

FIRST INSTALLMENT AT THE BIJOU THEATRE TODAY



GRIPS YOUR HEART!

If you've got a drop of red blood in your veins—if your heart beats one bit faster to the tune of romance—adventure—love and mystery—then you've something in store so far ahead of anything you've ever read or seen that you'll forget the best among the rest.

The Story We cinched the exclusive publication rights to Louis Joseph Vance's new sensation, "THE TREY O' HEARTS"—we did it at a price that staggered other publishers—biggest sum ever paid for a serial of its kind.

The Pictures The Universal Film Manufacturing Co., pronounced the TREY O' HEARTS the best action story for film purposes they had seen in three years. They backed up their judgment by putting the punch and \$200,000 cash into a set of pictures that are more than remarkable—they're simply extraordinary.

Won't Cost You One Red Penny You read a paper every day. Read ours and get all the soul-stirring, heart-gripping installments of THE TREY O' HEARTS—it sets a mile mark in literature and it won't cost you a penny more to read it. You attend the movies—regularly. Instead of an ordinary film, you'll see graphically pictured by the best emotional actors and actresses in America—the TREY O' HEARTS—a pace maker in pictures. So it won't cost you a nickle more to see it.

Over-Shadowed The Fortune Hunter—The Black Bag—The Brass Bowl—Louis Joseph Vance wrote 'em all. You know what millions thought of these stories. You know how they gripped—thrilled and inspired. But the TREY O' HEARTS overshadows them all. Vance has set himself a mark in this story he'll never beat and we doubt if even he, master of the written word, will ever pen another like it. Action—plot and telling, all combine to push the TREY O' HEARTS into the top notch of the best sellers in record time.

Mental Back Somersaults No matter how clever, you can't fathom the plot of THE TREY O' HEARTS one inch ahead of the words you're reading or the scene you're viewing. It keeps you turning mental back somersaults all the way whether you're reading the story or seeing the pictures.

Superhuman Imagination The imagination of this man Vance is superhuman—surprise is too mild a word to describe situations the TREY O' HEARTS is filled with to overflowing. And the end of every installment, written or pictured, is a startling climax that leaves you tense in every nerve, waiting and watching for the next one.

Red Blood in Every Word If you don't want action—if you don't want to breathe deep the spirit of romance and adventure—if you don't want to be stirred to the tips of your toes—if you don't want to set every nerve in your body tingling to the stirring tune of the TREY O' HEARTS—then—take our advice and close your eyes when you see it on the printed page or the picture screen.

Exclusive With This Paper AN ASTOUNDING PRICE. The minute we saw the manuscript of the TREY O' HEARTS we wanted it—we recognized the greatest piece of literature of its kind the last decade has seen. And we paid the price—the figures are staggering—almost unbelievable—but the readers of this paper are going to get enjoyment and their full money's worth of the price we paid.

Remakes Two Kinds of History The Trey O' Hearts is going to rewrite a page in moving picture and literary history. The TREY O' HEARTS as a piece of literature is going to be a pace-maker. And in the moving picture world, they'll still be unsuccessfully trying to beat the action of The TREY O' HEARTS ten years from now. This is a prophesy.

Full Reel Action in Every Foot The Universal Film Manufacturing Co., who are producing these films tell us that there is more action in every foot of the TREY O' HEARTS than in a full reel of the ordinary scenario. And they should know. Thousands of scenarios go through their hands every year and they're investing \$200,000 in cutting the TREY O' HEARTS on the screen. That's backing judgment. And their success in the moving picture business tells whether or not they know a good thing when they see it.

The Trey O'Hearts

By Louis Joseph Vance

Author of "The Fortune Hunter," "The Black Flag," "The Brass Bowl," Etc.

Started in

Anderson Intelligencer

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