

# CONGENIAL ATMOSPHERE OF SAN FRANCISCO APPRECIATED BY WAMPAS

## PUBLICITY MEN SPONSOR WAMPAS FETE

Name Represents Blending of Initials of Film Organization; Aims of Body Are Outlined

Who is a Wampa?

When is a Wampa?

Why is a Wampa?

These are the questions that have doubtless been puzzling many San Franciscans since the first announcement was made that the "1924 Wampa Frolic and Ball" was to be held in San Francisco on the night of January 19.

The name "Wampa" represents a blending of the initials of the organization of the leading publicity men in the motion picture world. The full title is Western Association of Motion Picture Advertisers. The "W" is added in order to give the proper plural.

Feeling that real benefits to their profession and to the motion picture industry at large could come from the formation of a bona fide organization of film publicists, a group of studio, theater and exchange press representatives gathered more than three years ago at the Ambassador Hotel in Los Angeles to wed such a society.

### ORGANIZATION LAUNCHED.

Ray H. Lee, then publicity chief for Metro, was chosen president, and the good ship "Wampa" was officially launched.

To stand for complete co-operation with editors, to eliminate the faking of stories; to make employers realize the valuable services rendered by their publicity representatives; to weed out fraudulent advertising mediums; to battle for the right sort of publicity for the screen colony in general; these were a few of the aims of the new organization.

Then came a desire to do something really big, and to provide working funds for the organization. It was decided to give a motion picture ball that would outshine any of the affairs attempted by other organizations.

To make it novel the "baby star" idea was hit upon, and thirteen promising ingenues were chosen to be sponsored during the year by the Hollywood studios. And even one of them made good. The first ball was given at the Ambassador Hotel in Los Angeles and it was voted the most spectacular and brilliant event of the season.

### STARS ARE CHOSEN.

The next year Arch Reeve, Lasky's banner publicity director, was elected president and another triumphant frolic and ball was staged at the famous Paramount studio on the largest inclosed stage in the world, and another batch of dozen of baby stars appeared in the cinema heavens.

Reeve's successor as Wampa proxy was Joseph Ashurst Jackson, who so dignified himself with a full monicker because of Joe Jackson the trick bike rider, and it is Joseph, Beau Brummell of Culver City, and general manager of publicity for the Goldwyn Pictures Co., who is heading the entire Wampa membership that is chaperoning the stellar lumineers of the film world on their northern pilgrimage this morning.

This year the frolic is to be the greatest affair the Wampa members have ever staged. More than five times as much is being spent on the San Francisco event as was spent on the two Los Angeles balls combined.

### S.F. IS CHOSEN.

Why did the Wampa come to

## AMONG THOSE PRESENT



## STARS BRINGING FRIENDS ALONG

### 7-Year Divorce War Revived by Couple

Not only will the stars of film-dom be at the Wampa ball and frolic in the Exposition Auditorium in person tonight, but they are bringing parties of friends and intimates with them.

According to Carl J. Sundberg, agent of the Southern Pacific railroad, who arranged reservations on the Wampa special, which left Los Angeles last night, virtually all the stars booked berths for parties of friends.

Because of the unforeseen demand for reservations, it became necessary to make another stop. In the train arrangements, instead of adding extra sections to the special, the railroad company has kept the film party intact by consolidating the train into two sections and adding extra cars to each section. As many cars as were required were added.

Each section has several dining cars and a lounge car, on each section was kept open till late at night. The crack crews of engineers, conductors, porters, chefs and dining-car attendants in the Los Angeles and San Francisco districts are in charge.

Judge Deasy's court to pay her allimony pending trial of the suit.

Coniglio brought suit on April 18, 1917, three months after they had married, charging cruelty. Mrs. Coniglio, in her complaint, asserted a week ago, claims that they were reconciled the day before her husband's complaint was filed, and that they lived together continuously until July 30, 1923, although he beat her and threw her, a cripple, across a room.

Mrs. Coniglio had her husband in

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