picture that will please the young and old alike. MADGE BELLAMY, ROBERT HAINES and PHYLLIS HAVER head a brilliant cast.

★ ★ ★

## "FIGHTING THE FLAMES"

One of those red-hot melodramas, dressed up like a super-special. The kind that never fails to jam them in. BIG CAST, BIG STORY, BIG PICTURE.

★ ★ ★

## "WHO CARES"—Dorothy Devore

In this story Cosmo Hamilton whose readers are legion, presents a novel problem that is vivid and fascinating. A high-powered cast and director bring this to the screen in a manner that will enthrall your audiences.

★ ★ ★

## "PAL O' MINE"

One of those sob-stories filled with love and action that your audiences will rave about. IRENE RICH, WILLARD LOUIS and PAULINE GARON head an exceptional cast.

## "THE PRICE SHE PAID"

David Graham Phillips' great dramatic novel brought to life by ALMA RUBENS and FRANK MAYO. It's a sure-fire money getter.

★ ★ ★

## "THE FOOLISH VIRGIN"

Thomas Dixon, the man who wrote "The Birth of a Nation" is the author. A most fascinating novel that was published serially in a national magazine. ELAINE HAMMERSTEIN and ROBERT FRAZER carry the stellar roles.

★ ★ ★

## "TRAFFIC IN HEARTS"

There's a title that will draw them in and the picture will send them out recommending their friends to see it. MILDRED HARRIS and ROBERT FRAZER head a worth-while cast.

★ ★ ★

## "ONE GLORIOUS NIGHT"

It deals with emotions that have troubled men and women since the world began. It's another triumph for ELAINE HAMMERSTEIN and her excellent supporting cast.

They've Made Money for C

GET YOUR

# INDEPENDEN

JOE SILVERMAN, Manager

21  
Winners

# We'll Show You How That Will Bring Money Into Your Box-Office DEPENDENT WITH--

**"AFTER BUSINESS HOURS"**

It is a story that will grip the heart of every man, woman and child. It will set your audiences thinking and get them talking. All star cast. Perfect direction.



**"WHY WOMEN RE-MARRY"**

MILTON SILLS, the star of the "Sea Hawk" is the stellar player and is backed up with a story and cast that will thrill your audiences. A great title—great star—great action.



**Featuring**

**EVA NOVAK and WILLIAM FAIRBANKS**  
**"THE BATTLING FOOL"**

It will start the crowds battling to see it. A punch in every scene. Thrilling entertainment.



**"WOMEN FIRST"**

The fastest race horse picture ever put on the screen. It's a riot from the fall of the flag to the finish.



**"THE FATAL MISTAKE"**

One twist of fate follows another. It will hold your audiences spell-bound and set their tongues wagging.

**"YESTERDAY'S WIFE"**

One of those pictures that the women folks are waiting for and the men folks will be glad they came to see. IRENE RICH and PHILO McCULLOUGH are among the featured players.



**Featuring**

**EVA NOVAK and WILLIAM FAIRBANKS**  
**"THE RACE FOR LIFE"**

You can't realize how much speed can be put into one picture until you see this one.



**"THE BEAUTIFUL SINNER"**

Midnight madness—nights of thrills and drama. A girl whose life was a reckless fling.



**"A FIGHT FOR HONOR"**

One of those pictures that you'd like to run everyday. It's a sure-fire cure for box-office ills.



**"THE FEARLESS LOVER"**

A combination of marvelous acting and story. You'll agree that the hero is fearless when you see it.



**"TAINTED MONEY"**

It starts out with a punch and it rushes its way through until the last foot has been run off.

**you'll Make Money for You  
NOW WITH**

**WILLIAMS SOUTHWEST FILM COMPANY**

115 WEST 17TH ST., KANSAS CITY, MO.

# MERRY CHRISTMAS

A Sincere Wish For Many a Merry Christmas and a Happy New Year

**MANIE GOTTLIEB**  
Universal Pictures

MERRY CHRISTMAS  
and a  
HAPPY NEW YEAR  
**RUSSELL C. BORG**  
Educational Pictures

SEASON'S GREETING  
**J. ROY YOUNG**  
Paramount Pictures

JUST AN OLD-FASHIONED  
CHRISTMAS WISH  
**TOM O. BYERLE**  
Associated First National  
Pictures

HEARTIEST GREETINGS  
AND BEST WISHES  
**JACK FLANNERY**  
Metro-Goldwyn

SEASON'S COMPLIMENTS  
**BERNARD C. COOK**

Economy Film Service  
117 West 17th St.

MERRY CHRISTMAS  
and a  
HAPPY NEW YEAR  
**FINTON H. JONES**  
Theatre Insurer

MERRY CHRISTMAS  
and a  
HAPPY NEW YEAR  
**C. E. REYNOLDS**  
Educational Representative

With all Kind Thoughts  
for Christmas  
and the  
New Year  
**A. A. RENFRO**  
Pathe Representative

## "'Twas the Night Before Christmas--"

AT PATHE PRODUCING CENTERS

"'Twas the night before Christmas--", and so forth and so on. In New England there is four feet of snow and all the little boys and girls are out hitching behind Fords with their sleds. In California, especially around the Mack Sennett and Hal Roach Studios, there is no snow. Palm trees are palming, butterfies are making butter, and the girls are making bathing dates.

But the lack of snow means nothing to "Our Gang." They have the spirit and the property man has plenty of powdered salt so they just arrange a little Christmas party for themselves. Arthur Stone, Charles Chase, Glenn Tryon and Blanche McHaffey have made it their business to see that Joe, Mickey, Farina and the rest of the gang are going to have a good time. F. Richard (Dick) Jones, H. M. (Beany) Walker and Hal Roach conspired with Robert McGowan and as a result of this conspiracy, Santa Claus and his string of reindeers arrived at the Hal Roach Studios loaded down with toys.

Mary got a real toy automobile that really runs. Farina wanted one too, but the studio bunch was afraid to take a chance on giving her one this year. Next year when he, or is it she, gets a little older, maybe they'll give her, or is it him, an airplane. Joe (Fatty) Cobb wanted a locomotive but compromised on a bicycle. Mickey, more practical, looked for a lunaglow in his stocking. Somebody played a mean joke on Jackie and placed a load of coal in his stocking. Jackie later declared it was like giving a "guy snowballs in Alaska."

"Our Gang" were not the only ones at the Hal Roach Studios that came in for their share of Xmas cheer. Blanche McHaffey was presented with a brand new Ford to make it possible for her to get to the Studio on time in the morning. Every time she is late she blames it on her car, so the gang around the lot "chipped in." She can now carry the Ford in the back seat of her car for emergencies. All this happened at Culver City.

We will now travel over to the Mack Sennett Studios in Hollywood. Mack Sennett is also a producer of Pathe pictures and the crowd around the lot still believe in Santa Claus, though they've lived in Hollywood for years.

Thelma Hill and Elsie Tarron figured it must be cold weather around Christmas, so they put on their very cutest bathing suits and maid Harry Langdon a visit. Madeline Hurlock, the comedy vamp, lived up to her reputation by refusing to believe in Santa Claus. She said that she knew him well and that he died when she went into motion pictures. Somebody put a pair of eye glasses in Ben Turpin's stocking and now he won't speak to anybody. He even threatens to sue some one on the ground of "malicious slander." Ralph Graves remarked that he always liked Christmas because he got so many different colored neckties that he couldn't wear.

Here's to You and Yours for a MERRY CHRISTMAS and a HAPPY AND PROSPEROUS NEW YEAR

**JOE SILVERMAN**  
Independent Film Co.

MERRY CHRISTMAS  
and a  
HAPPY NEW YEAR  
**J. H. STATES**  
Booking Manager  
Paramount Pictures

May every happiness be yours this Christmas and in the coming year

**J. A. MASTERS**  
Office Manager F. B. O.

You Have My Sincere Wishes for a PLEASANT XMAS and a PROSPEROUS NEW YEAR  
**ROY E. CHURCHILL**  
Manager F. B. O.

Wishing You a Right MERRY CHRISTMAS and a BRIGHT NEW YEAR  
**W. BENJAMIN**  
F. B. O. Representative

With the best of Christmas Wishes and Happiness Throughout the New Year  
**A. H. CHAFFEE**  
Cashier  
First National Exchange

MERRY CHRISTMAS  
and a  
HAPPY NEW YEAR  
**E. P. (Eddie) O'NEILL**  
Pathe Representative

The Season's Greetings and best wishes for the New Year  
**FRANK CASS**  
Pathe City Representative

All the above and more  
**A. W. "ART" GEBAUER**  
Cashier  
Universal Pictures

# HAPPY NEW YEAR



# MERRY CHRISTMAS

My Sincere and Best Wishes  
for a  
MERRY CHRISTMAS  
and a  
HAPPY NEW YEAR  
**MAX J. MEYER**  
F. B. O. Representative

MERRY CHRISTMAS  
and  
HAPPY NEW YEAR  
"CHICK" HENDRICKS  
**FRANK AMOS**  
Cinema Distributing Co.

Hearty Christmas Greetings and  
Best Wishes for the  
New Year  
**SAM ABEND**  
City Film Delivery

Believe me sincere in wishing  
you and yours a most Merry  
Christmas and a Happy and  
Prosperous New Year  
**C. A. "RED" JONES**  
Pathe Representative

Wishing you all happiness this  
holiday season and through-  
out the New Year  
**JOE ROSENBERG**  
Universal Representative

Season's Greetings and Best  
Wishes for the New Year  
**CHAS. W. RUSSELL**  
Universal Representative

With All Good Wishes for  
Christmas and the  
New Year  
**HAROLD L. CASS**  
First National Representative

Hearty Greetings for Christmas  
and every good wish for the  
coming year  
**DAN L. MARTIN**  
Manager Associated Exhibitors

WHAT THEY ALL SAY  
GOES FOR ME—  
and Many of Them!  
**BOB WITHERS**  
Mgr. Enterprise Dist. Corp.



## ONLY A SALESMAN

A Poem  
By **EDDIE GREEN**

I would rather be a film peddler, and with the salesmen band, than be a great big manager, when I a job could land. While we are only "road men," when we leave on Monday morning, we are pretty sure of two more weeks, for that's the usual warning.

We do not have to wear hats when we open up our mail, and New York never credits us or makes us put up bail. We are the last along the line to get each kick and roar, and years have made us "hide-bound," we only ask for more.

Because—we are only salesmen, with nothing on our mind, but the hair we have upon our domes and to see our checks are signed. We do not do a thing that counts, but to hold the boss's job, and keep the "ball a-rolling" and soothe the New York mob.

We keep the Booker at his books and the Cashier "getting dough." We keep the "tin a-moving in" so the whole darn thing will go. But we are only "Peddlers," with nothing much to do, but to take the blame for every wrong, when the office force gets blue.

And when we lose out on a job, we do not leave the lot. Some other Manager thinks we're good and hires on the spot. But what about said Manager? Why he just puts on his hat, and takes his record to New York and spreads it on the mat.

Yes, I'm glad to be a salesman, with no worries to compare, like the one the boss is holding, with his slowly graying hair. And the moral brother salesmen, is: "Be contented with your lot. We may be down on the 'ladder rungs'—but at least we're always 'set'."

## Peerless Film Service

WISHES YOU  
A MERRY CHRISTMAS  
and a  
PROSPEROUS NEW YEAR  
**BERNARD C. COOK**

Say it with Flowers—

**BILL LEVY**  
**OWL FLORISTS**

14 East 12th St. K. C., Mo

SINCERE GREETINGS  
for the  
HOLIDAY SEASON  
**R. C. LI BEAU**

Wishing You a Very Merry  
Christmas and a Happy and  
Prosperous New Year  
**ROBERT E. CARNIE**  
Paramount Representative

**Fox  
Film  
Corporation**

WISHES YOU

**A Merry  
Christmas  
AND**

**A Very Pros-  
perous and  
Happy New  
Year**

**M. A. LEVY**  
Branch Manager  
**A. M. VAN DYKE,**  
Ass't Manager

**E. SOLIG,**  
Booker

**BEN TAYLOR,**  
City Salesman

**F. M. BAXTER,**  
Northwest Missouri Salesman  
**STANLEY J. MAYER,**  
Southwest Kansas Salesman  
**D. E. GRIFFITH,**  
Southwest Missouri Salesman  
**E. SALZBERG,**  
Northern Kansas Salesman

**JACK MASON,**  
Salesman

# HAPPY NEW YEAR

# :: THE PASSING SHOW OF 1924 ::

## A REVIEW OF THE YEAR IN TWELVE SHORT REELS

### JANUARY—First Reel.

Bill Levy, widely known film salesman, leaves the business to conduct the Owl Floral Co. As to "saying it with flowers," Bill says he's a wise old owl.

F. C. Munroe named president of the Hodgkinson Corporation.

First National says this is First National Month, and the sales force goes out and kicks up such a dust that nobody dis-believes it.

Kansas City F. B. O. Exchange bets the whole U. S. its a darn good little sales wagon. Comes out \$1,000 winner.

Dee Filizola, Kansas showman, enters producing game. Says "East Meets West" in Ft. Scott, and produces silent drama to prove it.

C. D. Hill named president of St. Louis Film Board of Trade.

M. P. T. O. Convention for Western Missouri called for January 29.

### FEBRUARY—Second Reel.

M. P. T. O. A. enters resolution against lengthy productions. Short reel producers jubilant. Say "I told you so."

Territory aroused over stand of Senator Curtis in Kansas in unfavorable admission tax proposals. Everybody hot, strip off coats, clenched fists crack.

Jerry Akers named as district manager for Universal.

Territory exhibitors remind Curtis what his rival's plurality is next fall.

M. P. T. O. of Missouri plans reorganization. Showmen strip down for action. Which shows "heavies." Buy wholesale stocks of gun powder to aid in collection drive.

Vitagraph says its 27 years old, and on a Rock foundation.

Senator Curtis replies to complaints—"Press didn't print my statement as it—" Movie Row breathes a sigh of alibi.

I. W. Weir succeeds Maurice Josephs as branch manager for Universal.

### MARCH—Third Reel

S. A. Handy attorney, wins case for H. H. Barrett of the Colonial Theatre against Music Tax proponents.

Group of M. P. T. O. of Missouri donate \$1,500 to conduct membership drive.

A. Lichtman sells his "Preferred" stock. Invests heavily in Universal.

Press story—"Repeal of Admission Tax Coming Nearer." Wild vells resound from vicinity of 18th and Wyandotte.

Tom Leonard, St. Louis exchangeman, says business is making "Progress."

Movie Row wins another good looking chief. C. F. Senning comes all the way from Omaha to assume control of K. C. Educational office.

C. A. Schultz succeeds George Ware as manager of Vitagraph. Looks like Omaha is migrating South for the winter.

Barney Rosenthal launches Columbia Pictures Exchange in St. Louis.

M. P. T. O. of Kansas announces sixth convention to meet at Emporia, April 1-2. "Doc" Cook too busy to play pool.

C. W. Allen, Vitagraph, proud papa of 10-pound girl. Not a group contract.

Contractors start work on William Goldman's million dollar theatre in St. Louis.

Mainstreet Theatre changes policy to feature big pictures.

### APRIL—Fourth Reel

K. C. film salesmen plan to organize to censor "bad check" writing in territory.

W. B. Bowlin opens fine Missouri Theatre at Mountain Grove, Mo. Boasts of 12 piece orchestra. Going some, eh wot?

Students at the University of Missouri arrested for throwing eggs at actor on local stage. University president defends action. Says they were fresh eggs.

L. W. Alexander, new K. C. Hodgkinson chief.

M. P. T. O. of Kansas Convention an outstanding success. Constructive plans launched to continue fight against music tax. R. G. Liggett, president, retires. R. R. Biechele named as successor. A fine meeting. Much enthusiasm. Great prospects for future.

**THE SENATE ENDORSES THE REPEAL MEASURE, INCLUDING REDUCTION IN ADMISSION TAXES.**

I. B. Metzger succeeds W. C. Haynes as manager of Goldwyn here.

Bob Gary comes to K. C. to take over Paramount's exploitation

"Girl Shy," runs away with records in showing in K. C. Royal.

Carl Laemmle offers \$1,000,000 contract to Jack Dempsey for series picturizing the champ.

J. E. Storey, big chief for Pathe, visits K. C. office. Whole office force down on time.

Harry Hollander comes down from Chi to take over K. C. "U" office.

### MAY—Fifth Reel

**Metro-Goldwyn-Mayer merger officially announced.**

Missouri and Illinois exhibitors combine. I. W. Rodgers of Cairo elected president.

Z. W. Tinker, one-time millionaire theatre owner of St. Louis and active in production of St. Louis World's Fair, dies in St. Louis.

First National launches "Rhoden" month. Reel Journal gets extra advertising lineage. Cheers!

Syd Cohen, sees handwriting on the wall, and declares tax abolition is in sight. Just to say, I told you so first.

Truly B. Wildman re-elected president of Film Board of Trade.

Kansas M. P. T. O. join Allied Exhibitors Association.

**Both Senate and House vote Admission Tax repeal. Many new automobiles are bought by showmen and film salesmen.**

Frank Newman starts remodeling his picture palaces.

L. B. Metzger proves he can ride both horses. Is made manager of newly organized Metro-Goldwyn-Mayer K. C. office.

### JUNE—Sixth Reel

Shrine National Convention opens in Kansas City. One hundred and eleven thousand, three hundred and sixty-nine bootleggers arrive in city on special trains.

Vitagraph re-issues 10 Semon comedies. Consider changing title to "Semon" comedies.

Carl Laemmle thinks it's time to clean up. Starts nation-wide campaign. About Clean-up and Universal pictures.

**PRESIDENT COOLIDGE SIGNS THE TAX REPEAL BILL. More automobiles bought by territory showmen. Exchange managers into caucuses with salesmen. "Can we get more money for this picture now?"**

M. J. O'Toole has a bright thought and thinks the tax repeal will mean prosperity to showmen.

Ince-First National combine is renewed.

M. P. T. O. announces new financing plan. "Doc" Cook says "She'll get the 'mon."

**JULY—Seventh Reel**

St. Louis decides to gamble with Chicago for first honors in theatre expansion. Announce deals involving approximately \$10,000,000.

G. F. Novarre, former Seattle manager for United Artists succeeds F. B. McCracken in charge of K. C. office.

M. B. Shanberg announces the purchase of two more theatres—the Cozy and City theatres at Junction City, Kans.

Film Colony stenographers all agitated about the new slick in town. Investigation reveals it's just Truly B. Wildman in the disguise of a new Doug Fairbanks mustache.

Frank Newman shows first of "Famous Forty." Everybody surprised. The title, "Manhandled." Draws record business.

K. E. Gregory, new M-G-M manager in C. C. Succeeds L. B. Metzger.

Vitagraph business gets so good, Schultz opens down-town booking office on Movie Row. Manager talks about taking me to lunch again.

P. D. C. holds big sales confab in Chi. Mr. Alexander's golf falls off for several days.

**AUGUST—Eighth Reel**

Crop estimates place Kansas wheat yield at 150,000,000 bushels. Film salesmen leave for territory on Sunday nights now.

Rus Borg, Educational's big man, comes back from his vacation and tries to make me believe he caught a 25-pound fish in Lake Ishkible, Ia. Shows me a picture to prove it. A black speck is all I can see—except Borg. He admits the picture was bad, and informs me the black speck is just the big wiggle's tail.

Joe Rosenberg is credited in press dispatches as being the hero of Golem, Mo., in a mad-dog scare. Golem is one of the key centers of the Ozarks.

Frank Newman wins golf prize at Adolph Zukor's N. Y. country estate. A. M. Eisner says now he'll take on the big chief to a handicap game of parlor pool.

Metro-Goldwyn announces it will release "Bread" soon I rush home and tell my wife.

Frank Warren, Standard manager, announces he's the official booker for a fifteen-week vaudeville show. All film salesmen tried to get on as press agents for the "lady" show.

Kirkville, Mo., busts out and says she's going to have a new \$175,000 theatre.

Dan Martin, Associated Exhibitors manager, comes back from Kansas so roused up over prospects he goes out and blows himself for a new Hudson coach.

M. P. T. O. shoots off a big gun Calls meeting for August 17 here. Rumors of merger with Allied talked. Also combine with Western Missouri. "Doc" Cook too busy to play a friendly game of pool again

**M. P. T. O. Kansas-Missouri merger approved by directors. That was a mighty fine move. Industry commends step throughout the country.**

**SEPTEMBER—Ninth Reel**

Eyes of nation turn to Kansas-Missouri joint convention, Topeka, Sept. 22.

Good looking Joe Silverman organizes Independent Film Co.

St. Louis projectionists, musicians and stage hands are granted increase in wage scale.

Warner Bros. announce plans for the building of 20 first run theatres throughout the country.

Jefferson Theatre, Coffeyville, burns; loss, \$50,000.

"Ten Commandments" has protracted run at Kansas City Shubert, and at \$1.50 top.

Twelfth Street aroused.

"even-oor" friend of mine gets me by on a pass.

Roy Burford opens his new \$250,000 theatre in Arkansas City, Kans.

A. M. Eisner, pioneer showman, sells his K. C. Broadmour Theatre. Resigns as president of Kansas City M. P. T. O.

First National inaugurates "Eschmann Month." Platinum cuff links bought for all F. N. salesmen.

**Missouri-Kansas M. P. T. O. merger officially ratified at Topeka convention. Many constructive legislative movements are launched, involving continuance of the fight on music tax, means of combating non-theatrical competition—plans for membership drive announced. Altogether, a gathering noted for epochal achievements.**

**OCTOBER—Tenth Month**

Leo Feist, C. K. Harris and Jerome H. Remick enter suits against L. J. Lenhart, J. W. Watson and Jack Roth, K. C. showmen, for alleged infringement on rights of music publishers.

"The Covered Wagon" ends a four-week run at Royal, Kansas City.

Just to be devilish, the wife says we need a covered wagon. In a good gambler, buy third-hand Ford coupe.

E. E. Richards, 60, Wonderland Theatre owner, dies in K. C.

William Mevn, owner of the Photatorium Theatre, Kansas City, Kans., pioneer showman of this territory, dies. He was 60 years old.

F. G. Weary, Richmond, Mo., exhibitor, whips off his coat and licks all opposition to his Sunday shows.

W. E. Truog, Selznick manager, resigns. Launches Electric Ad-Clock Co.

William Goldman, St. Louis movie king, buys Sam Koplar's half interest in St. Louis Amusement Company's circuit of fifteen houses. Deal involves \$1,250,000

**NOVEMBER—Eleventh Month**

"I hear you calling me, Universal." L. W. Alexander resigns as manager of P. D. C. here, returns to Chicago. "U" activities.

Thomas Gavin arrives in town with Eastern brogue and a whole set of Ball-hoos already planned. Succeeds "Bob" Gary as Paramount exploiter. "Bob" goes to Universal to lead the cheer singing.

E. C. Rhoden appointed new head of Film Board of Trade, succeeding T. E. Wildman, who has taken over the Omaha office of P. D. C.

"Doc" Cook issues statement rejoicing over election of Governor Paulen and Attorney General Griffith of Kansas. "Looks good for showmen." "Doc" says: We wonder if the boys are really playing chess again.

Universal announces "The White List." Six hundred exhibitors write in to ask if this is sponsored by the Ku Klux Klan.

Skouras Enterprises buy site for \$2,500,000 downtown St. Louis theatre, atre.

**Producers announce production plans for 1925 involving expenditure of \$72,000,000. Will Hays encouraged after Republican landslide.**

**DECEMBER—Twelfth Month**

790 pioneers travel 667 miles in covered wagon to see Paramount picture.

R. R. Biechele, president of the M. P. T. O. of Kansas and Missouri, appointed by Will Hays to committee investigating Uniform Contract.

"Hot Water" runs five weeks at Newman's Royal. This is no apartment story.

**Thanks! Same to You**

**P A L S**  
**O' MINE**

Everywhere!



1924 treated me right, hope you get yours in 1925.

**BILLY ANDLAUER**

Pathe News Newman Staff  
312 Ozark Bldg. Kansas City, Mo.



## BOX OFFICE REPORTS

### A. H. BLANK

**Captain January**, Baby Peggy—Fine picture from every angle. Business O. K.—H. E. Schlichter, Luegtt. Madison, Kan.

### COLUMBIA

**Battling Fool**, Wm. Fairbanks and Eva Novak—Dandy show. Print and paper fine.—Irish Longhran, Lanna, Worden, Ill.

### EDUCATIONAL

**Dog Sense**—A dandy comedy, gets the laughs. One reel.—W. A. Doerschlag, Strand, Ransom, Kans.

### ENTERTAIN

**Grim Gun Man**, William S. Hart—This is one of Bill Hart's shoot 'em up quicks. Write Jack Underwood, St. Louis, and he will make you a good proposition on this type of picture.—Harry L. Muelberger, Eagle Theatre, Edgewood, Ill.

**Valley of Lost Souls**, All Star—Northwestern picture, a very good picture of the outdoors type. You can't go wrong with it. Plenty of action and moonshine.—Harry L. Muelberger, Eagle Theatre, Edgewood, Ill.

### F. B. O.

**Capt. Fly-By-Night**, Johnny Walker—A good picture at right price.—Harry L. Muelberger, Eagle Theatre, Edgewood, Ill.

**Breaking Into Society**, Bull Montana—A dandy comedy and a good picture for those who like slap stick comedy.—Harry L. Muelberger, Eagle Theatre, Edgewood, Ill.

**Tringer Fingers**, Bob Custer—This is the first of the Rammer ones and it sure did fine business for me. It's a real old time Western and this town ate it up.—Sam Minnich, Electric, Chillicothe, Mo.

**Mark of Lopez**, Fred Thomson—This is the first of my Thomsons and it sure did please. Story very light but acting of star and Silver King was fine. My patrons watching for the next one. Drew Advertising good, print fair. T. H. Lauch, Opera, Mound City, Kans.

**Mark of Lopez**, Fred Thomson—One hundred percent entertainment.—This boy and his horse are real entertainers.—Will S. Duncan, Gem, Lyndon, Kans.

**On Time**, Richard Talmadge—Talmadge a real entertainer, will please 100 per cent.—Will S. Duncan, Gem, Lyndon, Kans.

**In Fast Company**, Richard Talmadge—An exceptional action melodrama. A real jaw.—Will S. Duncan, Gem, Lyndon, Kans.

**Barbara Frietchie**, Florence Vidor—A fine production, good acting, but did not draw for me. Reels new. W. A. Doerschlag, Strand, Ransom, Kans.

**Girl of the Limerlost**, Gloria Gray—A really good picture. J. C. McKee, Electric, Bolivar, Mo.

**North of Nevada**, Fred Thomson. Best Western I have run in my house. For some time.—Mrs. T. F. Menzies & Sons, Hoxie, Kans.

**Girl of the Limerlost**, Gloria Gray. Book it, book this, advertise it, and book it next day. Everybody knows and love the story. Followed book very well. Two days to good business. Film and acco-

unt. good.—T. H. Lauch, Opera, Mound City, Kans.

**Judgment of the Storm**, Lloyd Hughes—A very good picture which gave satisfaction.—J. C. McKee, Electric Theatre, Bolivar, Mo.

### FIRST NATIONAL

**Potash and Perlmutter**, All Star—We consider this one of the season's best. Seemed to please everyone. If your people like comedy dramas give them this one. It will do more than please. Print fine. Advertising good.—S. C. Andrews, Gem, Olathe, Kans.

**Scars of Jealousy**—Good picture and pleased majority of those who saw it. Print and advertising good.—C. R. Marshall, Palace Theatre, Golden City, Mo.

**When A Man's A Man**, John Bowers—Very fine picture. Pleased all. Broke all house records. Exhibitors can't go wrong on this picture. Print and advertising good.—Chas. D. Kittel, Idle Hour, Seymour, Mo.

**Mighty Lak' A Rose**, Dorothy Mackaill—Never was a sermon preached that did the good that "Mighty Lak' A Rose." Everybody pleased and interested throughout the entire eight reels. The praises I hear have been wonderful. The print good. Advertising fine.—Mrs. Scheidel, Lindt, Mulvane, Kans.

**Isle of Lost Ships**, Milton Sills—Picture good. Access-oric fair.—E. H. Intelmann, Star, Cole Camp, Mo.

**Classmates**, Richard Barthelmess—An excellent picture, especially for a college town. We used it for the Home Coming Meeting of the Wentworth Military Academy held at the theatre. Capacity business. Everyone liked it. Print A-1.—Hazel Brinkley, Mainstreet, Lexington, Mo.

**Woman on the Jury**, Special Cast—Good picture, well cast and directed, however did not draw usual business. Print and accessories good.—T. R. Bisby, Isis, Manti, Kans.

**Sedalia of Streets**, Nazimova and Milton Sill. This production was hurt by the name of Nazimova when scenery was given in this town, although they all saw this was her greatest work and those who came, were pleased, especially the church people. Print and advertising good.—H. A. Jones, Sedalia, Mo.

**Brown of North**, Strongheart. This was a good picture and pleased all who saw it. Had good title. Mrs. O. L. Hancock, Regina, Laun, Kans.

**The End Man**, Hellberg Blum. This picture did not and made a good showing at the box office. Mrs. O. L. Hancock, Regina, Laun, Kans.

**The Huntress**, Gilbert Moore. Pleas-ure me patrons and title drew many. Had good house. Print very good.—Mrs. O. L. Hancock, Regina, Laun, Kans.

**Smilin' Through**, Norma Talmadge. A real jaw. Print in fine shape. All right business. W. G. Chubbuck, Opera House, New Hamilton, Mo.

**A Son of the Sahara**, Bert Lyell—A good production. S. A. Davidson, Prim-cess, Moolshah, Kan.

**Penrod**, Wesley Barry—An excellent picture to be shown as a non-theatrical attraction. Everyone pleased. Print good.—L. B. Russell, Supt., School Auditorium, Gilliam, Mo.

**Smilin' Through**, Norma Talmadge—One of the best pictures ever produced. Business good. Pleased everyone. Print excellent. Advertising good.—Chas. D. Kittel, Idle Hour, Seymour, Mo.

**Peck's Bad Boy**, Jackie Coogan—A mighty fine picture. Jackie always goes good. Print and advertising good. I never fail to get good service from the First National Exchange.—J. E. Allison, Eureka, Weston, Mo.

**Trouble**, Jackie Coogan—A good picture. Not as good as "My Boy" but it drew them in just the same. Had a good house if it was raining, and the roads bad. Coogan a good drawing card. The print and advertising good.—C. C. Perry, Rex, Mayville, Mo.

**Girl in the Limousine**, Larry Semon—Contrary to adverse reports this picture proved very good offering for Saturday. Did not do as well as usual Saturday business on account of bad roads, but everyone seemed to like it. Had plenty of action and this is what takes with my Saturday crowd. Print good.—C. L. McVey, Dreamland, Herrington, Kans.

**When A Man's A Man**, John Bowers—The weather conditions were bad, otherwise felt that I would have done the largest business of any picture I have ever played. Print in excellent condition. Advertising good.—Glenn Leck, Bogue, Kans.

**Boy of Mine**, Bennie Alexander—This picture well liked by every one. Print and advertising good.—W. E. Harrison, Rex, Ridgeway, Mo.

**Bob Hampton of Placer**, Wesley Barry and James Kirkwood—A fine production. Clean historical subject, well handled with wonderful acting. Kirkwood and Barry great work.—T. H. Lauch, Opera House, Mound City, Kans.

**Within The Law**, Norma Talmadge—A very good picture that they liked. A good attendance considering roads and weather. Print good.—R. D. Strickler, Wickiser, Craig, Mo.

**When A Man's A Man**, John Bowers—Mighty good picture and pleased everyone. Did not pay out but showed to more people than I expected as the weather was extremely bad—so had did not open first night. Accessories good.—I. V. Forson, Idle Hour, Humphreys, Mo.

**In Hollywood with Potash and Perlmutter**, Geo. Sidney and Alexander Carr—Patrons considered George Sidney an improvement over Barney Bernard and they were all pleased. Print and advertising good.—H. A. Jones, Sedalia, Sedalia, Mo.

**Wandering Daughters**, Marguerite De La Motte—Picture good. Pleased most of our patrons. Print and advertising good. I. M. Verts, Cozy, Nelson, Mo.

**Circus Days**, Jackie Coogan—This is an honest-to-goodness entertainment. A real picture. Get more like it. Print and advertising good. F. H. Sullivan, Miami, Miami, Mo.

### STANDARD

**Rilly West and Bobby Dunn Comedies**. These antics are pleasing 100 per cent. Very good. Laughic, lamp makers.—Wm. Parsons, Pershing, Inlin, Mo.

**Battling Buddy**, Buddy Roosevelt—An extra good comedy western.—Bob Thompson, Auditorium, Excelsior Spgs., Mo.

**My Boy**, Jackie Coogan—Pleased everyone, played to a full house. Patrons asked for more of Coogan's pictures. The print and advertising good.—K. H. Gaston, Electric, Centralia, Kans.

**Secrets**, Norma Talmadge—An excellent picture. I believe the best one since "Smiling Thru." However, she failed at the box office. Probable reason is that patrons consider it a costume picture when it is really a period picture. Print and advertising good.—C. L. McVey, Dreamland, Herington, Kans.

**The Girl of the Golden West**, Special Cast—A good picture. Had a full house and about 80 per cent well pleased. Print and advertising good.—C. C. Perry, Rex, Maysville, Mo.

**Within The Law**, Norma Talmadge—Best picture of the season and First National does not ask all you take in on it. Print fine. Advertising good.—S. M. White, American, Kayesville, Mo.

**Children of the Dust**, Special Cast—Very good picture. Print for Advertising good.—W. E. Stepp, Regent, Pleasanton, Kans.

**Skin Deep**, Milton Sills—A fine picture and one that will please any audience. Print good.—W. A. Doerschlag, Strand, Ransom, Kans.

**Abraham Lincoln**—Classmates Here are two real pictures and played 100 per cent. You have got to hand it to First National for having the best pictures on the market.—W. C. Sears, Lyric Theatre, Boonville, Mo.

**FOX**

**Lone Star Ranger**, Tom Mix—A real honest-to-goodness special. Book it and clean up.—Harry L. Muelberger, Eagle Theatre, Edgewood, Ill.

**The Eleventh Hour**, Buck Jones and Shirley Mason—If you want a real picture book this, 100 per cent in small towns.—Harry L. Muelberger, Eagle Theatre, Edgewood, Ill.

**The Man Who Won**, Dustin Farnum—Good picture. Pleased all who saw it.—Harry L. Muelberger, Eagle Theatre, Edgewood, Ill.

**No Mother to Guide Her**, All Star Cast—An excellent program for all. Better than 95 per cent of your sermons. If some of our so-called preachers wanted to get next to themselves, and come out from behind the brush and look at a picture like this one, it might help them get up a sermon.—Harry L. Muelberger, Eagle Theatre, Edgewood, Ill.

**Lupin's Fireman**, Buck Jones—A good picture. Pleased 100 per cent. If you want a picture with thrills, book it and don't go wrong.—Harry L. Muelberger, Eagle Theatre, Edgewood, Ill.

**Big Dan**, Buck Jones—A fine special. Played to full house and pleased 100 per cent.—Harry L. Muelberger, Eagle Theatre, Edgewood, Ill.

**Cyclone Rider**, All Star—I want to comment on this. It played 100 per cent.—R. A. Gaston, Standard, Mankato, Kans.

**METRO-GOLDWYN**

**Eagle's Feather**, James Kirkwood and Mary Alden—Very interesting and different type of Western. Comedy situations were great. Good photography. Two days to good business. Pleased about 90 per cent. Price right.—T. H. Lauck, Mound City, Kans.

**PARAMOUNT**

**Forbidden Paradise**, Pola Negri—In my estimation this is Miss Negri's best to date.—H. E. Schlichter, Liggett, Madison, Kans.

**Lawful Larceny**, Hope Hampton—Small town exhibitors, let this one alone.—E. H.

Entelman, Star, Cole Camp, Mo.

**Face in the Fog**—A fair program picture, nothing more.—A. R. Plumer, The American Legion Theatre, Sedgwick, Kans.

**PATHE**

**Battling Orioles**, Glenn Tryon—A comedy knockout. Book it and boost it.—H. E. Schlichter, Liggett, Madison, Kans.

**Girl Shy**, Harold Lloyd—Fine picture—bad weather prevented our breaking attendance record.—Royal, Gardner, Kans.

**King of Wild Horses**—A fine picture and something different. Advertising and print good.—G. D. Carr, Allendale, Allendale, Mo.

**The Call of the Wild**—Good picture, almost a special. Advertise it good and run at regular prices. Print and advertising good.—G. D. Carr, Allendale, Allendale, Mo.

**PROGRESS**

**Rarin' To Go**, Buffalo Bill, Jr.—It's a good picture—print good.—Sunday O. K.—Irish Loughran, Lanna, Worden, Ill.

**Rough Ridin'**, Buddy Roosevelt—Better than the average Western.—Irish Loughran, Lanna, Worden, Ill.

**UNIVERSAL**

**Breathless Moments**, Wm. Desmond—Good entertainment.—H. L. Karr, Gem, Monett, Mo.

**VITAGRAPH**

**Virtuous Liars**, All Star—A very weak offering, about the poorest we have ever played from Vitagraph. Picture and print new but did not please my audience. Vitagraph pictures and service are fine but pass this one up.—T. H. Lauck, Opera House, Mound City, Kans.

**Divorce Coupons**, Corinne Griffith—A dandy good little picture but failed to draw for me.—A. R. Plumer, American Legion Theatre, Sedgwick, Kans.

**Prodigal Judge**, Jean Paige—Splendid picture but too long for a Saturday program.—H. L. Karr, Gem, Monett, Mo.

**The Code of the Wilderness**, John Bowers—One of the best action and outdoor pictures we have seen, some said the best. Pleased a Thanksgiving audience at advanced admission. Film in fine shape as always from Vitagraph.—Earl Barnett, Legion Theatre, Ogden, Kans.

**Wild Irish Rose**, Special Cast—A good picture and drew me an extra large crowd. Earl Barnett, Legion Theatre, Ogden, Kans.

**One Law for the Woman**, Special Cast—A good picture and drew me an extra large crowd.—Earl Barnett, Legion Theatre, Ogden, Kans.

**Let Not Man Put Asunder**, Pauline Frederick—A mighty good picture like all Vitagraph pictures. Film in good condition.—E. Bodenz, Trip Hall, Palco, Kans.

**Trumpet Island**, Corinne Griffith—Do not care for this type of picture, but majority of audience who expressed themselves, pronounced it the best shown here.—Thos. Daniel, Home Theatre, Rockville, Mo.

**The Inner Chamber**, All Star—Very good feature.—Thos. Daniel, Home Theatre, Rockville, Mo.

**The Love Bandit**, Corinne Griffith—Did not see picture. Audience report, good.—J. P. Whitney, Mayflower, Hillsboro, Kans.

**Woman's Sacrifice**, Corinne Griffith—An older picture bought reasonably. Offered some very good snow stuff. Star's appearance and work satisfactory. Audience comments good, Saturday showing.—J. P. Whitney, Mayflower, Hillsboro, Kans.

**When Danger Smiles**, Wm. Duncan and Edith Johnson—A good play in my opinion.—C. H. Stevens, Amniss, Archie, Mo.

**Between Friends**, Lou Tellegen and Alice Calhoun—Splendid picture. Failed to draw and did not make money, but highly pleased those who saw it. This sort of picture (society drama) never makes money for me. Yet I think it is the best of its sort I ever used.—J. M. Bailey, Bailey Theatre, Waverly, Kans.

**WARNER BROS.**

**The Age of Innocence**, Elliott Dexter and Beverly Bayne—Another very fine picture. Drew good business and pleased all.—Sam Minnich, Electric, Chillicothe, Mo.

**Go. Washington, Jr.**, Wesley Barry—A clever comedy. Slow at first but sure brought the house down in the last two reels. My patrons are asking for more like it. Great acting, especially the black-face.—Warner Bros. productions all good.—T. H. Lauck, Opera House, Mound City, Kans.

**Brass**, Monte Blue and Marie Prevost—Rang the bell with this one. About as near 100 per cent as made. Photography and titles good. Story and acting fine. A very beautiful picture. Drew very well against bad weather and opposition. The print O. K.—T. H. Lauck, Opera House, Mound City, Kans.

**Cornered**, Marie Prevost—Fine mystery drama with a punch but didn't draw.—H. E. Schlichter, Liggett, Madison, Kans.

**Mail in Your Film Report Today For the Next Issue**

THE REEL JOURNAL,  
19th & Wyandotte, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title .....

Star ..... Producer .....

Remarks .....

Title .....

Star ..... Producer .....

Remarks .....

City .....

If Every Exhibitor Does His Duty There Will be No Mediocre Pictures

Theatre .....

Exhibitor .....



Edited by "BOB" GARY, Universal Exploiteer

## EXPLOITORIAL

THOUGHTS GATHERED HERE AND THERE.

There are three tests of exploitation beyond which "there ain't no more,"—a stunt, ad, poster, or story must first arrest attention; second, arouse curiosity; and third, create desire. Does your exploitation meet these requirements?

Good business during Lent, hot summer time, or the week before Christmas is merely a matter of presenting good pictures so attractively they cannot be resisted. That's all.

Exploitation is the universal language of showmanship, and Barnum said it is the LIFE, BREATH and SOUL of the amusement business.

**DEFINITION OF A SHOWMAN:** An exhibitor or exploiteer who can put over a corking campaign when the press books fail to arrive, the cuts he ordered are out of stock, the weekly newspaper has gone to press, and the opposition is playing the biggest picture of the year.

A good advertisement is one that will bring to the theatre the sort of patrons that will enjoy that particular picture.

### TIE-UP WITH VALENTINE CHOCOLATES IN TOPEKA

A novel tie-up was effected in Topeka recently by Thomas Gavin, Paramount exploiteer, in conjunction with the Hooper and Jencks interests in connection with the showing of "Monsieur Beaucaire" at the new Grand Theatre.

The theatre sent out the following card:

Get a Free Pass to the  
NEW GRAND THEATRE  
Free pass wrapped in every tenth box of  
VALENTINE CHOCOLATES  
on Special Sale at  
EITELMAN'S  
609 Kansas Avenue

This coupon is good for 10 cents on the purchase of a 1 pound box.

Good only until the end of Rudolph Valentino's engagement in "Monsieur Beaucaire"

All Week at the New Grand, Beginning Tuesday, November 18.

The stunt resulted in a considerable increase in grosses, and the picture had a fine engagement in Topeka. A novel marquee poster scheme aided in the exploitation as well as an army of window cards and considerable newspaper space.

### MILK EXPLOITATION TIE-UP COVERS KANSAS CITY

Stills of Mary Philbin, the Universal star drinking a glass of milk suggested to Lee "Pep" Balsly of the Liberty Theatre and Bob Gary, "U" Exploiteer, a "Milk Exploitation" campaign for putting over "The Gaiety Girl," a Universal Jewel production at the Liberty.

Balsly and Gary sold Aimes' Dairy on cooperative advertising. This company covers Kansas City like a blanket, distributing milk in nearly every home.

Two days before the opening of the picture, banners were attached to every

cream, milk and buttermilk bottle delivered. The text tied-up with the picture.

To make the stunt "sure fire," Balsly and Gary arranged with the Aimes' Dairy management to call a meeting of all salesmen. "Pep" Balsly addressed the meeting and sold the boys the idea of distributing the banners. In addition to this, a season ticket for the Liberty was hung up as a prize for the salesman bringing in the most new milk customers for the Aimes' Dairy during the showing of the picture. This kind of cooperation certainly pleased the Aimes' Dairy people and it is the first time that a stunt of this kind has ever been pulled in Kansas City.

### "I DON'T PICTURES—I BUY PAPER"

By Charles Goldman

"I don't buy pictures—I buy paper."  
"And from the box-office standpoint, I find that's a mighty good way for a 'drop-in' theatre to buy. For my two houses, the Rainbow and the Astor, I'd rather have a program picture, with colorful, vivid paper with plenty of action, than I would a picture with a half-dozen big stars in it—provide the "big stars" picture had no "selling" paper.

"My houses, along Broadway in downtown St. Louis, get the passersby. Newspaper advertising, besides being too costly to pay, would mean practically nothing in my case. No one would travel miles just to come to the Astor or the Rainbow.

"Those I get are people walking by my houses—who are stopped by the promise of melodramatic pictures, packed with action—and they are people it takes "real paper" to "sell."

"Naturally, the bigger the paper, the better chance I have of getting more notice with it, provided it carries 'action' and 'color.' I always mount a six-sheet, the biggest paper I can accommodate, on my theatre front. Also, I use two threes, and plaster the house with ones till it's billed like a circus.

"Once my paper 'drags 'em in,' I don't have any worries about pleasing my patrons, if I have a Hoxie or Desmond or a Hoot Gibson on the screen. For Universal's pictures please 'em—they live up to my 'outside paper's' promises. Which means a lot—for Mr. Laemmle certainly gives the exhibitor REAL paper with which to sell his pictures."



Samples of Universal "paper" used by Charles Goldman of the Rainbow and Astor Theatres, St. Louis, Mo.



**2500 REVELERS ATTEND  
ST. LOUIS MOVIE BALL**

**Miss Mary Stewart, 18, Crowned Beauty Queen.**

Miss Mary Stewart, 18 years old, 3840 Folsom avenue, who represented the Kingsland Theatre, was crowned Queen of the ball given under the joint auspices of the Motion Picture Theatre Owners Association and the St. Louis Film Board of Trade at Arcadia Dance Hall, Olive street at West End Place, Friday evening, December 12, amid the applause of 2500 men and women present.

The selection was made by Mayor Henry W. Kiel, City Supply Commissioner Gus Oetting and Frank Brown from among a bevy of twenty-three prize beauties entered from as many theatres throughout the city. All of these contestants previously had won individual beauty contests in their various neighborhood houses.

Miss Stewart is a film inspector at the Universal Exchange. She is of the striking brunette type with a pretty smile and sunny disposition. She is a graduate of Cleveland high school and several months ago was selected for a part in Earl Carroll's "Vanities" but declined the offer as she did not wish to leave St. Louis.

The ball was attended by many out-of-town exhibitors and proved a big financial success. The proceeds will be used to equip a clubroom for exhibitors and film men to be installed along Film Row.

Mayor Henry Kiel and the Queen led the grand march which paraded for motion pictures. After the march the dancing began, lasting until 1 a. m. Intermissions were marked by vaudeville acts, both music and dancing novelties.

The winners of the various neighborhood beauty contests were: Miss Virginia Kennedy, 1405 North Euclid, Ashland Theatre; Marjorie Deis, 6435 Bartmer avenue, Irma Theatre; Lillian Broz, 2726 Texas, American Theatre; Enid Metzger, 3222 St. Vincent avenue, O'Fallon Theatre; Marie Schroeder, 5512 Gilmore, Robin Theatre; Alice Burgess, 608 Norton avenue, Kingswood Theatre; Violet Slavick, 1250 North Kingshighway, Aubert Theatre; LaGola Fay, 5941 Waterman, Union Theatre; Eleanor Mae Vogt, Gatesworth Theatre, Chippewa Theatre; Katherine Scher, 3414 Missouri, Cherokee Theatre; Nellie Roland, 244 Military Road, Ivory Theatre; Melba Mae Schmitt, 3732 South Grand boulevard, Melba Theatre; Marie Skorat, 4040 North Grand, Grand Florissant; Mary Virginia Wilson, 1046A Forest, Hi-Pointe Theatre; Mildred Thorpe, 3417 North Ninth street, Moeger Theatre; Rose Miller, 4629 Varelman, Woodland Theatre; Selma Hodgkins,

4018 Connecticut street, Ritz Theatre; Dorothy Doyle, 2624 Howard street, King Bee Theatre, and Billie Eckert, 3017A Indiana avenue, Cinderella Theatre.

For being selected Queen of the Ball, Miss Stewart won \$150 in gold and may get a trip to Hollywood later. She was

also presented with a double season ticket to the Kingsland Theatre. Winners of the neighborhood contests each won double season passes to the houses they were chosen to represent. At some of the theatres additional prizes also were given the winners.

**Season's Greetings**

**CHAS. GOLDMAN**  
OF THE RAINBOW THEATRE.  
ST. LOUIS,

Every  
Day  
Will  
Be  
Xmas  
When  
You  
Play  
Progress

W  
E  
S  
T  
E  
R  
N  
S

**Says:**

"You surely gave us the right dope when you told us that the BUFFALO BILL, Jr., Series of Westerns were good.

"We would like to know if you can let us have "FAST AND FEARLESS" for a third days' showing, as we feel sure that he is strong enough for us to run a third time.

"Thanking you for past favors, we remain,  
Yours very truly."

**Follow Mr. Goldman's Example**  
**BOOK PROGRESS WESTERNS**

**Progress Pictures Corp.**

(Specializing in Western Productions)

TOM LEONARD, Manager

3405 Olive Street

ST. LOUIS, MO.

## PROPERTY OWNERS WAR ON BUILDERS OF ST. L. HOUSE

The controversy between the Metropolitan Theatres Corporation which is building the new St. Louis Theatre, Grand boulevard at Morgan street, and the owners of the property just to the east of the new house on Morgan street, waxes warm each week.

The latest development was the filing of an injunction suit in the Circuit Court by the Sarana Investment Company, owners of the adjoining property, to restrain workmen from erecting the steel work of the new theatre. The suit names the theatres corporation, the Mississippi Valley Structural Steel Company and the Ben Hur Erection Company as defendants.

The petition alleges that workmen employed by the latter two companies to set the steel work for the theatre have trespassed on the adjoining property and that the steel columns lean toward the next door building, endangering it.

### Park Owners Face Suit.

Declaring that he was injured seriously when an attendant pushed him down a slide in "Hilarity Hall" at Forest Park Highlands, St. Louis amusement resort, last summer, George B. Maddox has brought suit for \$7,500 damages against the owners of the park. The defendants are the Park Circuit and Realty Company and the Forest Park Highlands Amusement Company.

"Cheap Kisses," the big F. B. O. special, will have its St. Louis premiere at the Delmonte Theatre the week of January 24th.

## FURTHER BUILDING PLANS FOR ST. LOUIS PLAYHOUSES

Harry Koplar of the St. Louis Amusement Company has held several conferences recently with Charley Cella and Frank Tate, owners of the Columbia and Strand theatres that occupy the plot of ground at the southwest corner of Sixth and St. Charles streets. It is rumored that Harry and other local financiers are considering the erection of a large theatre and office building structure on the site.

Another important realty deal affecting theatre property was announced by the George Eandler Realty Company with offices in the National Bank of Commerce building. This company has closed negotiations for the sale of the Hamilton Skydome site, fronting 200 feet on Easton avenue by a depth on Hamilton avenue of 147 feet.

The interests that have acquired the site has not been made public but it is understood they will improve the property with a 1600-seat vaudeville and motion picture theatre, an apartment and store structure, etc., the entire project costing upwards of \$800,000.

Aaron Fineshriver, manager of William Goldman's Rivoli Theatre, has been moved out to the Kings Theatre, succeeding Al Marcks, who becomes associate to William Goldman. A. B. Williams, former Pathé and Universal salesman has been named manager for the Rivoli.

Messrs. J. Rock and J. Duncan of the home office of Vitagraph were among the prominent visitors of the past week.

## GOLDMAN ANNOUNCES "YOUTH WEEK" FOR ST. LOUIS KINGS

William Goldman, owner of the Kings Theatre, Kingshighway near Delmar boulevard, has dedicated the week of December 29 to the Youth of St. Louis and during that period the Kings will be conducted by the boys and girls selected by popular vote of the patrons of the theatre.

Goldman will permit the children to select the motion pictures to be used, other features of the program, manage the house, sell tickets, collect them, handle the crowds, operate the motion picture machines, conduct the orchestra, etc.

The boys and girls who will fill in the various jobs will be paid the same salaries as the men who usually fill the positions.

Goldman believes that Youth Week will firmly implant the Kings in the hearts of the boys and girls of the city and do much toward winning the favor of the parents of the children as well.

All St. Louis filmdom is watching his experiment with interest. So far as is known this is the first time that any theatre in the country has attempted this.

## SPRINGFIELD, MO., PLANS NEW \$250,000 PLAYHOUSE

Frank E. Headley, Springfield, Mo., has retained the architectural firm of Earl Hawkins & Company in that city to design a combination vaudeville and motion picture theatre building that will cost upwards of \$250,000.

The theatre will have a seating capacity of 2000. Contracts will be let early spring.

## ENTERPRISE DISTRIBUTING CORPORATION

Wishes You

*A Merry Christmas*

and a

*Prosperous New Year*

Not a Moving Picture—But the Kid in Person

**BOB WERTH**  
SEASON'S GREETINGS

Wishing You a Merry Christmas and a Happy  
New Year—Universally Yours

**E. L. (EDDIE) ALPERSON**  
MANAGER ST. LOUIS UNIVERSAL EXCHANGE

A Merry Christmas and a Happy New Year

**JIMMY BRADFORD**  
Producers Distributing Corporation

## Christmas Greetings from the Boys of F. B. O.

**C. L. HICKMAN,**  
Representative Southeastern Missouri,  
Kentucky and Tennessee

**LEW BENT**  
Representative Northern Missouri and Western  
Illinois.

**M. J. GOLDBAUM**  
Representative Southern Illinois and Eastern  
Kentucky

**JOHN WALSH**  
City Representative

**TOM MCKEAN, Manager**

## F. B. O. EXCHANGE

3312 Olive Street St. Louis, Mo.





Wish You

A Merry Christmas and A Happy New Year!

FOR A PROSPEROUS NEW YEAR WATCH FOR RELEASE  
DATES AND BEAT YOUR COMPETITOR TO THIS GROUP OF

SCREEN SENSATIONS

TWELVE SPECIAL PRODUCTIONS—ALL BOX-OFFICE WINNERS

1.—“THE SPEED SPOOK”

Johnny Hines, Faire Binney, Ed-  
mund Breeze, Warner Richmond.

2.—“THE TOM BOY”

Madge Bellamy, Herbert Rawlinson

3.—“MEDDLING WOMEN”

Lionel Barrymore, Sigrid Holm-  
quist, Dagmar Godowsky.

4.—“ONE GLORIOUS NIGHT”

Elaine Hammerstein, Freeman  
Wood, Alan Roscoe, Phyllis Haver.

5.—“WHO CARES”

Dorothy Devore, Ralph Lewis, Wm.  
Haines, Wanda Hawley, Beverly  
Bayne.

6.—“THE EARLY BIRD”

Johnny Hines, Sigrid Holmquist,  
Wyndham Standing, Flora Finch

7.—“A FOOL AND HIS MONEY”

Madge Bellamy, Stuart Holmes,  
Wm. Haines, Alma Bennett

8.—“ROMANCE OF AN ACTRESS”

By Langdon McCormack.  
(In Production)

9.—“SUNSHINE OF PARADISE  
ALLEY”

By Denman Thomas.  
(In Production)

10.—“AFTER BUSINESS HOURS”

(In Production)

11.—“FIGHTING THE FLAMES”

(In Production)

12.—“THE CRACKERJACK”

Johnny Hines  
(In Production)

*Selected Productions for Select Exhibitors*

DISTRIBUTED BY

COLUMBIA PICTURES CORPORATION

## ST. LOUIS EXHIBITORS AID CHRISTMAS SEAL SELLING

The motion picture theatres of St. Louis, Mo., set aside Saturday night, December 13, as Movie Night in the 1924 Christmas Seal campaign for the benefit of the St. Louis Tuberculosis Society. More than 10c theatres permitted girls and matrons to sell seals and buttons in the lobby of their shows.

### Jefferson, Sullivan, Ill., Burns.

The Jefferson Theatre, Sullivan, Ill., was among the buildings destroyed or damaged in a fire which swept the business district of Sullivan, Ill., on December 1. The total loss was estimated at \$50,000.

### Movie Ball Visitors.

Many out-of-town exhibitors came in for the big ball held at Arcadia on December 12. Among the visitors of the week were: Gus Kerasotas of Springfield, Ill.; Tom Reed, Duquoin, Ill.; Mr. and Mrs. O. W. McCutcheon, Sikeston, Mo.; S. E. Pertle, Jerseyville, Ill.; Mr. and Mrs. I. W. Rodgers and "Billy" Armstrong, Cairo, Ill.; J. Smith, Moscow Mills, Mo.; Charles LaFec, Sullivan, Mo.; Charley Goodnight, DeSoto, Mo.; Leo Bernstein, Capitol Theatre, Springfield, Ill.; Judge Kelley of Duquoin, Ill.; O. Simms, Duquoin, Ill.; Curley Lawson, Mount Olive, Ill.; Bob Stempfle, St. Charles, Mo.; R. W. Brannon, Royaltan, Ill.; Bob Clarke, Effingham, Ill.; Senator John Rees, Wellsville, Mo.; Billy Sohn, Belasco Theatre, Quincy, Ill.; W. W. Watts, Springfield, Ill., and Jim Reilly, Alton, Ill.

## BRIGHT BITS and NEWSY NOTES

George Skouras has resigned as booker for the St. Louis Amusement Company and circuit and will devote his time in the future to his Aubert and Chippewa theatres. Harry Koplar will look after the future bookings of the big circuit it is said.

Spyros and Charlie Skouras are in Chicago. While there they will consult their architects regarding the new Ambassador theatre plans.

Many of the houses in Southern Illinois have cut the number of shows given each week. Among the latest to announce a revision was C. C. Jones, American Theatre, Cambria, Ill., who cut from six days to but three. The house at Assumption, Ill., is now playing but four days instead of six.

Lon Menges of the State Theatre, East St. Louis, Ill., is recovering from his recent operation for intestinal trouble.

Bob Cluster of Belleville, Ill., and Johnston, Ill., is also getting better. He was threatened with pneumonia.

F. L. Finley has taken over the Rialto Theatre, Jacksonsville, Ill., formerly oper-

ated by R. W. Weber. Weber has also disposed of his house in Bluff, Ill.

Miss Hortense Walsh has succeeded Miss Fay Bach as contract clerk for Universal. Miss Bach has been named switch-board queen.

Jack Weil has announced the formation of Jack Weil Pictures, Inc., and will handle independent productions in this territory. He has taken quarters in the Enterprise exchange.

O. F. Lessing, formerly with Selznick has joined the Metro-Goldwyn organization and will act as city salesman and booker.

Ray Diestmeyer, formerly with Pathe has joined the Universal sales staff.

Mrs. Corley B. Gould expects to have repairs made to her Alvion Theatre in Lawrenceville, Ill., completed in time for the Christmas holidays. The theatre was the scene of a bad fire recently.

The Famous Players Canadian Corporation has placed an order with the Minusa Screen Company, St. Louis, for a gold fibre screen 15 by 30 feet to be installed in the Capitol Theatre, Montreal, Canada. The order was placed through C. A. Dentelbeck, Toronto, distributor for that portion of Canada. The Minusa company reports an encouraging demand for their product from Canada and other foreign countries.

## Best Wishes--

FOR A

## Merry Christmas

AND A

## Prosperous New Year



### CHARLES WERNER

Manager

### Metro-Goldwyn Dist. Corp.

3330 Olive Street

ST. LOUIS, MO.

## Congratulations and Best Wishes for a

## Happy Christmas and a Prosperous New Year from



G. E. McKEAN, Manager

### Fox Film Corporation

3314 Olive Street

ST. LOUIS, MO.

LIFFORD S. FELT  
PRESENTS THE PICTURIZATION OF

# 5 James Oliver CURWOOD Stories

and

## "LAW OR LOYALTY"

Adapted by LOIS ZELLNER

*Suggested by the famous Song*  
"THEN YOU'LL REMEMBER ME"  
*from the Opera*  
"The BOHEMIAN GIRL"

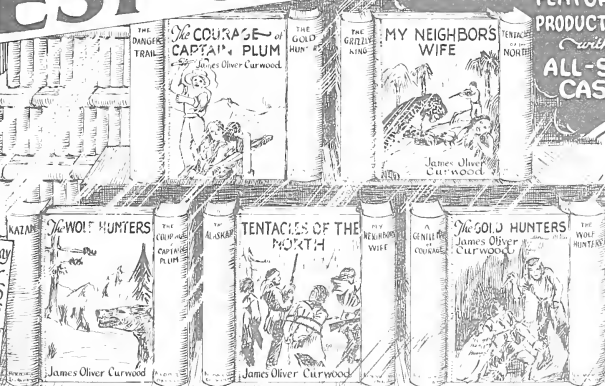
Produced by  
LAWSON HARIS  
PRODUCTIONS

"MY NEIGHBOR'S WIFE"  
"The WOLF HUNTERS"  
"TENTACLES OF THE NORTH"  
"The GOLD HUNTERS"  
"The COURAGE OF CAPTAIN PLUM"

# BEST SELLERS!!

SUPER-  
FEATURE-  
PRODUCTIONS  
*with*  
ALL-STAR  
CASTS

On Sale Today  
James Oliver  
CURWOOD'S  
famous stories  
Just off the press  
"A  
GENTLEMAN OF  
COURAGE"



BOOKS ~ MAGAZINES ~ BOOKS

DANIEL E. SEYMOUR

# BOX OFFICE -- -- WINNERS

## A Super-Special Series of Lawson Haris

Features of which Five are the Picturization of Famous Stories by JAMES OLIVER CURWOOD with ALL STAR BOX OFFICE CASTS.

Now Ready for Release.

## A Wonder Series of Different Western Specials of Whirlwind Action, Speed and Thrills Featuring the Greatest Independent Bet of the Year—KEN MAYNARD

World's Champion Trick Rider, Circus Performer, and a Proven Dramatic Artist—a real He-man Cowboy-actor—in Stories by Frank Howard Clark. Author of Richard Talmadge's Most Recent Successes. These are Strictly High Class Features with Maynard's Pal Tarzan—Famous Western Pony and the Six Famous Beautiful Bathing Beauties.

Now Ready for Release.

## A FRONTIER SERIES OF FEATURES PICTURIZED FROM EIGHT FAMOUS BOOKS

Of Which CAPTAIN HENRY KING is the Author—You've Read Them, WE'VE READ Them, Mostly Everybody has Read Them—Think of it—Frontier Day Westerns from Popular Published Books—Injuns, Cowboys, Soldiers, Romance, Fights, Thrills and Action. Special Casts. Every feature is and will be a Real Spectacular Thrilling Production Every Exhibitor will be Proud to Exhibit.

## Law or Loyalty - A Story of the Canadian North Woods suggested from the famous song, "Then You'll Remember Me"

LURE OF THE YUKON  
with Eva Novak

A PAIR OF HELLIONS  
by Peter Clark Macfarlane

THE STRANGER OF THE NORTH  
A Thrill-Drama of the Woodlands

SMOKING TRAILS  
With Bill Patton

SCARRED HANDS  
A Gusher of Thrills

RIDERS OF THE RANGE  
with Edmund Cobb

REVENGE  
An Unusual Western

THE LAST MAN  
with Bill Patton

When You Book any one of these PEERLESS FILM SERVICE ATTRACTIONS You are Assured of Box Office Features of Quality Properly Produced with Production Values, Cast with Actors of Ability Whose Names Mean Box Office Value, Directed by Directors who Know the Box Office Value of Entertainment, and Produced by Producers who Know Production from a Box Office Viewpoint. So, Arrange Your Dates to Book Every One of the Great Thirty Box Office Winners, and if You haven't Booked them All—BOOK 'EM NOW—AND DO IT QUICK!

DISTRIBUTED EXCLUSIVELY BY

# Peerless Film Service

113-15 West 18th Street

Phone Harrison 8351

Kansas City - - - Missouri

# Our Christmas Gift to You

ASSURING YOU OF  
A PROSPEROUS NEW YEAR

## *Promise and Performance*

PEERLESS FILM SERVICE since the date of its inception has striven to supply the exhibitors and public with pictures **they want**.

It has been our aim to make our trade name not merely a symbol, but a veritable guarantee of satisfaction and service, and it is with a pardonable measure of pride that we are able to say that we have fully met with our ambitions.

On various occasions exhibitors have been offered a series of Western pictures with lavish promises relative to merit of the series and assurance of delivery of all of the productions contracted for. In some cases these pledges were fulfilled while in more instances but one or two were delivered and they proved to be just average screen entertainment.

PEERLESS FILM SERVICE, not only promises but guarantees the delivery of a series of THIRTY EXCEPTIONAL WESTERN and ACTION PRODUCTIONS, far above the average ever offered through an Independent Exchange, featuring a series of Picturizations of Famous Stories by JAMES OLIVER CURWOOD, A FRONTIER SERIES picturized from eight famous books of which CAPTAIN HENRY KING is the author and a WONDER SERIES of DIFFERENT WESTERN SPECIALS of WHIRLWIND ACTION featuring the World's Champion Trick Rider KEN MAYNARD and his wonder horse and pal TARZAN.

PEERLESS FILM SERVICE will **positively not handle any re-issues** and guarantees to deliver only productions of the highest standard, produced during the year of 1924

1925.

The following pages record our out-put for 1925, every production personally reviewed by us.

Our reputation for prompt service, whole hearted co-operation will be steadfastly maintained.

# PEERLESS FILM SERVICE

113-15 West 18th Street

Kansas City, Missouri

LIFFORD S. ELFELT  
*presents*

A REAL BOX-OFFICE ATTRACTION

# KEN MAYNARD

WORLD'S CHAMPION TRICK RIDER *and*  
A PROVEN DRAMATIC ARTIST

*in*

A SERIES OF EIGHT  
ROYAL PRODUCTIONS

*with*

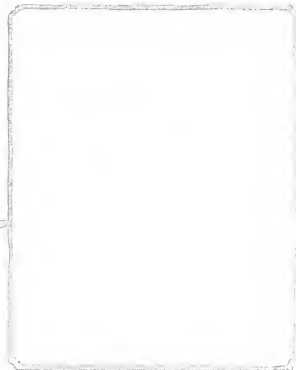
## Six Famous Beauties

*and*

# TARZAN

KING OF ALL HORSES

*Here are the Titles—  
They spell Cash for you*



A REAL HE-MAN  
COWBOY-ACTOR

## NEWS NUGGETS

Frankie Bailey, former national favorite of the music hall stage, who was Lillian Russell's principal rival and was famed as possessing the most beautiful legs in the world, is now a picture extra playing "bits" at Metro-Goldwyn-Mayer's studios at Culver City.

Filming of Beale Davis' novel, "One Way Street", was started in First National's new eastern quarters in New York yesterday, with Francis Dillon handling the megaphone and Ben Lyon and Anna Q. Nilsson, the co-featured players.

James Cruze has begun his new production. It's a story of Christmas-time in a small town, and the home-coming of a family. And its title is derived from that ancient saying, "Everything is lovely and the goose hangs high."

Glenn Hunter has signed a new con-

tract with First National, his success in Frank Lloyd's "The Silent Watcher" being the reason. The young star will make four pictures under this contract.

Percy Marmont will play the lead in John Stahl's screen production for First National of the Molnar play, "Fashions for Men", which appeared on Broadway last season with O. P. Heggie in the lead.

Richard A. Rowland, general production manager for First National, sailed last week on the Olympic for a seven weeks' vacation abroad.

"Breed of the Border," a Western story by William D. Hoffman from the Western Magazine, has been chosen as the third starring vehicle for Lefty Flynn, the F. B. O. Western star, according to Harry Garson who is producing and directing the Flynn series for Film Booking Offices.

## CLASSIFIED ADVERTISING

Two Cents per Word Payable in Advance  
No Ads Accepted for Less Than 50c.

### THEATRE FOR SALE.

Remodeled, 50 seats, 1000 sq. ft. floor. Cement block building, 1000 sq. ft. floor. Rent and term. 1000 sq. ft. building for sale. Second floor in back of main building. 1000 sq. ft. floor. 1000 sq. ft. floor. 1000 sq. ft. floor. Exceptional location. In good condition. Call Miss P. O. Box 10, Wichita, Kan.

### PICTURE SHOW FOR SALE

A dandy little picture show, 1000 sq. ft. building, 1000 sq. ft. floor. Rent and term. 1000 sq. ft. building for sale. Second floor in back of main building. 1000 sq. ft. floor. 1000 sq. ft. floor. Exceptional location. In good condition. Call Miss P. O. Box 10, Wichita, Kan.

### ORGAN FOR SALE

American Band Corp. No. 1000. 1000 sq. ft. floor. Rent and term. 1000 sq. ft. building for sale. Second floor in back of main building. 1000 sq. ft. floor. 1000 sq. ft. floor. Exceptional location. In good condition. Call Miss P. O. Box 10, Wichita, Kan.

### WANTED TO BUY

Wanted to buy for sale, 1000 sq. ft. building, 1000 sq. ft. floor. Rent and term. 1000 sq. ft. building for sale. Second floor in back of main building. 1000 sq. ft. floor. 1000 sq. ft. floor. Exceptional location. In good condition. Call Miss P. O. Box 10, Wichita, Kan.

### PICTURE SHOW WANTED.

80 acres land, 1000 sq. ft. floor, 1000 sq. ft. floor. Rent and term. 1000 sq. ft. building for sale. Second floor in back of main building. 1000 sq. ft. floor. 1000 sq. ft. floor. Exceptional location. In good condition. Call Miss P. O. Box 10, Wichita, Kan.

### WANT MOVIES.

Can deliver buyers, need all price theatres. Write full information. W. J. Miller (Exclusive Theatre Broker) 1000 sq. ft. floor, 1000 sq. ft. floor. Exceptional location. In good condition. Call Miss P. O. Box 10, Wichita, Kan.

### FOR SALE

50 pairs roller skates in good condition. A bargain if taken at once. Edmond Opera House, Edmond, Okla.

### FOR SALE OR TRADE

Opera house and picture show. Building and equipment. Rent \$2000 a year. 1000 sq. ft. floor. Exceptional location. In good condition. Call Miss P. O. Box 10, Wichita, Kan.

### THEATRE FOR SALE

Only picture show in county seat, 1500 population. Can be bought right as landlord owns fixtures, cheap rent, neat house, elevated floor, ceiling and side fans, turquoise heat, good stage. If you want a snap, get busy.—A. A. Murphy, Grant City, Mo.

## BOLLER BROTHERS

### THEATRE ARCHITECTS

114 West 10th St. 340 Douglas Bldg.  
Kansas City, Mo. Los Angeles, Calif.

## WESTERN VAUDEVILLE MANAGERS ASS'N

Affiliated with the ORPHEUM and KEITH CIRCUITS Offices

201 Mainstreet Theatre Building  
KANSAS CITY, MO.  
Representative  
JOLLY JONES, JR.  
Phone Grand 1860  
VOD-VIL FURNISHED FOR THEATRES.

# KC Engraving & Colorplate Co.

8<sup>th</sup> and Walnut - Kansas City

Perfect Plates for all  
Printing Purposes

"on time" service

Main 4707

# BARGAIN BANNERS

75¢  
EACH

Hand Painted in 3 colors ~ Large Letters can be read a block away

ANY LENGTH UP TO 12 FEET  
ANY WIDTH UP TO 3 FEET

NORMAN FEATHER

Suite One  
Gayety Theatre Bldg.  
KANSAS CITY, MO.

SENT ANYWHERE P.P. C.O.D.

