

features Priscilla Bonner, Charles Delaney, Ralph Lewis and Lucy Beaumont, with Tom O'Brien in a minor rôle. It is directed by Louis Chaudet and released by Sterling Pictures. The original story, which Mr. _____ claims is responsible for such great crowds, was written by John Peter Toohey, whose story, "On the Back Seat," from which this was made, appeared in Collier's National Weekly.

"Outcast Souls" is the third picture from Sterling this season. The _____ Theatre is fortunate in its choice of pleasing movies for its patrons.

Good Work Lucy!



LUCY BEAUMONT

1 Col. Scene Mat

Cut No. 4

Use Snappy Cut-Outs!

Your lobby can be improved a hundred percent by investing a small sum in cut-outs, which can be made very easily and simply from the posters which you receive with "Outcast Souls."

Cut-outs on each piece of paper can be made. On the 6-sheet a re-arrangement of lettering will do the trick, as in both 1-sheets and 3-sheet B. Don't overlook the cut-out as a vital factor of your display—you are only missing a big bet if you pass up this easily-prepared material!

Space Below is for Musicians' Own Notes and Cues

STERLING PRODUCTIONS,

presents

"OUTCAST SOULS"

featuring

Priscilla Bonner—Charles Delaney—Ralph Lewis

Projection time, One hour, 6 Min.—based on a speed of 11 minutes per 1000 ft.

TAX FREE

"DESCRIPTIVE FILMUSIC GUIDE"

Tax Free—Country of Origin, U. S. A.—Copyright 1927 by Michael Hoffman

TAX-FREE

CUE	Appearing on Film	Time Min.	Descriptive Action of Each Scene	Tempo of Action & Music Required	MUSICAL SUGGESTIONS
At screening of title		4	Comical opening	2/4 Intermezzo	Smiles (Somerville)
T Mrs. Davis—Alice's		3	Neutral	4/4 Moderato	Dovec Recontre (Gabriel Marie)
T For one hour		2	Rather brisk	3/4 Allegretto	Cherry Ripe (Cussans)
S They leave mother alone		1 1/2	Romantic	4/4 Theme	THEME—You and I (Lotter)
T That one smack		4	Humorous	6/8 Allegretto	Pastime (Clutsam)
S Clock shows 5 after 2		3	Romantic	4/4 Theme	THEME
T Do stay up mother		1	Brisk	2/4 Allegretto	Jollification (Noyes)
T It's alright Charles		2	Neutral	4/4 Moderato	Afterglow (Clutsam)
T Wow now let's kick		1	Jazz	Jazz Jazz (Fox Trot)	Stasny Publication
T With the morning		2 1/2	Pathos	4/4 Andante	Andante (Hoffman)
T A few days later		1	Romantic	4/4 Theme	THEME
T Dad this is Alice		1	Rather brisk	3/4 Allegretto	Zelma (Haines)
T What hotel would you like		1 1/2	Solemn	4/4 Andante	Solemn Thoughts (Hoffman)
T Back in Dry Falls		4	Brisk	2/4 Allegretto	Kiddy (Lattan)
T Good bye, My daughter lives		3	Sentimental	4/4 Romance	Song of Romance (Hoffman)
T Look whose here		2	Humorous	6/8 Allegretto	Flirting Waves (Taubert)
T Let's go to my flat		2	Brisk	2/4 Allegretto	Mirabilis (Smid)
T Martha, these past few days		3	Sentimental	4/4 Romance	Passion Flowers (Somerville)
S Charlie arrives home		3	Threatening	12/8 Slow animo	The Tormentor (Hoffman)
T We have a warrant		4	Heavy dramatic	4/4 H. Dramatic	Catastrophe (Patou)
T John, he's our son		2	Pathos dramatic	4/4 Appassionato	Appassionato (Bece)
T So youth and Age		1	Romantic	4/4 Theme	THEME
T Well son, you proved yourself				CHORD	

THE END

NOTE: All tax free music is tax free as of January 1st, 1927.

Musicians may procure all tax-free music at less than store prices, direct from Tax-Free Filmusic Co., 1674 Broadway, New York, N. Y. This is in conformity with Sterling Pictures' policy to serve exhibitors and their musicians in the best way possible. Mail your orders to TAX-FREE FILMUSIC CO.

TAX-FREE MEANS that by using tax-free publications, the theatre owner is relieved of paying the music tax to the Society of Authors, Composers and Publishers.

If you have not the compositions suggested in this last column, you may easily substitute accurate music by following the DESCRIPTIVE ACTION OF EACH SCENE and TEMPO.

From the story by
John Peter Toohey

RIGHT!

the vise of the
no one to fall back
the father he had
driven away! A
ma!

Theatre Imprint

Cut No. 12

picked by the employment officers of the 'bus company and given a job. Their job is simply to climb into the 'bus which waits at the busy corner for customers, sit there as if they have paid their trip-fee, and climb out just before the 'bus starts. The idea is based on the psychological principal that the average person does not like to make himself conspicuous by being first in anything, and that if he sees other people sitting in the 'bus he will be more likely to pay his fare and climb in than if there were no one there.

Lucy Beaumont, as Mrs. Mary Davis, the old lady who is driven from home by her daughter's indifference, secures a job as just such a "come-on," and the interesting developments which ensue make up the plot of the picture. Ralph Lewis, Charles Delaney, and Priscilla Bonner, are also featured.

EPS BAD BUSINESS AWAY!

If You Have a
HEART
You Will Cry at
"OUTCAST"
SOULS"

at the
(Shannon) Theatre!

Is Your Mother
Safe?
A Great Drama
"OUTCAST"
SOULS"

at the
(Shannon) Theatre!

Old-Folks' Benefit Tip-Top!

BENEFIT
PERFORMANCE
For the
OLD FOLKS'
HOME

Tonight at the
(Royal) Theatre

GALA SHOWING
of the great film
"OUTCAST SOULS"

Advertising, you should pack the house, not only for that performance but for others too.

A sure way to get the good will and attention of your patrons, and still to do a good turn at the same time, is to advertise an Old-Folks' Home Benefit Night, at which a certain number of old people from the local "home" are invited free to view "Outcast Souls." With the proper ballyhoo and ad-

Directed by
Louis Chaudet



From the story by
John Peter Toohey

Do Children Forget!

Do modern jazz-children forget their parents? Are they selfish, indifferent, wrapped up in their own destiny without thought of the mother and father who sacrificed their lives in bringing them up? Don't fail to see this most interesting problem-picture, filled with pathos—a genuinely human screen offering! Full of action—tears—laughter—tragedy! Don't miss it!

This Space For Theatre Imprint

3 Column Ad Mat

Cut No. 14

SWEET CATCHLINES!

One night the proud mother of a loyal hard-working daughter—the next a homeless, penniless old woman who must make her own living!

* * *

The love story of an old man and an old woman, and the love story of their children! A thrilling novel film!

* * *

Gripped by the firm hand of the law! Where was his pride, his independence now, as he grovelled at his father's feet and begged him to give up his life-savings so that he, the heartless son, might not go to prison!

* * *

Thrust out into the cruel, cold, indifferent world—two scarred veterans of life, victims of their own parental love and the callous indifference of their children!

Neat Stunt Ties Up With Shoe Repairers

A perfectly simple stunt that emanates from the title of "Outcast Souls" and is novel enough to attract a great deal of the attention you are seeking from possible patrons, is this:

Get all the shoe-repairers, or the biggest one in your neighborhood, to put the following sign in their windows:

"OUTCAST SOULS"
Now at the (Royal) Theatre!
If You Have Any
OUTCAST SOLES
We Will Repair Them!

An additional stunt to work in this connection is to print little tags, with mucilage on the back, which these shoe-repairers can stick onto the bottom of each pair of shoes repaired. The wording can be the same: It's a sure-fire stunt!

ST INTO POVERTY BY SELFISH CHILDREN!

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