



OVER
\$8,000,000.00
 WORTH of PICTURES!

This is what it cost to produce the pictures we have contracted for. We have just signed contracts calling for THE BIGGEST AND MOST EXPENSIVE LINE OF MOTION PICTURES EVER BROUGHT TO THE CITY OF PLATTSMOUTH.

Our contracts are with the following companies: Famous Players Lasky Corporation, which company is to furnish us with 102 Paramount and Artcraft pictures at a total production cost of \$6,000,000; Realart Pictures Corporation, with 14 pictures at a cost of over \$1,500,000 and Screen Classics Corporation with 6 Nazimova productions at a cost of about \$500,000.

Our patrons have no doubt noticed in the past few weeks that we have not run so many of the leading and well known stars. This is due to the fact that these large companies have taken these leading stars and put them in the BEST PICTURES THAT THE BRAINS OF LEADING DIRECTORS AND UNLIMITED CAPITAL COULD PRODUCE. In many cases they have paid from \$25,000 to \$50,000 for the picture rights alone of some well known book and then spent a like amount or even more to produce the picture. While we have wanted to buy enough of these wonderful productions so that we could show one of them every night in the week, their cost was too high to allow us to show them at the regular admission we have been getting. Of course, we might have chosen to run a few of the best ones occasionally and fill in between with a cheaper class of pictures like WE (?) have been doing in the past few months. But that is not constructive showmanship.

What you people want is an ABSOLUTE GUARANTEE and positive proof that you can come to our theatre any night in the week and be sure of seeing A WELL KNOWN STAR IN A GOOD PICTURE AT A UNIFORM AND SET PRICE OF ADMISSION. If you get that guarantee, we believe you are willing to pay for it what it is worth.

We are starting these new and better pictures next Monday, March 1st, and the price of admission will be 25c for adults and 15c for children, including war tax, which will be for any seat in the house. These prices will hold good for all of the so-called specials and will include pictures like Nazimova in "The Brat;" Mary Pickford in "Heart of the Hills;" Wm. S. Hart in "John Petticoats;" Mary Miles Minter in "Ann of Green Gables;" Ray in "The Egg Crate Wallop" and many other big productions all for the same uniform admission of 15 and 25 cents. These will be our set prices for all the best pictures that money can buy. After shopping around for several months, looking for the best pictures that were on the market, these are the stars and the number of pictures of each we contracted for:

WM. S. HART.....7	ETHEL CLAYTON.....7
ELSIE FERGESON.....7	McLEAN & MAY.....7
MARGUERETE CLARK.....7	BRYANT WASHBURN.....7
CHARLES RAY.....7	ENID BENNETT.....7
WALLACE REID.....8	VIVIAN MARTIN.....2
BILLIE BURKE.....4	PARAMOUNT-ARTCRAT SPECIALS.....9
ROBERT WARWICK.....6	MARY MILES MINTER.....5
IRENE CASTLE.....3	CONSTANCE BINNEY.....3
DOROTHY DALTON.....7	ALICE BRADY.....6
DOROTHY GISH.....7	NAZIMOVA.....6

These being absolutely the best pictures the market affords, we trust you will show your appreciation by your patronage. We also wish to call your attention to the fact that we will change our one-day picture from Thursday to Sunday, giving four changes a week, as follows: Sunday, Monday, Wednesday and Friday. This change takes place Monday, March 1st, when we will show your old favorite, Billie Burke in "The Misleading Widow."

Parmele Theatre Company

