



### Shea's Hip

Elizabeth Bruce, the well known and popular musical comedy star, and a great program of Keith-Albee vaudeville, along with Betty Bronson in Elton Gray's latest production, "Ritzy" are the attractions at the ever popular Shea's Hippodrome all this week. The Hippodrome won favor all last summer for its cool comfort. Again this summer its giant refrigeration plant is keeping the air at normal even temperatures, regardless of the weather outside. Public Cheq are now on sale at the Hippodrome. These coupons in books of various denominations are redeemable for regular admissions to all the Shea theaters and all the Public theaters in America. They offer buyers a saving of 10 per cent on entertainment.



Adolphe Menjou  
The Paramount Picture  
"Evening Clothes"

Miss Bruce is one of the peppiest stars of the age. In the delightful act which she offers at the Hippodrome she will be assisted by Frank Kessler and His Music Weavers, an organization of snappy syncopators. Joe Freed and company, in "City Life," billed as a "nut sundae revue," are the special added attractions. Prominent in support of the star are Violet Hillson, Max Thompson and Jim McGowan. Fred Jarvis, Freddie Harrison company present a petite musical comedy called "Elevated Love," and which includes Souly Jarvis, a clever juvenile, Jimmy Conlin and Myrtle Glass offer a sketch entitled "Morning, Noon and Night." Marion and Dade, royal entertainers, are singers and dancers of excellence. The Musical Johnstons, masters of the xylophone, close the bill.

"Ritzy" presents a new Betty Bronson and a new Elton Gray, both of them delightful personages. As a successor to Madam Glyn's "It" this picture definitely establishes Madam Glyn's right to her claim as a writer of comedy. Supporting Miss Bronson and James Hall William Austin, Joan Standing, George Nichols, Roscoe Karns and others.

### Shea's Buffalo

Shea's Buffalo this week is presenting a program on stage and screen that sets a new high standard in both quality. On the silver sheet is shown Count Leo Tolstoy's immortal love "Resurrection," one of the few productions in history to remain three weeks at the Strand on Broadway, New York. On the stage will be The Ingenues, an ensemble of 20 fair syncopators and one of the highest ranking orchestras in the country. John Murray Anderson has devised and staged the Public Revue, "Patches," During the week Buffalo's girl ama-



Sara Bow in  
The Paramount Picture  
"Rough House Rosie"

teurs are competing once in the afternoon and once in the evening for the role of "Miss Buffalo," in another Public Revue, "Young America," which opens on Broadway at the Paramount theater, July 9. Public Cheq, books of coupons redeemable at the box offices of all Shea theaters and all the Public theaters in the world, are now at the box offices.

"Resurrection," the flesh-and-blood drama of prince and peasant, love sacred and love del Rio, the latter remembered for her work as Charlene in "Want Piped Glory," and new one of the sensational stars of the silver sheet. The most widely read classic of modern times, enjoyed wherever people read books, translated into eleven languages in the past 50 years, "Resurrection" is a picture of unusual interest. The cast includes, aside from La Roque and Miss Salvo, Mar McHermott, Carlissa Bell, Yvonne Lewis, Eve Southern and Count Hya Tolstoy.

"Patches," the unique Public Revue is described as a kabaretoic patch work revue, cotai ruz patches of song, dance, romance, comedy, fantasy and jazz. The Coffey Brothers, stars of "Artists and Models," Beth Calvin, formerly with "Vaudeville," Mills & Shea, Babe Penton and the Eight Russell Market Dancers; Marguerite Miller, dancer, and others appear in the first.

The Ingenues, known at the Femal-Paul Whittemans of Sateop tion, nine artists in an unusual orchestra, are the added attractions.

### Great Lakes

Popular pipe matinees at the Great Lakes Theater, one of the features of the new \$2,000,000 playhouse at Main and Chippewa streets, are daily becoming more popular with Buffalo theatergoers. With the feature picture showing at 2:10 and 4:30 and the vaudeville bill opening at 1 and 3:30, which are assured seating hours in time for dinner. The price 25 and 35 cents also appeal to the feminine lovers of entertainment.

For the week of June 12 Managing Director Addison offers "The Fourth Commandment," an appealing motion picture with B. B. Bennett, Mary Carr, Jimmy Victor, Robert Agnew, June Maylow and a big all-star cast. "The Fourth Commandment" goes straight to your heart and is sure to please every lover of the better in photoplays.

For vaudeville the Great Lakes will present Guitan and Marguerite and company in "Discreetments Ballets," a special added attraction, with beautiful women and clever dancers. Others on the vaudeville bill are William Desmond, screen favorite with his company in "Dude Bandit," the Bennett Twins, Kathryn and Gladys, recently with Al Johnson, Marguerite and Blue Danies, blues singers and dancers; Fred Arlath and company, comedians, and Jutta Vally and company, in "Skyhigh," a naval feature serial act.

Those unable to go the Great Lakes in the afternoon will find the evening performances ideally arranged, with vaudeville starting at 7 and 9:30.

### RIDGE THEATRE

#### GAY CARNIVAL SCENE

The fancy dress artists ball, which is one of the big scenes in the Tiffany production, "Redheads Preferred," which is showing at the Ridge Theatre, Friday, was held on Halloween and more than five hundred extra men and women, instead of spending the evening at some friends, were able to enjoy the evening's revelry at the Tiffany studios. The fun leader was the inimitable Raymond Hitchcock, who plays one of the leading roles in the picture.

In addition to using Fort Hoyle, Maryland, and the Aberdeen Proving Ground as locations for the battle-serial, "On Guard," Schuyler Gray took his company to Mitchell Field, Fort Totten, Fort Schuyler and Fort Slocum, New York. Insofar as it is possible to ascertain, no moving picture company heretofore has ever broadened its activities to this extent. Exact military detail was required in this picture, since the story was written by Major Robert Blackburn of the regular U. S. Army. The Major also supervised this detail during production, working in close cooperation with Arch Heath, the director.

"On Guard," with Cullen Landis as the star, is showing, chapter by chapter at the Ridge Theatre every Saturday. The production breathes romance, action, patriotic fire and a daring in handling weapons of war.

The making of the Tiffany production, "The Broken Gate," from the play of the same name by Benson Hough, the author of "The Cavalryman" was rather an expensive proposition to the producing organization. During the filming of this highly dramatic film masterpiece, a specially constructed house and the interior with all the furniture had to be wrecked by a howling mob seeking vengeance. Knowing that the destruction had to come, the director James C. McKay, left that part of the action until the very last so that time would not be lost in the filming of the production.

"The Broken Gate" will be the feature picture attraction at the Ridge Theatre Friday. In the cast are such well known

screen players as Dorothy Phillips, Wm. Collier, Jr., Jean Arthur, Phillips Smalley, Gibson Gowland and Chas. A. Post.

Wide and delicious variety is the program of Samuel Goldwyn, United Artists' producer. He follows "Stella Dallas," the beautiful cheerful drama, which has made all nations weep with "Partners Again" with Potash & Perlmutter," another of those hilarious Montague Glass stories directed by Henry King, the man whose genius also produced the first motion picture "Partners Again" with Potash & Perlmutter" makes its initial bow to Ridge Theatre audiences Sunday. This is a United Artists Corporation release.

Simple tricks predominate in "The Lily," Fox Films version of David Belasco's popular drama of the legitimate stage which opens at Ridge Theatre Sunday, and one even in particular has an interesting history. This is the white rhapsodic chine knock worn by Belle Bennett in the chateau sequences with John St. John and Reta Hays. Miss Bennett is featured in Victor Sigerterger production.

This gown, with full-length skirt and medium trail, was designed by Miss Bennett's dress maker in New York a year ago. This was just before Miss Bennett had decided to go to the opera, but she had decided to go to the opera.

Samuel Goldwyn, who announced he had a new picture ready for production, called this day "Lily" his picture. The picture is "The Lily," which is a picture of the same name as the picture which was produced by the Ridge Theatre last week, Monday and Tuesday.

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### "In a Little Spanish Town" was Written in South Dakota



Mable Wayne

#### Romantic Song Hit Result of Author's Game of Pretend

New York City.—A desolate, treeless little village in the West was the inspiration for the most glowing romantic waltz song of the season.

Mable Wayne, who wrote "In a Little Spanish Town," the song in question, tells how it happened.

"When I was a little girl," she explains, "I was always dreaming of Spain. The most thumbed spot in my geography was the page that carried a big map of that country. I was always turning to it for consolation when I hadn't known my lessons and everything had gone wrong generally.

"Then at sixteen, I went on the stage as a pianologist and got used to weekly jumps from one small western or middle western town to another. 'Got used to it,' but I guess I never really did get very reconciled to it for the bleak little towns always made my heart ache. At least, they did until I discovered a perfectly lovely game that I could play by myself. This game allowed me to make up little stories about the places, and since there need be no limits to my imagination, I moved every last one of them to my favorite dream countries. In an effort to atone for them for what they had missed, I always located the very blindest towns of all in Spain.

The day I wrote "In a Little Spanish Town," we had reached South Dakota and when I looked out the train window, I beheld the most dismal town of any. A few people I could see had such discouraged faces, too, as if they had never known happiness or romance.

"I took a pad and pencil out of my purse and began to scribble to keep my self from crying. I was blue, anyway, because my head ached and I was wondering whether I was going to be a vaudeville item at my life. Well, the notes that I scribbled were those of 'In a Little Spanish Town.' I felt so sorry for that little town always made my heart ache. At least, they did until it was Spanish."

L. Burr Co. photoplay edition, with more thousands, reading the Wright story.

Samuel Goldwyn was so anxious to have the benefit of the ten million readers of Harold Bell Wright's tale that he paid, according to his own admission, \$125,000 for the screen rights of "The Winning of Barbara Worth."

Patricia Marble, famous scenarist, adapted the novel to the screen and Henry King directed the picture.

"Don't lose your right name, now!" The short scene from the bill board with eye-binders with their bob cut from the doors of private rooms, a dull blast of a police whistle and the end is on.

The scene, the interior of a crowded roadhouse, the time one day, and the story, the personal, Pauline Joseph, Mary Williams and Olive Brook, as Peter Williams, John Ashland and Charles Peterson, as Barbara Worth.

The set, the clothes, the music of New York's most celebrated by groups of pleasure, which come to the foreground for considerable action in "For Money to Burn" which William de Mille directed and which comes to the Ridge Theatre next Wednesday and Thursday. Casson, Ferguson and Toby Claude are important members of the cast.

### INSURANCE IS MADE EASY FOR 64,000 WORKERS

New York Telephone Company Adopts New, Pay-Roll Deduction Plan.

With the cooperation of the Life Insurance Companies, the New York Telephone Company has just adopted an employee-paid deduction life insurance plan which will be made available to all the employees of the company in New York State and Northern New Jersey. By this plan, which was developed under the direction of T. P. Sullivan, vice president of the company, telephone workers will be enabled to secure standard life insurance in easy payments, the premiums being paid on a monthly basis by deductions from pay.

The opportunity is offered to employees, within certain financial limits of age and amount of insurance, to obtain this life insurance without medical examination. The plan divided into monthly installments will total no more than the actual premium paid quarterly on a monthly basis outside this plan.

The limits of age and amount differ with respect to the various insurance companies, but the plan is so arranged that every employee will be able to obtain the insurance which he desires.

The plan also provides the employee with the opportunity to secure life insurance in the form of a policy which is usually recognized by insurance experts as the best form of insurance available, having an investment as well as a protective value.

Employees who are unable to pay the full amount of the plan, will be able to obtain the insurance which they desire in the form of a policy which is usually recognized by insurance experts as the best form of insurance available, having an investment as well as a protective value.

#### FACTS ABOUT THE TELEPHONE

A good sized manual telephone switchboard contains a million soldered connections.

The average American makes as many telephone calls in six weeks as the average Englishman does in a year.

In the past two years the number of telephone conversations in New York City has increased by over a million a day.

From a telephone standpoint, France is no better developed than the island of Cuba, as both have but 1.7 telephones per hundred inhabitants.

Reference to the first telephone directory of the city of Hartford, Conn., published 45 years ago, discloses the fact that Samuel L. Clemens (Mark Twain) was one of the few individual telephoned.

First attention has been directed to developing a standard type of telephone, one that possesses the highest degree of reliability for a given price.

### Baby Sick! Here Comes Relief Over Telephone

There have been several instances, says the Telephone Review, where our employees trained in first aid work have been able to render real service in the way of administering first aid to the injured and in many cases have been instrumental in saving a life. The following case is the result of the good work being done in the health course which is now being conducted throughout the New Jersey Division.

The subscriber to Hackensack 494-W called for Hackensack 55 in a hurry. Upon reaching the number, the subscriber asked for Dr. Knapp, and was informed he was not at home. The subscriber being too nervous and excited to ask for an advance of the attendant, hung up instead. After waiting for about ten seconds, she called the operator and asked what to do for a baby in convulsions.

The operator handling the call referred her to Miss Mortimer, a health course instructor. Miss Mortimer immediately called the subscriber and advised her to give the baby a hot mustard bath, to keep the baby cool and give an emetic.

After about ten minutes, Miss Mortimer called back to the subscriber. The subscriber, who was very heartful, stated that the baby had given her, stating that the doctor had instructed her to give the baby a hot mustard bath.

### SHEA'S BUFFALO

(Week of June 5)  
"RESURRECTION"  
Starting with LA ROCQUE and DELORES DEL RIO  
On the Stage  
"THE INGENUES"  
20—Musical Maids—20  
"PARTY" Public Revue  
—Conte Sunday  
CLARA BOW  
In "ROUGH HOUSE ROSIE"  
On the Stage, "SPORTS REVUE"

### SHEA'S HIPPODROME

(Week of June 5)  
BETTY BRONSON in "RITZY"  
ELIZABETH BRICE  
With Frank Kessler and His MUSIC WEAVERS  
Housing Kessler's "Blue Bell"  
—Conte Sunday  
ADOLPHE MENJOU  
In "EVENING CLOTHES"  
On the Stage  
THE NINE RED PEPPERS

### The Best in Town

### LOEW'S STATE

MAIN AND MOHAWK  
Your Life is in Their Hands  
SALLY ONEIL  
FRISCO SALLY LEVY  
The cleverest of Jess' Irish  
Comedies  
Just brimming over with Chuckles and Chuckles  
VAUDEVILLE  
ANNA WALK  
PAULINE SHERIDAN  
"CAPT. SALVATION"  
White Way Gaieties  
Stage and Screen

### RIDGE

### VAUDEVILLE EVERY SUN.

FRIDAY  
RAYMOND HITCHCOCK  
in a great laughfest  
"REDHEADS PREFERRED"  
and  
Ladies Silver Performance

SATURDAY  
Children's matinees at two  
A wonderful story by the author of "The Covered Wagon."  
Emerson Hough  
"THE BROKEN GATE"  
With  
Dorothy Phillips and Wm. Collier, Jr.

SUNDAY  
Double feature and Vaudeville  
A Potash & Perlmutter story  
"PARTNERS AGAIN"  
and  
"THE LILY"

# ICE

Do you give your refrigerator enough

to properly chill it? The melting of ICE chills the surrounding air, which in turn chills the food in your box. How can you expect your refrigerator to give the maximum amount of cold with little or no ICE? You can't do your best work on half enough to eat—neither can your refrigerator. A well fed refrigerator will do a lot of work for you and save you money. The more ICE there is in the refrigerator, the colder it will be and the better your foods will keep. And, the colder your box, the slower ICE melts.

Try this plan for a week

Give your refrigerator all the ICE it can hold for a week and see how much more work it will do for you. See how sweet the milk and butter will be, how fresh and crisp the vegetables and fruit, and how much better your other foods will keep. You will know what real food luxury is when you know what it is to have all the ICE you want when you want it. Enough ICE to crisp vegetables for a salad, to make quick frozen desserts, to take care of the hundred and one uses that the clever housewife finds for ICE.

WESTERN N. Y. ICE PUBLICITY ASSN.