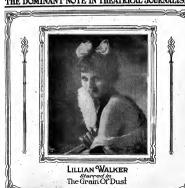


THE DOMINANT NOTE IN THEATRICAL JOURNALISM



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BACK TO VAUDRVILLE

-New York Globe

The Billboard

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ACCLAIMED A PHENOMENAL SUCCESS

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HARRY VON TILZER MUSIC PUB. CO.

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# PRAMATIC STAGE

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Eighteenth Annual Season Will Be Inaugurated i Austin, Texas, First Week of March—Route Will Be Thru Central States Again—Cliff Wilson To Offer Circus Hippodrome

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It is so obvious, so plain, so palpable, so manifest that anyone who can not see, who can not per-ceive it instantly, is hopelessly skull-bound.

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Let us lay down a solid foundation.

Let us recognize that the exhibitor's welfare is fundamental—that his interests come first and that
this must be carefully considered and fully safe-guarded or we will rebuild to no purpose.

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WYALLY IMPORTANT MEETING FOR ALL February 18-19, Auditorium Hotel, Chica Marchael Company of the Company of the

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TAKES TIME! TAKES MONEY! TAKES MEMBERS:
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Also want to engage services of circum siden insected
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TEXAS BUD WANTS WILD WEST PEOPLE
Lady Brougho Ridges professed. Would examine the piece Basel (winter

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We note with inspect to the following, so it yet: propose and the shifty of composed in Vicinity and A. P. Powler. By the Composed in Vicinity and A. P. Powler. By the Composed Citizen, W. J. Fayer. Survey 1918 Vegogland Astronomy, False San Composed Citizen, Vicinity Standard Blooms, I. F. Notherson, Breat Santantial Standard Blooms, I. F. Notherson, Breat Santantial Standard Blooms, I. F. Notherson, Breat Santantial Standard Standard Blooms, I. F. Notherson, Standard Stan

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A good farmer will fell you:
"Doe't expect to goor anything
If you take it all off.
You must continually
Fut assessming on."

This is true in any business,
Even inducting
The guadess of the motion picture,
The mation is of the motion picture,
The mation is sent thesian.
(Just naturated from a motion;
Of the Albert Echibicters' Legislative Consumition.
(The tax ricantion is happath)

Strong two need more on-ordination From all enhibitors.) Incidentally mes with several film produces. It's a delightful change to hear them my: "The sublictor is the industry;

The cathibite is the possessort saset;
The cathibiter areaf be encouraged because
The cathibiter is the only hope on hear.
To relieve the present depleasible condition
In the film parks;

What does this mean? Is there a change of heart? No. Not on your firtype. Bit J There is a change in time conditions.

Listen!
There have been about 300 mels of 55m.
Produced each work,
When 100 rock of good 65m.

When 100 recht of good film.
Would be jeienty.
There is a great surplus of film.
Coming to the calcilite became.

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He lacker sufficient market.

We have the market,

Therefore

Several booking assumpments are offered

Troducer to exhibitor direct.

That's for discount disco.

That's for discount discount discount discount for the first force of the first

Dee't sell out again as you have in the per by a fiveness Deport System. Through the Blac System. This booking thing.
It is very good thing, because in this way. Producen will learn, Ethiolocus will learn,

Exhibitors will leven,
The whole inductive Will leaven
To judge values better
And not pay so much for Stars
Or Star Pletares;
And keep down the cost of production
And not talk about making millione
When the facin are
The provincess are broke,

The athlities are broke,
Generally speaking.
It is a cone with most of us
"Of traing to keep up with the Jeneses.".

Here's the thing— The graduous have been squeezing every pency Out of the exhibitor Usel they have get him deniend dry (And the authories allowed it).

If the producers are exist they willlook at the handwriting on the wall And save themselves By giving their good pictures to exhibition Al-resconded price; ON A WAR BASIS.

Produces here hereteless takes it all of. And, like the good farmer, They will now have to you semething on

The most profitable thing exhibitors can do in Go to the exhibitors' meetings.

Dod with the fair against the instair producer; But them out at the meetings; Book good privates from fair producers; Combines you's beging power. And the service will drop.

of Size One under producing company.

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Desirated all bank of desputes
Lader sizes fill the second seco

If great page number of concentions.
Every time there is an adultators' meeting.
The meson is this:
Exhibitors have found that
Advance deposits are not used to make good pictures.
But to juggle the firs method:
That by sure on "Open Booking Book"

Here ext them so much;
There is nothing left to pay the mei.
Exhibition reluss to be builtesed and
Exhibition are coming into their own. Therefore
Den't sell out your theater or sell your fitse

For a ment of pottage, as you-have is the peat.

Had on with a mighty grip.

First the beat pointered at a fair prior;

Don't put that is thus service.

Keep some for dependance and profits.

Mr. must size put on something.

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