

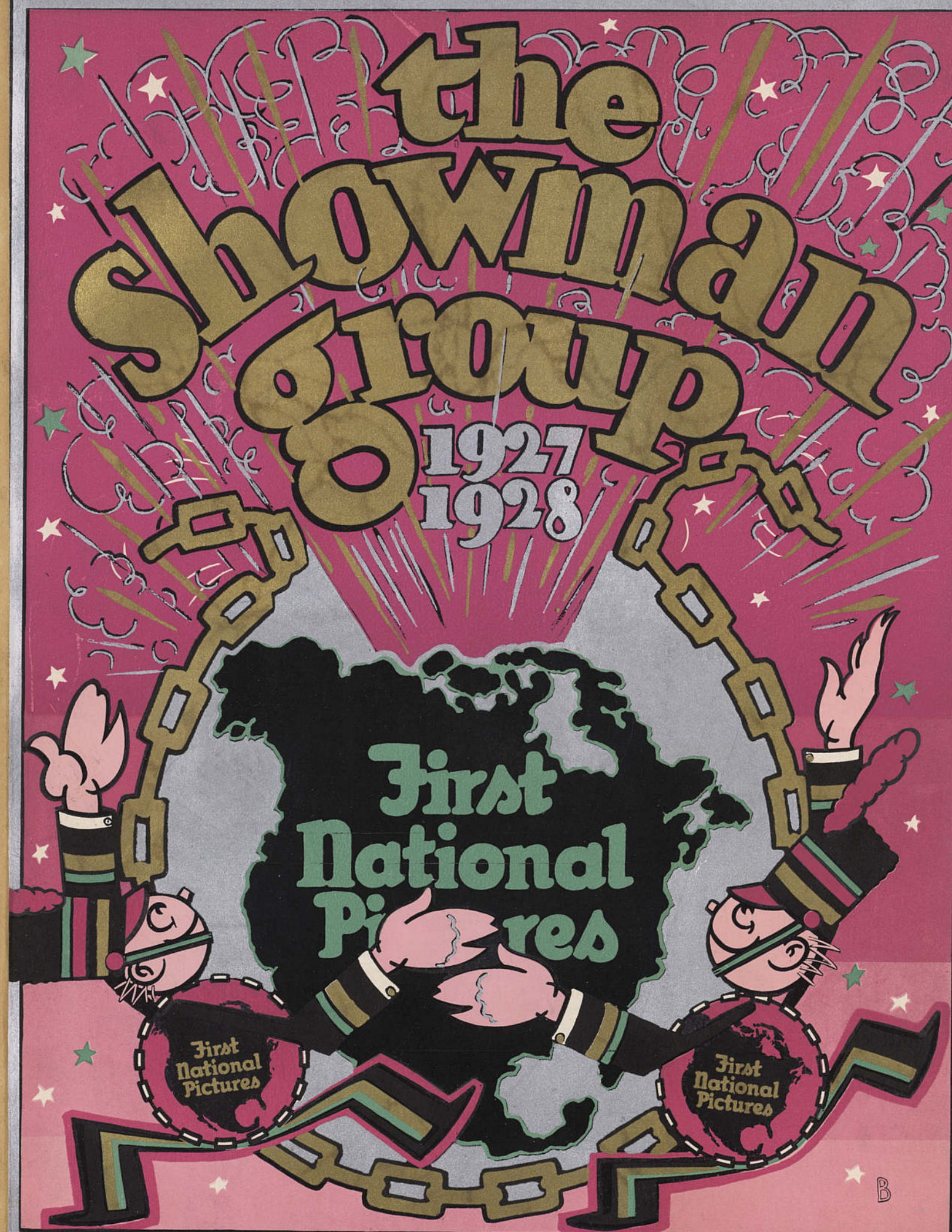


OFFICE





autodane 10/89



A STAR IN EVERY PICTURE



A Modern Version
presented by
JOSEPH M. SCHENCK
WITH
GILBERT ROLAND
screen story by
FRED de GRE/AC
A
FRED NIBLO
production



CF
FOL.
157

John McCormick will present
Colleen Moore
in
Baby Face
Baby face- baby eyes- but a dog-gone
dangerous gal-- the kind of part
you want her in.
also **2** other
big ones
and her greatest special of all time
Lilac Time
A George Fitzmaurice Production

**"MOST POPULAR STAR
IN PICTURES"**
Exhibitors Herald

CINÉMATHEQUE FRANÇAISE
BIBLIOTHEQUE - MUSÉE





JOSEPH M. SCHENCK
WILL PRESENT
CONSTANCE

One of next sea-
sons outstanding
SPECIALS

TALMADGE in "BREAKFAST AT SUNRISE"

ADAPTED FROM
ONE OF THE MOST
FAMOUS FARCES
THE FRENCH STAGE
HAS EVER KNOWN



GIANT EPIC--GEM OF ALL SPECIALS

FROM THE GOLD
MEDAL WINNERS



The GOLD MEDAL STAR
OF "TOL'ABLE DAVID"



The GOLD MEDAL
production manager of
ABRAHAM LINCOLN

RICHARD BARTHELMIESS in RUPERT HUGHES GREATEST STORY "The Patent Leather Kid"

An ALFRED SANTELL production
Directed by . . . ALFRED SANTELL
Screen adaptation by ADELA ROGERS & JOHNS
Production management . . . AL. ROCKETT

also 4 big ones to
follow in the stride
of the PATENT LEATHER
KID the first of which
will be the LITTLE SHEP-
HERD & KINGDOM COME
by JOHN FOX JR. with a
guaranteed reading
public of 5,000,000.





FIRST NATIONAL
WILL PRESENT
ITS NEWEST STAR

BILLIE DOVE

THE DREAM GIRL
IN 4 OUTSTANDING
ATTRACTIONS

"THE STOLEN BRIDE"
ROMANTIC AS ITS TITLE--
BY CAREY WILSON

"AMERICAN BEAUTY"
A COMEDY DRAMA OF
THE AMERICAN GIRL
BY WALLACE IRWIN

"ONCE THERE WAS
A PRINCESS"

SATURDAY EVENING POST STORY
BY JULIET WILBUR THOMPSON

"HEART OF A
FOLLIES GIRL"
ADELA ROGERS ST. JOHN'S
COSMOPOLITAN STORY



3
Specials
from
GEORGE

FITZMAURICE

AMERICA'S GREATEST DIRECTOR

"The ROSE of MONTEREY"

A Romance of Old Spanish California
by Minna E. Smith

"LOUISIANA"

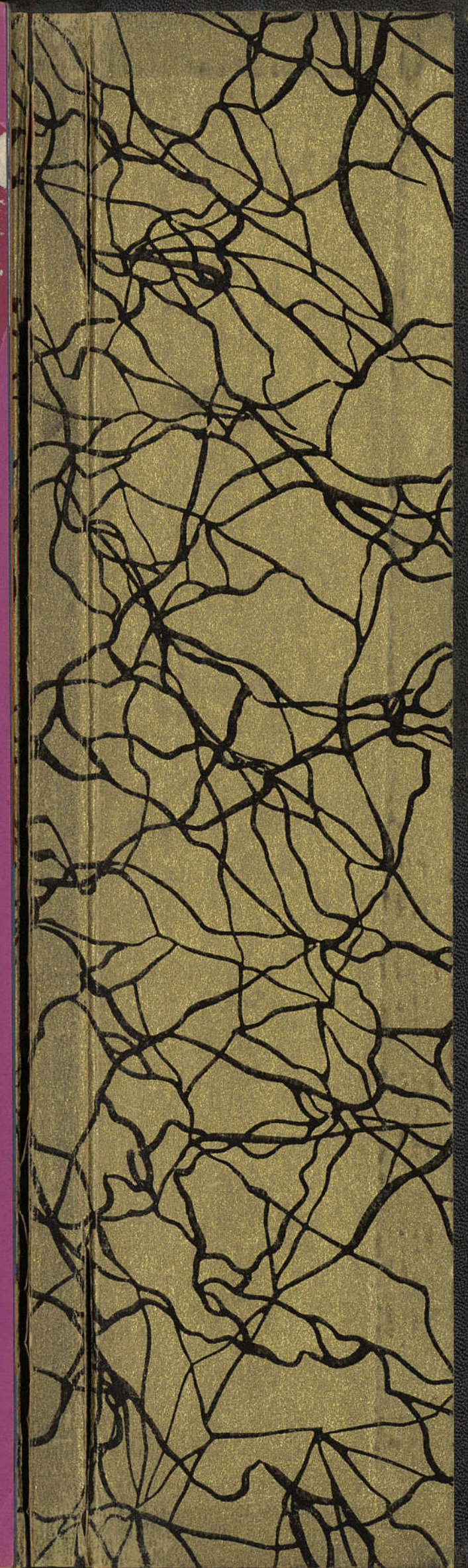
From the famous Play
by Edward Childs Carpenter

and a third from
New York's Greatest Current Play

"THE BARKER"

by John Kenyon Nicholson

Produced on the stage by CHARLES WAGNER





**DOROTHY
MACKALL**



**JACK
MULLHALL**

in 4 tremendously popular hits ...

**"LADY BE
GOOD"**

From the famous musical comedy
by GUY BOLTON and FRED THOMPSON
Music by GEORGE GERSHWIN

**"LADIES NIGHT
IN A TURKISH BATH"**

The most famous farce
in Broadway history by
CHARLETON ANDREWS and AVERY HOPWOOD

**"THE ROAD
TO ROMANCE"**

AL BOASBERG'S
Epic, laugh riot of the
travelling salesman

**"MAN
CRAZY"**

What a title! What a
combination to play it!
You know it will be great!

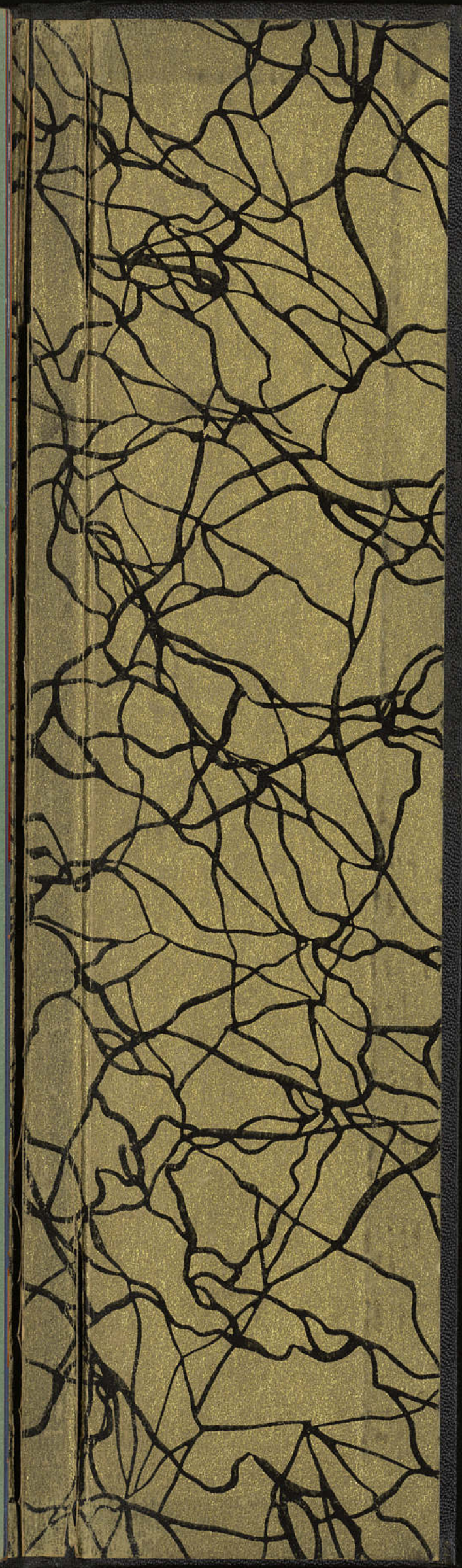


CINÉMATHEQUE FRANÇAISE
BIBLIOTHÈQUE - MUSÉE

HARRY LANGDONTM
THREE LAUGH SENSATIONS

THE BUTTER AND EGG MAN
from the great Broadway play sensation
by George S. Kaufman
and one other based on an idea never before attempted in screen comedy

THE NINETEENTH HOLE
Harry's comedy dedication
to the American duffer



FIRST NATIONAL
will introduce

CHARLIE MURRAY

as the Star
of

"EAST SIDE-WEST SIDE"
All Around the Big Town with
America's Home Town Comedian

"VINE, IVOMEN AND SONG"
from Mortimer Thiere's famous
musical burlesque sensation

"KELLY'S KIDS"
By this comedy hit alone will he
prove his right
to stardom

AND ONE OTHER BIG ONE—
a great comedy railroad story
with Charlie as hero



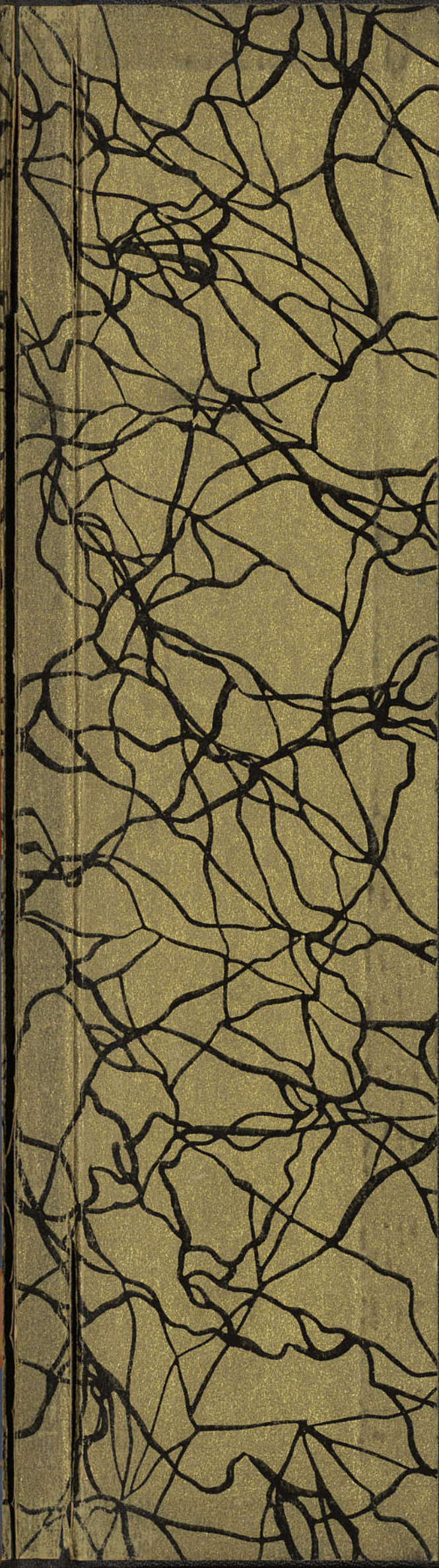
5,000,000 have read

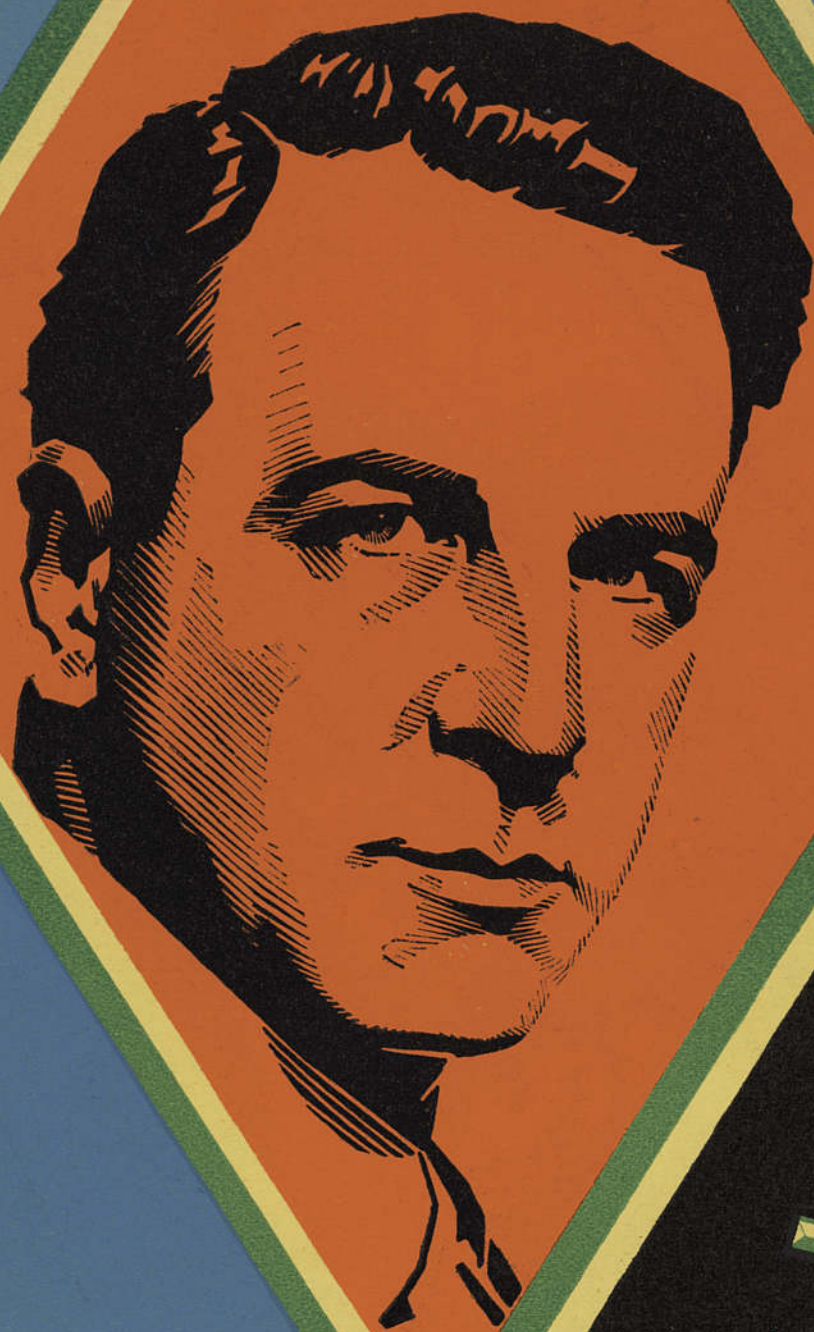
THE PRIVATE LIFE OF HELEN of TROY by John Erskine

Pre-sold to thousands of
your patrons
Never has any picture
had such a ready-made
audience waiting at
the box-office.

By the verdict of
America's greatest
critics, the most
sparkling, dazzling
and daring comedy
of the century.
We promise it will be
BIG
Lewis STONE & Maria CORDA

A FIRST NATIONAL SPECIAL





MILTON SILLS

Everybody's Hero in
3 of SEA HAWK calibre
"BURNING DAYLIGHT"
JACK LONDON'S GREAT STORY READ
BY OVER 2,000,000 PEOPLE

"JUST A SUCKER"
THE STORY OF A FELLOW WHO
BOUGHT THE BROOKLYN BRIDGE
AND THEN TRADED IT FOR THE MOST
BEAUTIFUL GIRL IN THE WORLD

"MAN POWER"
SILLS SHOWS HIS STRENGTH OF BODY-
STRENGTH OF LOVE-STRENGTH OF DRA-
MATIC ABILITY THAT HAVE MADE HIM
ONE OF THE BIGGEST BETS OF THE DAY
and a

SPECIAL ANNOUNCEMENT
TO BE MADE LATER!



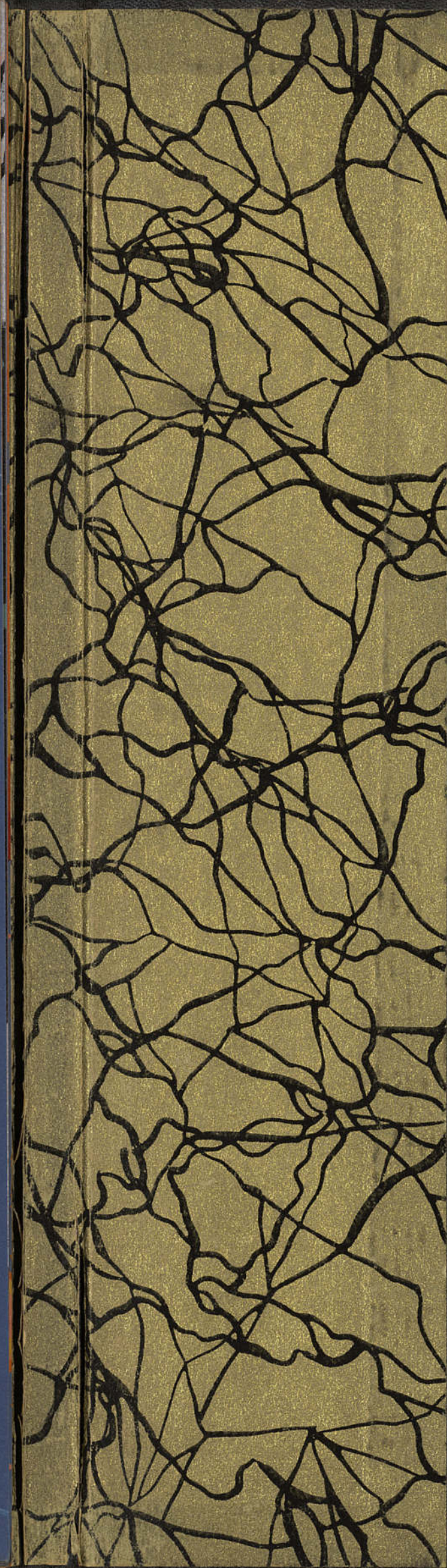
and what a
WHIRLWIND
comedy-cleanup



The POOR NUT

JEST SMITH presents it,
WITH
JACK MULHALL and
CHARLIE MURRAY

J.C. and Elliot Nugent
play produced on the stage
by Patterson McNutt
A RICHARD WALLACE
Production
Production Management
HENRY M. HOBART





4,000,000 have read
this great Liberty Mag-
azine Story by VIOLA
BROTHERS SHORE and
GARRETT FORT—and
from the picture's pre-
view springs:

"It's a winner—direction
flawless—the best audience
picture ever previewed here."

Florence Thorne, Palmdale, Cal.

SAM E. RORK
will present

THE PRINCE OF HEADWAITERS



with

LEWIS STONE

and a tremendous cast including
LILYAN TASHMAN, ANN RORK, ROBERT AGNEW,
JOHN PATRICK and PRISCILLA BONNER
A JOHN FRANCIS DILLON Production



ROBERT KANE'S

5 EXPLOITATION NATURALS

all pre-sold to the public

"THE GOLDEN CALF"
*Aaron Davis' Liberty Magazine Story
hacked by a national contest —*

**2 Sensational Best
Sellers** — which must be
*protected by secrecy at this time—
They'll be road show size.*



And,

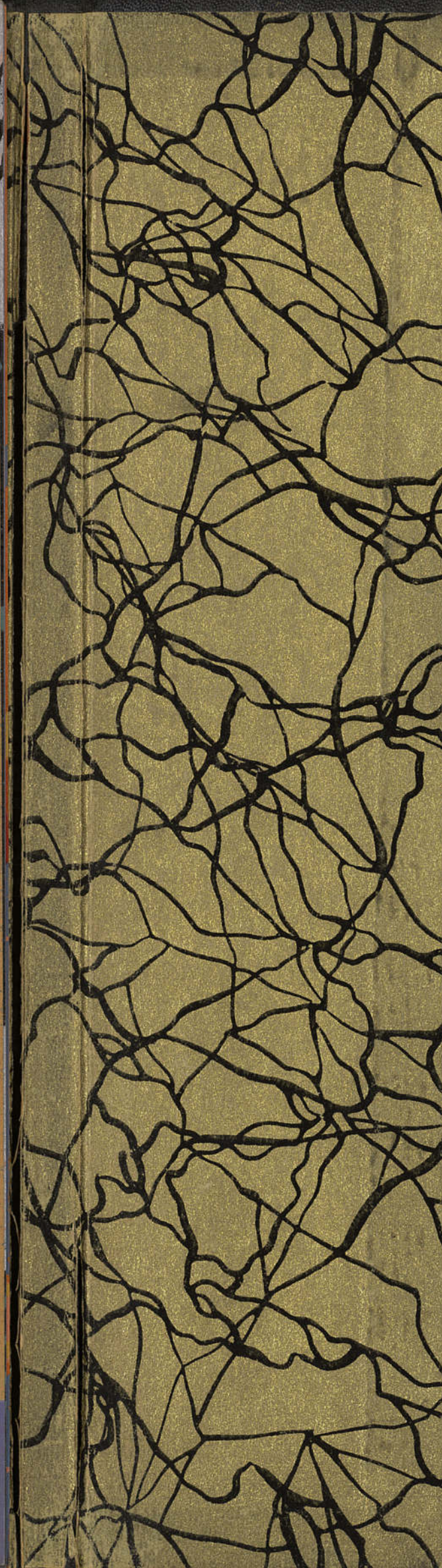
"HAROLD TEEN"

*Carl Ed's Famous cartoon strip,
running every day in over
four hundred papers —*

"FRENCH DRESSING"

*A glamorous tale of American
youth let loose in Paris
both featuring America's idol*

BEN LYON





in
"A PAIR OF SIXES"
from the great comedy play
by Edward H. Peple
and 2
NATIONALLY KNOWN
BROADWAY SUCCESSES



JOHNNY
HINES
presented by C.C. BURR

SPECIAL OF ALL
SPECIALS
JOHN McCORMICK
will present

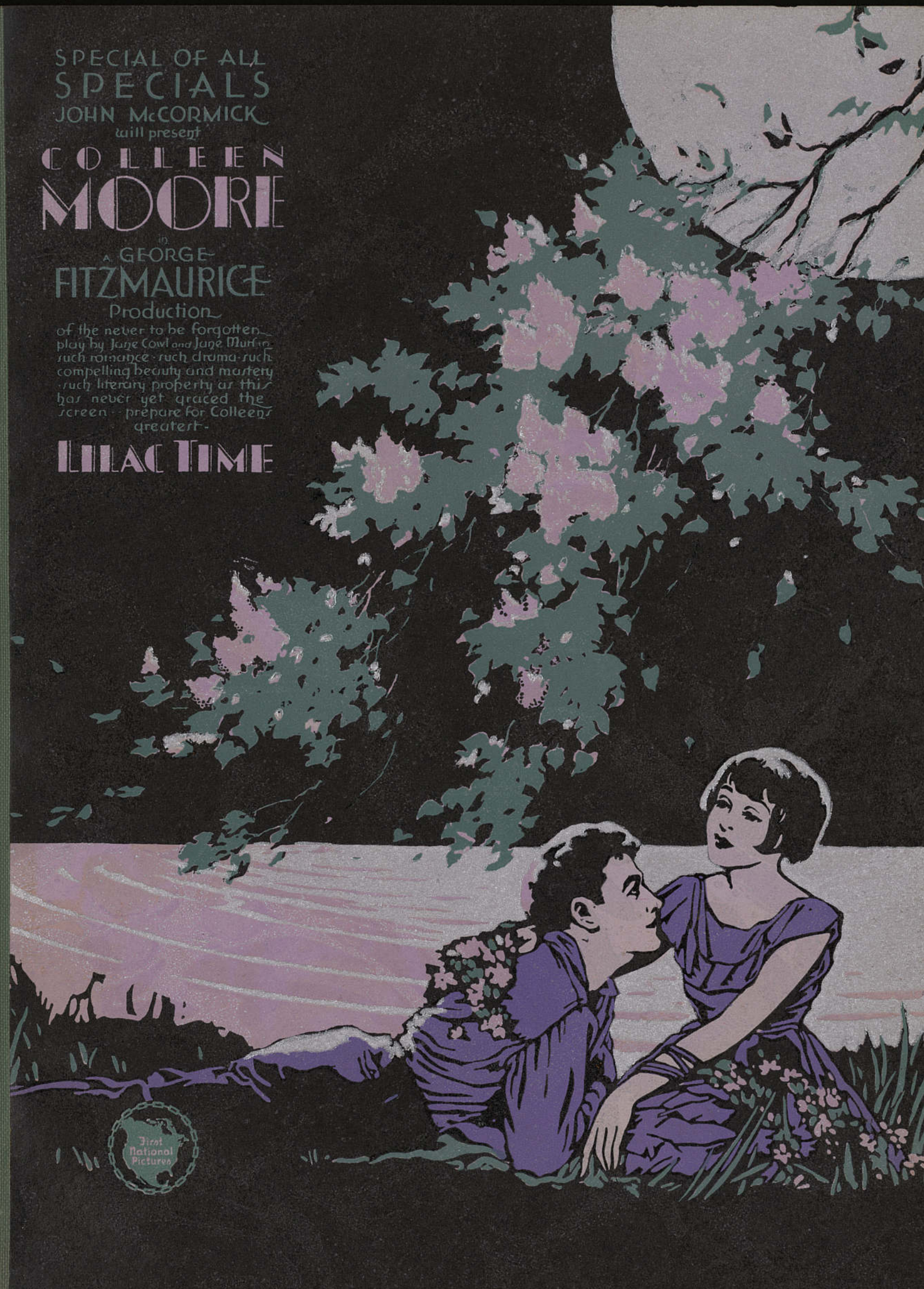
COLLEEN
MOORE

A GEORGE
FITZMAURICE

Production

of the never to be forgotten
play by Jane Cowl and Jane Martin
such romance such drama such
compelling beauty and mastery
such literary property as this
has never yet graced the
screen - prepare for Colleen's
greatest -

LILAC TIME



The greatest
SPECIAL
"get" of the season!

**WILL
ROGERS**
goes to
CONGRESS

in SAM E. RORK'S
presentation of
CHARLES H. HOYT'S
great American Comedy

The
TEXAS STEER

with one of the greatest casts
ever assembled for ANY picture
Titles by Will Rogers

The ALL American Idol
-- the most famous
man in the world, in
the story of the Texas
cowpuncher who
went to Congress--
-- what a scoop--
Will Rogers at the
height of his career
-- kidding Congress-
playing Washington
society--it's an S.R.O.
before you get it!



AND -- don't forget -- he's read by
millions and heard by millions
everyday -- and there are hun-
dreds of millions who are dying
for the chance to see him.



KEN MAYNARD



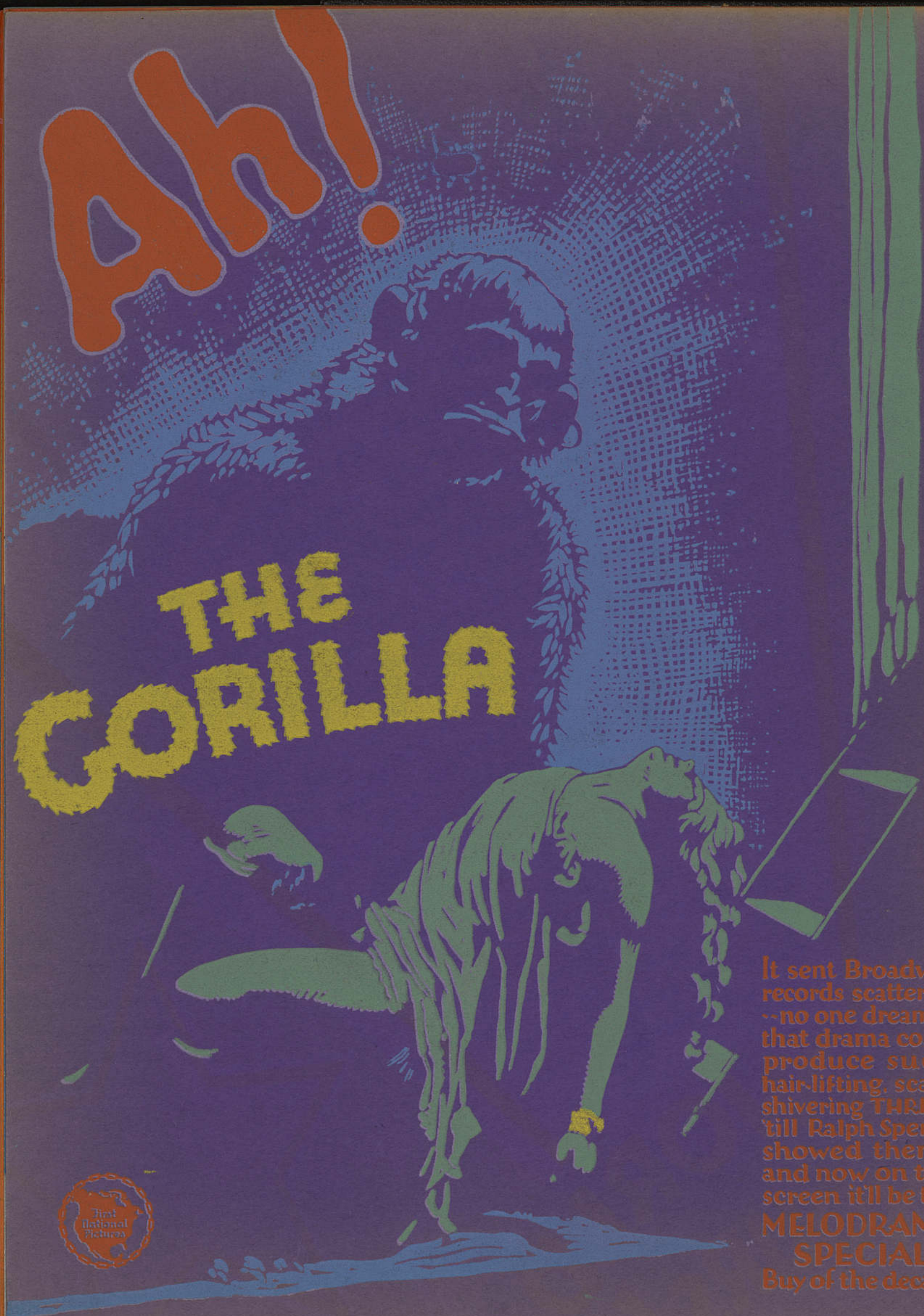
and
TARZAN
his wonder horse

in **6** OUTDOOR
WESTERN
SPECIALS

The CARAVAN TRAIL
The CAPTAIN of the STRONG
The ROYAL AMERICAN
The UPLAND STAGE
The CANYON of ADVENTURE
GUN GOSPEL

Presented by
CHARLES ROGERS
Screen Adaptations by
MARION JACKSON
Direction by
ALBERT ROGELL
Supervised by
HARRY J. BROWN





It sent Broadway records scattering -- no one dreamed that drama could produce such hair-lifting, scalp-shivering THRILLS till Ralph Spence showed them--and now on the screen it'll be the **MELODRAMA SPECIAL** Buy of the decade

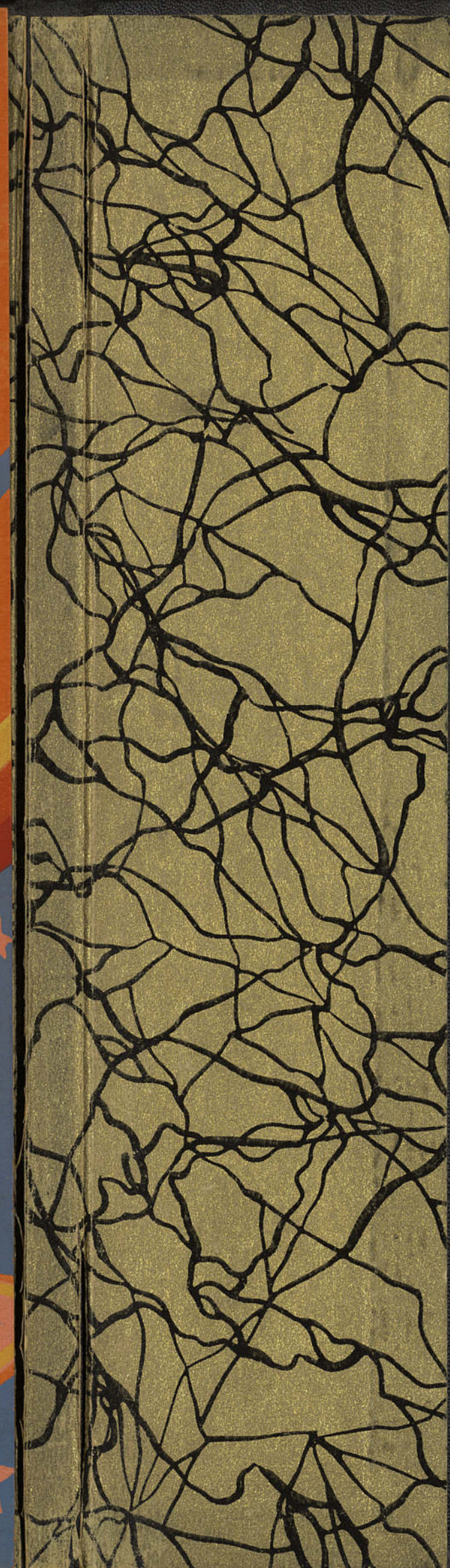
58 PICTURES
13 SPECIALS!

You have just read the most amazing production program ever conceived by any motion picture organization... History has been written in these pages--the history of a year in which this industry will awaken the World to a new realization of its artistic and financial leadership... None but the unquestioned leaders dare dream of massing such a profusion of production assets--personalities--brains--long-sought literary properties... Value-wise Showmen will read--and KNOW... They'll sense the swing that's bound to come--the big Stampede to line up in the FIRST NATIONAL ranks... They'll BAG the Showman Group early--This year, when you sign with FIRST NATIONAL,

The WORLD is YOURS!

A STAR IN EVERY PICTURE

First National Pictures





LEADERS
WE ARE!

LEADERS
WE STAY!

hit-after-hit
week-after-week
with a **special** for
every month in the year
proves

**FIRST NATIONAL
FIRST!**

"This announcement, being made in part in advance of production of the photoplays, is based upon present information and plans and must not be considered as part of any contract licensing the exhibition of any photoplay."



MARY
ASTOR

and

LLOYD
HUGHES

*The most popular romantic
combination in history - in
4 certain
clean-ups*

"SAILOR'S WIVES"
*by Warner Fabian
author of "Flaming Youth"*

"NO PLACE TO GO"
*Adapted from " Isle of Romance"
by Richard Connell*

"TELL THE WORLD"
*An up-to-date go-gettem story
by Howard Irving Young*

"SO THIS IS LOVE"
It'll take 'em by storm--the catch-iest story and title of the season.



And just wait for --
Max Reinhardt's

The Miracle

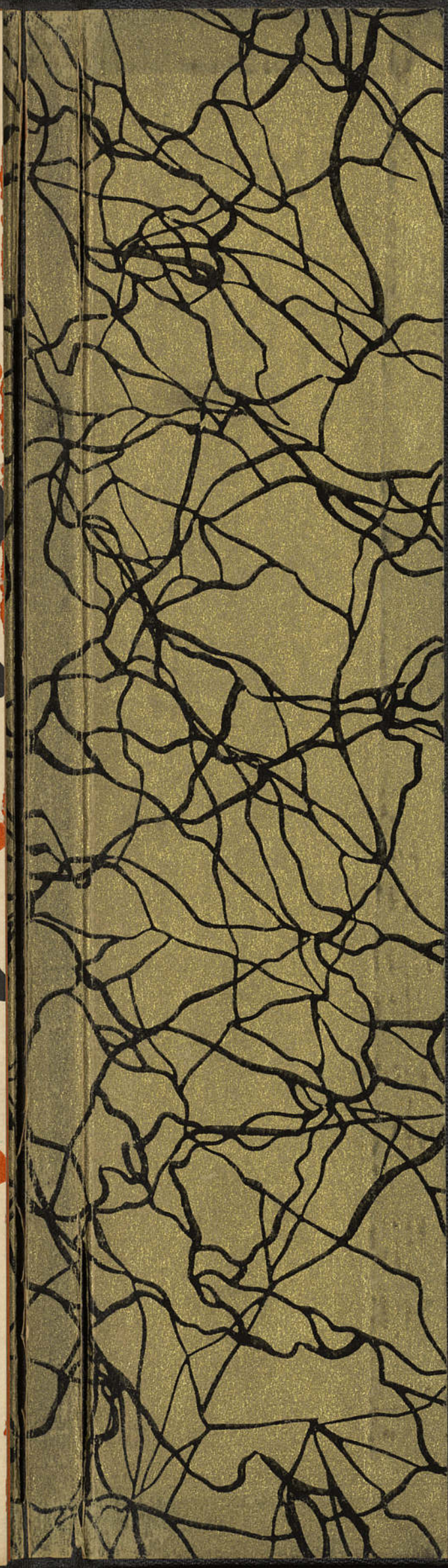
It will absolutely
be the greatest,
most lavish, most
spectacular and
passionately hum-
an photo-epic
ever made in the
history of the
world



THE GREATEST TRIUMPH OF MOTION PICTURE GENIUS

Designs By TONY GANLIK

and
"The SHEPHERD
OF THE HILLS" by
HAROLD BELL WRIGHT
greatest Best-seller
of America's greatest best-
selling popular author!...
More than 10,000,000
readers to date!... And
FIRST NATIONAL
will make it a
SPECIAL



THE SUCCESS

*of this industry is now in the hands of **FIRST NATIONAL!** So fabulously rich are the materials in The Showman Group that they force an entirely new conception of the scope of motion pictures! New horizons of promise are spread before you . . . Glittering new visions of the profit possibilities of picture exhibition! . . . We urge you:—Tear away every former standard of picture values . . . Key your viewpoint to the levels of New-Day Progress . . . Only then will you be ready to . . .*

**T r a v e l t o N e w H e i g h t s
o f L e a d e r s h i p w i t h**

FIRST NATIONAL

FIRST NATIONAL'S STARS

are NAMES that are KNOWN
wherever FILMS are SHOWN!

Honest-to-Box-office public-made favorites.—Success-tested.—Real seat-fillers.—Every SHOWMAN GROUP picture will have the added pull of one—or more—of these nation-famous personalities!

STARS

NORMA TALMADGE

COLLEEN MOORE

CONSTANCE TALMADGE

RICHARD BARTHELMESS

KEN MAYNARD

MILTON SILLS

BILLIE DOVE

HARRY LANGDON

JOHNNY HINES

PLUS

JACK MULHALL

DOROTHY MACKAILL

MARY ASTOR

LLOYD HUGHES

BEN LYON

CHARLIE MURRAY

GEORGE SIDNEY

DORIS KENYON

LEWIS STONE

ANNA Q. NILSSON

VIRGINIA LEE CORBIN

MARIA CORDA

ARTHUR STONE

NATALIE KINGSTON

DONALD REED

YOLA D'AVRIL

LARRY KENT

ALICE WHITE

LUCIEN PRIVAL

NATLI BARR

PAUL HURST

JOHN KOLB

EDYTHE CHAPMAN

PAUL VINCENTI

"A STAR IN EVERY PICTURE"

For
1927-1928

58

from FIRST
NATIONAL

13

SPECIALS

More mighty super-productions of road-show class than any one company has ever offered in one year in the history of Pictures! — Each one irresistibly dominant in story-strength, star-strength, production size . . . BIG ONES — the kind key houses *fight* over — the kind that make THEATRE REPUTATIONS!

45

WEEK-AFTER- WEEK HITS

"Hit-after-Hit, Week-after-Week" . . . Those words will have new meaning in 1927-1928! — Again that steady flow of theatre life-blood . . . But this time richer, stronger, surer than ever before . . . Reflecting FIRST NATIONAL'S sensational increase in production resources! . . . Building a still greater reputation for maintaining THE PACE THAT FILLS every seat in the house!

and

"A STAR IN EVERY PICTURE"

*For the Greater Fame
of Motion Pictures—*

Joseph M. Schenck presents

NORMA TALMADGE in **CAMILLE**

By any standard, artistic or financial, CAMILLE is set as the foremost film of 1927-1928! Story of a luxurious Parisian beauty as famous as Paris itself, in a production as modern as Jazz! . . . The greatest love-classic of the century! . . . The very name "Camille" has come to stand for Romance and Supreme Love!

The role of years for NORMA TALMADGE.—Unlimited production splendor . . . Gorgeous gowns . . . beauty everywhere! Months to make it! / /

FRED NIBLO directed—and how!—Perfect cast including GILBERT ROLAND.

Screen Story by Fred deGresac

Road-Show Sensation at \$2.00 Top

**Starting with Smashing Success
at Globe Theatre, N. Y.**

ADVERTISED

to millions in "Liberty"
and all leading fan
magazines!



NOVELIZED

for tremendous popular
sale in special Photoplay
Edition

COLLEEN MOORE

"Greatest Box-Office Star in Pictures"
—Exhibitors Herald

is SET for the greatest year
in her record-
breaking history
with

"LILAC TIME"—A Special

**A GEORGE FITZMAURICE-
COLLEEN MOORE PRODUCTION**

Presented by John McCormick

The biggest picture of her career! A rare gem among
screen stories, from the famous stage play by
Jane Cowl and Jane Murfin. The names
of George Fitzmaurice and John
McCormick guarantee
the Box-Office
stamp!

"BABY FACE"

What a title for the Colleen Moore of "Sally," "Irene," "Orchids
and Ermine"! An entirely new twist for a Colleen Moore
story—crook-comedy—yet with more flashy, snappy
action and romance than she has ever
had before! From the story by
Cosmo Hamilton

"The HEAD of the HOUSE of COOMBE"

New Conquests for Colleen Moore as one of the leading characters
of modern fiction . . . From the great best-selling novel by
Frances Hodgson Burnett which set publishing records.
Packed with the glory of humanity and mother
love. The purchase of this great book
is a gigantic scoop for First
National and First
National Showmen!

and 1 other to be announced—

**all presented by
John McCormick**

CINÉMATHEQUE FRANÇAISE
BIBLIOTHÈQUE - MUSÉE

**and 4 more Super-Vehicles that will Double
BARTHELME'S' Tremendous Public—including:
"THE LITTLE SHEPHERD OF KINGDOM COME"**

from **GEORGE FITZMAURICE**

3
SPECIALS

"LOUISIANA"

Bigness unknown in any previous historical Special. . . . For the first time, the story of America's coming-of-age! Fragrant, exotic romance in the land of creoles and crinolines—Beauty bought on the auction block—And a hero who will rush headlong to the top of the historic figures of the screen! From the famous play by Edward Childs Carpenter.

"THE BARKER" "The ROSE of MONTEREY"

The wow of the year on Broadway! Behind-the-scenes Circus color . . . A great, crashing, momentous drama that strips the sham from human souls to show passions raw and naked! Put that against a kaleidoscopic circus background such as only Fitzmaurice can build . . . shot through with sure-fire comedy and picturesque carnival characters . . . and you have a product that hits the high spots of Box-Office power! Kenyon Nicholson's play produced on the stage by Charles Wagner.

What a theme!—The epic of America's Land of Romance, CALIFORNIA! How we fought for her—how we won her—told with all the beauty and color that make California the playground of the nation today. . . . Fitzmaurice never fails at the Box-Office. . . . He will exceed his own great records with "The Rose of Monterey." And Bess Meredyth, famed scenarist, has packed romance and pulse-stirring action in every foot of film. Story by Eugene Woodward and Minna Smith.

[Also a GEORGE FITZMAURICE-COLLEEN MOORE Special described elsewhere in this announcement]

3 FOR HARRY LANGDON

He's MADE now! . . . "Long Pants," "Strong Man" and "Tramp, Tramp, Tramp" did it! 1927-28 is the time to CASH IN on the sensational reputation he built last year. And here are the vehicles that will do it!

"The Nineteenth Hole"

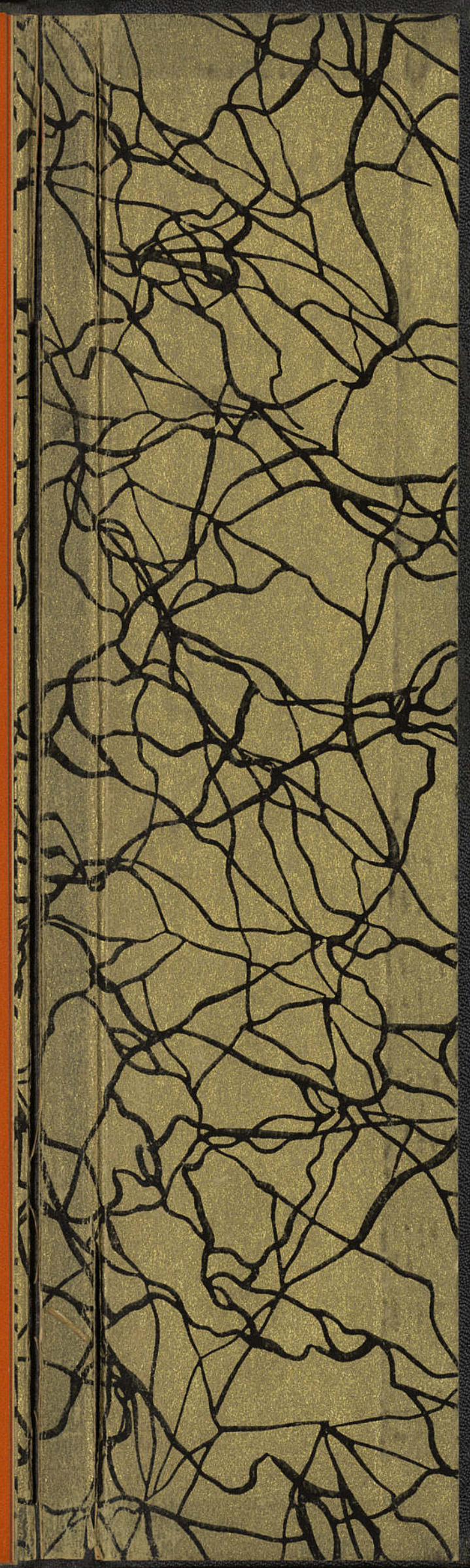
Golf as it shouldn't be played!—Cashes in on the most popular sport in America. Figure for yourself the chances for unforgettable gags! The golf interest means an extra draw for every theatre that shows it.

"The Butter-and-Egg Man"

Long-run Broadway comedy hit by George S. Kaufman . . . A double draw with Langdon PLUS a well-known story. Perfect type for the ace comedian.

—And a Third

will show the pathetic, lovelorn Langdon of his first great hits—a character that is good for a million laughs in any language.





brain- power

Brains are the backbone of this Industry And the Best Brains in the Business back every Showman-Group product to the limit! *They never miss a bet* Their names in the billing are your guarantee that every possible Box-Office asset has been packed into that production! *✓ ✓ ✓ ✓*

The Producers

JOSEPH M. SCHENCK
JOHN McCORMICK
CAREY WILSON
AL ROCKETT
RAY ROCKETT
CHARLES R. ROGERS

ROBERT KANE
SAM RORK
C. C. BURR
EDWARD SMALL
EFE ASHER
WID GUNNING

The Directors

GEORGE FITZMAURICE
ALFRED SANTELL
RICHARD WALLACE
CHARLES BRABIN
MILLARD WEBB

JOHN FRANCIS DILLON
ALEXANDER KORDA
AL ROGELL
MERVYN LEROY

The Writers

CAREY WILSON
BESS MEREDITH
ADELA ROGERS ST. JOHNS
WINIFRED DUNN
GERALD C. DUFFY
JANE MURFIN
PAUL SCHOFIELD
RALPH SPENCE
REX TAYLOR
MARY O'HARA
JAMES CREELMAN
FRANK GRIFFIN

LOUIS STEVENS
M. B. BLUMENSTOCK
JACK KIRKLAND
HOWARD GREEN
GENE TOWNE
MARION JACKSON
MME. FRED DE GRESAC
PERRY NATHAN
JACK WAGNER
MANN PAGE
DWINELLE BENTHALL
RUFUS McCOSH

MILTON SILLS

will have the mightiest
profit-makers of
his career

in

"BURNING DAYLIGHT"

Famous Jack London wrote it—and it's his very best. . . . Man! what a he-man story! . . . Alaska background—frozen trails—surging storms and a dare-death hero part that will show off every ounce of burly brawn that Sills has got!



"JUST A SUCKER"

Oil—Oil—OIL! Everybody's buying it! . . . Fortunes won and lost! . . . All America is keyed up for a great picture on this industry of the hour . . . Giant gushers in action—and a daring exposé of the undercover men who play the tragic "SUCKER LIST."



"MAN POWER"

As strong and massive as the title . . . Drama in the raw. . . . A great feature of the type that has made Sills the leading he-man lover of the screen.



and a SPECIAL ANNOUNCEMENT

of Tremendous Importance — to be
made later

Expect—

the Bigness of "Convoy"
the Power of "Broadway
Nights"

the Comedy of "Bluebeard's
7 Wives"

in

"THE GOLDEN CALF"

Sensation as a Liberty Magazine story. . . . Will be backed by a great national contest preparing ready-made audiences all over America!



2 TREMENDOUS BEST-SELLERS

Secrets now Smashes when they're revealed!



"HAROLD TEEN" with BEN LYON

Movieizing one of the very biggest syndicated cartoon strips, published in over 400 newspapers—Many million daily readers make this one a predestined box-office click.



"FRENCH DRESSING" with BEN LYON

Here's a fast one!—American youth, smart stuff. 1928 modes and morals, turned loose in Paris—of all places! It can't miss!

all from
ROBERT KANE

Mary Astor and Lloyd Hughes

in

4 YOUTH SPECIALS

The sure-fire pair of "Forever After" and "High Steppers" fame . . . Now grown to star size . . . Fitted with big-name vehicles for new and greater triumphs!



"The Isle of Romance"

Gorgeous, tempting MARY ASTOR in an early-Eve costume with handsome LLOYD HUGHES on a trial honeymoon on a desert isle! A great situation with a still greater finish! From the successful story by Richard Connell.



"Sailors' Wives"

by Warner Fabian

The lowdown on the high jinks of the fastest young married set this side of life. . . . Beautiful young wives "playing around."—Mary out-loving the most notorious male experts in the game of hearts. . . . And an ending that straightens up with a clean, heart-warming thrill!



"Tell The World"

A beautiful girl shoots a million to make herself the most famous woman in the world!—You can just imagine the reckless, mad-cap stunts she pulls to get the big name! Packed with scenes of luxury and class. From the well-known hit by Howard Irving Young.



"Do It Again"

This one is different from all the rest. . . . Circus life. . . . out-door stuff . . . lots of spectacular scenes . . . with great romance spread all through the marvelous adventure . . . from the story by Dixie Willson, "Help Yourself to Hay."

New Profits

for every theatre with First National's

New Star

BILLIE DOVE

lending her Superb Beauty to

4

Great Romances



"American Beauty"

The screen is ripe for this new type—Not the flapper but the full-grown American Rose! Class scenes—class story—class star—marvelous gowns! Story by Wallace Irwin, best-selling author.



"The Stolen Bride"

Color and romance in every foot of this.—Imagine Billie Dove in the court robes of an old-world countess! Dashing officers, flashing sabers, smart uniforms—all in gay, laughter-loving Budapest, with the wind-up in America. Authored by Carey Wilson—one of the best. Directed by Alexander Korda, Europe's directorial genius. With Lloyd Hughes.



"The Heart of a Follies Girl"

There's a title for you! Heart-interest galore. The best back-stage stuff ever shot by a movie camera. Famous Adela Rogers St. Johns, who wrote it, gives an entirely new slant on the Great White Way that will absolutely amaze the public!



"Once There Was a Princess"

Get this for a plot:—A small-town American girl is forced to marry a European prince but when he dies she comes back in her royal robes and meets the boy from home! For an irresistibly appealing love story they'll never touch "ONCE THERE WAS A PRINCESS"! From the story by Juliet Wilbor Tompkins.

CHARLIE MURRAY

will go to Comedy
Starring Heights in

"WINE, WOMEN AND SONG"

Charlie Murray in Paris!—Figure the laughs for yourself! And the typical Murray comedy will double up with plenty of Paris lure handled by some of the highest powered Venuses ever enlisted for vamping duty on the screen. From the stage success by Mortimer Thiese.

"KELLY'S KIDS"

A flock of rough-neck youngsters let loose on Murray as the harassed "old man"!

"DOWN WENT MCGINTY"

A comedy natural that will sweep the country as completely as the popular song on which it's based!

AND A 4th BIG ONE

With a million chances for laughs.

JOHNNY HINES

in

"A PAIR OF SIXES"

One of the greatest farce-comedy successes ever produced on the American stage.

and

2

others

from sensationally famous Broadway shows.

SPECIAL

"THE GORILLA"

Unquestionably the melodrama buy of a decade! Sent records scattering on Broadway. Rapid-fire shifts from hair-lifting thrills to hurricane comedy . . . A beautiful girl in the arms of a real gorilla . . . Two comedy detectives that will be the talk of the town.

Presented by

ASHER, SMALL & ROGERS

An **ALFRED JANTELL**
Production

WILL ROGERS

goes to Congress
in "A Texas Steer"

Only downright showman genius could plan a combination like this—Charles Hoyt's record stage play, with America's greatest "kidder"—Will Rogers! Kidding Congress in a riot of comedy complications. Just this role is all Rogers needed to make him an ace attraction for the nation's exhibitors!—Produced by Sam E. Rork.

SPECIAL

"THE PRIVATE LIFE OF HELEN OF TROY"

Daring novelty Special that breaks away from all the old trails except the one to the Box-Office!

A new kind of comedy sensation—something they've never seen before! From John

Erskine's amazingly popular novel that had the whole country talking. . .

Based on the classic love-affair of the most famous beauty in history—Helen of Troy.

Daring spectacle scenes featuring Maria Corda,

First National's new European

star, and polished Lewis Stone.

"THE MIRACLE"

Don't try to measure this by any past production. . . .

Just remember that in all the history of stage or screen there has been no production so lavish

—so sensational—so spectacular! World's-

record holder of all theatrical attrac-

tions—\$150,000 in one week . . .

Unprecedented publicity through-

out America . . . Millions have

marvelled at it! Produced

on a scale of unlimited

magnificence, it will

dwarf even the

mightiest of

the Specials

of other

years!

2
of the Biggest
B U Y S
in the History
of Pictures!

2
of the Greatest
SPECIALS
of all Time!

The Outdoor Wonder!

KEN MAYNARD

Outstanding sensation of all Western stars! He's past the test stage now . . . His first 4 features proved he's "the works"!—With first-run reputation made—his big clean-up is bound to come this year!

CHARLES R. ROGERS

who has made all of Maynard's pictures, will round out The Showman Group with 6 bigger-than-ever outdoor specials:

"The Caravan Trail"
"Captain of the Strong"
"The Royal American"
"The Upland Trail"
"Canyon of Adventure"
"Gun Gospel"

and don't forget that Maynard's White Wonder horse—

TARZAN

is a draw in himself!

Adaptations by

Marion Jackson

Direction by

Albert Rogell

Supervised by

Harry J. Brown

DOROTHY MACKAILL

and

JACK MULHALL

The greatest comedy-romance combination on the screen will have

4

Box-Office Aces!

"Lady Be Good"

From one of the most successful musical comedies ever produced, by Guy Bolton and Fred Thompson. Music by George Gershwin. . . . Millions saw it, sang it, remember it. . . . It's keyed to be the fastest, flashiest farce any company has uncorked in years!

"Ladies' Night in a Turkish Bath"

A natural if there ever was one! It sells itself . . . The bashfullest man in town is forced into a Turkish bath on ladies' night and disguises himself as a woman in order to escape. . . . but that only gets him in deeper! It's the most famous farce in Broadway's history, by Avery Hopwood and Charlton Andrews, and will have even more laughs on the screen!

"The Road to Romance"

Romance of the day-by-day business world, with a special appeal to every office worker in the land, from office boys to presidents—and there are only about twenty million of them!

The Movies' first traveling-salesman hero.—Ambition, pep, 100% American go-getterism, all heaped up in a stirring, satisfying story by Al Boasberg.

"Man Crazy"

A great story of YOUTH 1928 style . . . burning . . . mad-cap. . . . restless! Keyed for live-wire audiences. From Grace S. Mason's story.

Made for Every Parent—Every Child—
The big heart-drama with a comedy touch—

"The Prince of Headwaiters" with **Lewis Stone**

The biggest theme of the year—college girls and boys on the loose. . . . The coming generation of America's best families—burning up Broadway . . . hitting the "out" trail . . . while the father of one of the boys looks on, unknown to them, as the famous head-waiter of New York's ritziest hangout! How "the prince of head-waiters," who had paid in disgrace for the hot-headed folly of his own youth, watches over his boy . . . takes the kid's sass . . . mysteriously steers away the high-binders and high-steppers who are out to "take" the lad, and finally leads him to the right girl without either of them ever knowing. . . . Well, you can see for yourself what a wallop *that* plot has!

Presented by Sam E. Rork

with a box-office cast including LILYAN TASHMAN, ANN RORK, ROBERT AGNEW,
JOHN PATRICK, PRISCILLA BONNER.

From the sensational "Liberty" Magazine story by Garrett Fort and Viola Brothers Shore.
Adapted by Jane Murfin.

A John Francis Dillon Production

The Greatest College-Sport Romance Ever Made

JESS SMITH *presents*

"THE POOR NUT" with **Jack Mulhall** and **Charlie Murray**

JANE WINTON, JEAN ARTHUR, GLENN TRYON

No guess-work about this one! 1-year Broadway run on the cleanest kind of merit stamps it sure-fire for pictures. Collegiate!—Sprint-speed romance!—Comedy that will set 'em crazy about the most lovable youngster the screen has known for years. It's a for-all-the-family natural and you know how that helps the intake!

From the play by J. C. and Elliott Nugent
Produced on the stage by Patterson McNutt

A Richard Wallace Production

Production Management, Henry M. Hobart

A S P E C I A L !

man = power
brain = power
money = power
star = strength

you get them ALL—
and all the BEST—

in the

SHOWMAN GROUP

from

FIRST NATIONAL

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