

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

The name "Wampas" 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 "A" 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 work out a plan.

Ray H. Leek, then publicity chief of Metro, was chosen president, and the good ship "Wampas" was officially launched.

To stand for absolute 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 literateurs. And every 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 Warner brothers studio on the largest inclosed stage in the world, and another baker's dozen of baby stars appeared in the cinema heavens.

Reeve's successor as Wampas proxy was Joseph Ashurst Jackson, who so dignifies himself with a full moniker because of Joe Jackson the trick bike rider, and it is Joseph, the Beau Bronnelli of Silver City and general manager of publicity for the Goldwyn studios, who is heading the entire Wampas membership that is chaperoning the stellar luminaries of the film world on their northern pilgrimage this morning.

This year the frolic is to be the greatest affair the Wampas 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 Wampas come to

AMONG THOSE PRESENT



The handsomest of the screen actors and the most beautiful actresses will be seen at the Wampas ball including (left to right) top row: Elinor Fair, Kathryn Williams and Claire Windsor; lower row: Bryant Washburn and Tom Mix.

STARS BRINGING FRIENDS ALONG

Not only will the stars of filmdom be at the Wampas 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 Wampas 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 switch 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 one dining car on each section was kept open the entire night. The crack crews of engineers, conductors, porters, chefs and dining-car attendants in the Los Angeles and San Francisco districts are in charge.

Coolidge Greeting Sent to Synagogue

CINCINNATI (Ohio), Jan. 18.—President Coolidge has sent congratulations to Bene Israel Congregation of Cincinnati, oldest Jewish congregation west of the Atlantic seaboard, on its one hundredth anniversary. In a letter to Rabbi David Phillips, the President stated: "I wish you would communicate to the members of your congregation my congratulations on this really notable anniversary and my good wishes for the continuing prosperity and spiritual service of the temple and congregation. To these long established agencies of American sentiment and patriotism our country is deeply indebted, and we must all unite in maintaining and expanding their usefulness."

7-Year Divorce War Revived by Couple

Divorce proceedings begun in 1917, before any of their three children were born, were revived yesterday by Samuel and Alice Coniglio.

Mrs. Coniglio had her husband in Judge Deasy's court to pay her all money pending trial of the suit.

Coniglio brought suit on April 13, 1917, three months after they had married, charging cruelty. Mrs. Coniglio, in a cross complaint filed 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 father, a cripple, across a room.

Eastern Judge Called To Sit in S. F. Court

To relieve the congested federal court calendar, a new United States district judge will be assigned here early next month from some eastern state, according to information received yesterday from Judge W. E. Gilbert, presiding judge of the Circuit Court of Appeals, who is in Portland, Ore. There are now more than 10,000 defendants in criminal cases awaiting trial in the federal courts.

NOTED FILM DOG EXTRAS FORCED TO ATTEND BALL TO STAY HOME

The world's most famous dog screen star, "Strongheart," will be among those present at the Wampas ball and frolic tonight in the Exposition Auditorium.

This canine film celebrity, who is beloved by fans throughout the world, has a compartment all to himself at the Wampas special, which bore the party of screen luminaries out of Los Angeles last night.

"Strongheart" will be introduced at the frolic along with the other stars of lofty rank during the night's revelry. It will be his first personal appearance of this sort, and he is anticipating the possibility of stage fright with some apprehension.

However, he has the assurance of his co-star, Irene Rich, that the dog courage which has carried him through obstacles to seven triumphs so many times before, will manifest itself as the critical ordeal arrives and enables him to deport himself with credit.

"Strongheart's" trainer is rehearsing him in a little speech of acceptance, in response to the applause which is expected to greet his debut. And should the demand for a dog become insistent, "Strongheart" will bark out the musical scale in his best dog voice.

After vocally pledging his acceptance, "Strongheart" sent the Wampas Committee the following letter of confirmation, translated by his trainer:

Wampas, San Francisco—Bow Wow: Will I be at the Wampas ball and frolic? Woof-woof, which means positively.

With my picture work my nine wives and numerous children, I certainly have a lot on my paws, but you can count on me to be there on all four feet.

Best wishes to my San Francisco friends and the Wampas.

Not all the movie folk will be at the Exposition Auditorium tonight for the Wampas Ball and Frolic—and that's the saddest part of it.

The stars will all be there, the leading men and women and even the prominent character players. But what of the "extras" that vast army of nondescripts who form the majority of the Hollywood community?

How are they to get to the Ball? And what, in their opinion, is a social affair without them?

The cause for grief in the fact that this year's frolic is being held in a place beyond the reach of their attendance. Those who can find the means will go to San Francisco. Make no mistake about that. But it is a dire circumstance that keeps the remainder at home in Hollywood.

NO WAMPAS BALL OF THE PAST HAS been held without them. The price of admission is no barrier. What matter if work has been slack, if the wherewithal for entrance is put up at a sacrifice? What matter if a meal or two must be missed, or a few bars comforts renounced for a week or two? The Ball is a glorious compensation for privation.

This year it is the public of San Francisco to which the joyous privilege of participating in revelry with the most famous personages in the world will fall. Hollywood's envious must stay home and yearn, while the light-hearted and gaily loving populace of San Francisco speed the hours to dawn with dance, music and amusement.

Son Bitten by Dog; Father Gets \$508

STOCKTON, Jan. 18.—A jury has awarded J. H. Gregson \$508 for a dog bite. Gregson brought suit against M. Pricolo on behalf of his minor son, alleging that the lad was bitten by a savage dog owned by Pricolo, nearly two years ago.

Soviet Banishes 3,000

MOSCOW, Jan. 18.—Committee of Justice Kuraki announced 3,000 persons have been banished from Moscow to the island of Solovetski, in the White Sea, or to Siberia, in connection with the campaign to rid the city of objectionable elements.

'Wampas' Clings To Film Beauty In Daily Work

The Wampas ball and frolic became rather a mental obsession with the movie stars during the last few weeks.

For instance, Fred Niblo, famous director, who will be master of ceremonies at the frolic, dropped in at the United Studios one day before the star was stricken with "Kleig eyes," to ask Constance Talmadge what she was planning for her appearance with the other stars at the ball.

"By the way, Constance," said Niblo, "I hear you've started a new picture. What's the name of it?" "The Wampas," Constance promptly responded.

"What?" "Oh, pardon, I mean 'The Goldfish,' the vivacious comedienne amended. 'Everybody's been asking me so much about the Wampas ball that I've caught the habit of saying 'Wampas' whenever I'm asked anything.'

Four of 'Baby Stars' Reach Goal in Year

For two reasons the expired year 1923 was one for the Wampas to crow over. In addition to being the year in which they determined to hold their coming annual ball and frolic in this city, the year was a triumphal vindication of their judgment as prophets.

For the four most startling sensations of the cinematic year were four of their "baby stars" of the past and present. They are Colleen Moore, Mary Philbin, Patsy Ruth Miller and Clara Bow. Each of them will be here for the ball and frolic.

The Wampas is an organization which professes to "boost" rather than "boast," but the signal triumph of its prophecy is considered too notable an event to pass unmentioned. Three of the quartet were among the thirteen baby stars presented at its annual ball two years ago. The fourth, Clara Bow, was selected for presentation at the coming affair tonight, because of her superlative work in the year just ended.

Colleen Moore is exciting wide comment in her "current release, Flaming Youth," which is attracting notice as a screen play comparable with its reputation as a book. Mary Philbin was the sensation of "The Merry-Go-Round," and Patsy Ruth Miller gained access by her admirable portrayal in "The Hunchback of Notre Dame." Clara Bow, one of the new "crop," won warm approval in "Down to the Sea in Ships" and "Black Oxen," and is considered one of the most promising film finds of all time.

GUESTS BADE TO STARS' BANQUET

Dine with the stars! That will be the opportunity presented attendants at the Wampas Ball and frolic Saturday night at midnight at the conclusion of the stage program, when supper will be served in Polk Hall of the Exposition Auditorium.

The "baby stars of 1924," together with the seventy-five stars invited to the big affair by the Wampas, will be the guests of Harry Marquardt, well-known cafe man, who has the supper arrangements in charge.

Accommodation for 500 reservations have been planned for the supper. A buffet lunch will be served during the entire evening in one of the upper corridors, to take care of those who may not desire, or fail to make reservations for the formal supper.

Members of The Wampas

We take pleasure in extending greetings on this your initial visit to San Francisco and trust that it is but the first of many future visits.

The Palace Hotel SAN FRANCISCO CAL.

Management HALSEY E. MANWAGING.

WAMPAS WELCOME— THE CLIFF HOUSE IS YOURS



CLIFF HOUSE

"SAN FRANCISCO'S WONDER SPOT"

OPEN EVERY DAY 11 A. M. to 1 A. M. Sunday Breakfasts

THE IDEAL PLACE for Luncheon : Tea : Dinner Supper

DANCING PHONE PACIFIC 123 Richard P. Roberts Proprietor

WELCOME, WAMPAS!

—and while you are in San Francisco observe the wonderful new store we are completing opposite Union Square, a store exclusively to be devoted to the highest type of service in the outfitting of men.

We are particularly pleased to call our new home to your attention because it so extraordinarily and so splendidly is to typify those more striking metropolitan features prompting world travelers to speak of San Francisco as "one of the three cities" in all the world.

BULLOCK & JONES

San Francisco KEARNY at POST Los Angeles SEVENTH at HOPE



Our Removal Sale at Post & Kearny is now in progress—all the men's Suits, Overcoats, Hats and Furnishings at sensational reductions.

Davis-Schonwasser Co

Fashion's First Fancies are seen in the Apparel for the Coming Spring

THE new apparel fashions, in our displays, are influenced by the airs and graces of spring. A fascinating array awaits your choosing.

French Lingerie Frocks
French Embroidered Flannels
Light Colored Foulards
Tub Silks
Covert Cloth Suits
Tailored Street Frocks
Luxurious Light Coats