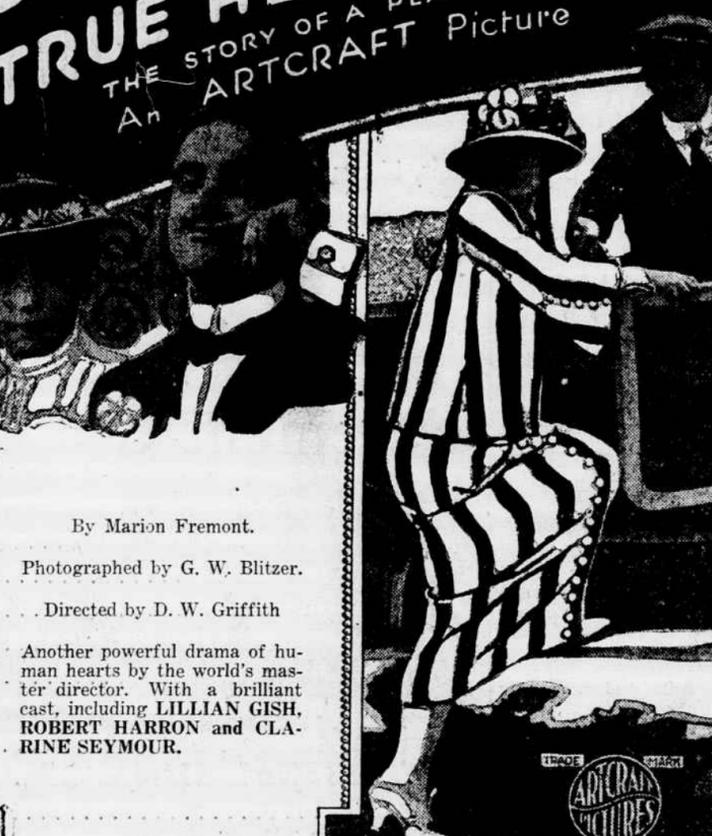


# Sexton

BEST PICTURES BEST MUSIC IN THE CITY

STARTING TODAY **3 DAYS** STARTING TODAY

**D. W. GRIFFITH PRESENTS**  
**"TRUE HEART SUSIE"**  
 THE STORY OF A PLAIN GIRL  
 An ARTCRAFT Picture



By Marion Fremont.  
 Photographed by G. W. Blitzer.  
 Directed by D. W. Griffith

Another powerful drama of human hearts by the world's master director. With a brilliant cast, including LILLIAN GISH, ROBERT HARRON and CLARINE SEYMOUR.

This Big Feature Picture in Seven Parts Will Be Shown at Regular Prices

## LIGHTNING RAIDER

WITH PEARL WHITE

See This Episode—It's a Thriller!

## SEXTON ORCHESTRA

AFTERNOONS AND EVENINGS

PRICES: ADULTS..25 CHILDREN 10

### ROTARIANS READY FOR THE BIG TRIP

And Great Falls Members Propose to Herald Advantages of Home City at Convention.

Prepared to make Great Falls the most talked of city at the big Rotary convention in Salt Lake next week, the local delegation of 37 Rotarians and their wives will leave for the Mormon capital at 8 tomorrow morning.

At Butte they will join the other Montana delegations and travel on a special train with the Anaconda Copper Mines hand furnishing music. The special train will leave Butte at 8 Sunday evening and arrive in Salt Lake Monday morning at 10:30. With the local delegation on the special train will be Rotarians from Havre, Lewistown, Butte, Missoula, Helena, Livingston and Billings. There will also be representatives of the Canadian Rotary clubs at Calgary, Lettbridge and Edmonton. Montana rotarians will wear gray hats with gold bands as well as badges.

Great Falls Rotarians will carry 2,000 copies of the new commercial club booklet, "A Day in Great Falls," and 50,000 cards with Great Falls greetings for distribution to convention delegates and visitors at Salt Lake and along the route. The local delegates will spend several hours in Butte Sunday afternoon and evening.

Convention sessions will be held in the Mormon tabernacle noted for its architectural design and the wonderful acoustic properties it possesses. Boys

welfare work, the relations of capital with labor, and rotary work are among the subjects to be discussed by prominent speakers at the meeting. Delegates will be present from all parts of the United States and Canada.

J. R. Hobbins, district governor at the head of the district which includes the Salt Lake Rotarians, hosts to the big convention, left Great Falls yesterday to motor to the meeting. In his party are: himself and wife, and Mr. and Mrs. A. E. Wiggins, Mr. Wiggins being general superintendent of the Great Falls reduction department of the Anaconda Copper Mining company.

Scott Leavitt, who has been attending the state convention of the Spanish War Veterans at Deer Lodge, as department commander of the organization will join the Great Falls Rotarians at Butte.

Members of the Great Falls delegation which will boost the Electric city at the convention are: Will Steege, E. A. Nelson, Rev. L. J. Christler, Allan McLean, Grant Brown, F. J. Gies, L. M. Walton, C. E. Hubbard, W. R. Strain, J. H. Reid, R. J. Stalman, I. L. Gregory, G. C. Bower, J. C. Dow, Scott Leavitt, A. M. Embrey, Roy Johnson, A. E. Barkemeyer and wife, R. W. Page and wife, W. S. Sanford and wife, J. R. Hobbins and wife, E. E. Givens and wife, Frank Brown and wife, A. E. Wiggins and wife, H. F. Johnson and wife, Dr. R. R. Johnson and wife and Theo. S. Coy and wife.

#### McCLURE-LANE

Rufus E. McClure, of Gilman, and Miss Flossie R. Lane, of Augusta, were married yesterday by Justice of the Peace John T. Earll. Mr. McClure is in business at Gilman and will return there with his bride after a brief wedding trip.

### EIKS TO OBSERVE FLAG DAY TONIGHT

Program to Which the Public Is Invited Will Be Conducted in Their Temple.

In the lodge room at the Elks temple this evening at 8, members of the Elks will present a flag day program to which the public has been extended a cordial invitation. June 14 is Flag Day and this is the observance of that day which the local lodge of Elks has arranged. The program will include addresses and music and will be one full of interest to all patriotic citizens. The following is the program announced:

- Introductory exercises.
- Prayer.
- "Battle Hymn of the Republic"—Mrs. A. E. Barkemeyer, soprano, and double quartet.
- History of the Flag—Frank Pointnik.
- Song, "America"—Thos. T. Davies, Dr. R. M. Leslie, H. G. Bennet and W. Coy.
- Altar service.
- Song, "Auld Lang Syne."
- Elks' Tribute to the Flag—Frank Fogarty.
- Quartet, "To the O' Country" (Eichberg)—Mrs. A. E. Barkemeyer, Mrs. J. P. Clarke, Dr. N. E. Layton and David G. Black.
- Patriotic address—Past Exalted ruler E. H. Cooney.
- Solo, "In Flanders' Field" (Mark Andrews)—Justine Black.
- Quartet, "Salute the Flag" (Smart-Parks)—Mrs. Barkemeyer, Mrs. Clarke, Dr. Layton and D. G. Black.
- Solo and quartet, "The Star Spangled Banner"—Mrs. J. W. Speer, soprano.

### AD CLUB HELPS GET PUBLICITY

Committee Reports Work on Advertising Celebration—Morrison Reads a Paper.

Progress in its work in helping to promote the things of general interest to Great Falls was made yesterday by the Ad club when it held its weekly meeting and luncheon at Hotel Rainbow. The publicity committee announced that it had just sent out its first circular letter to the press of the state concerning the plans of Great Falls for the celebration of the nation's birthday and a welcome home to the soldiers and sailors from Cascade county to be held here on July 4. The committee sent a letter to every weekly paper within a radius of 100 miles of Great Falls and to every daily paper in the state of Montana. It will send other literature on the same subject before the date of the celebration.

The committee also announced that it will handle publicity concerning the Eagles convention and other conventions in a similar manner. The intention of the entire membership of the Ad club is to become a real force in promoting the best interests in the city and surrounding country.

At the meeting yesterday there was a paper on advertising read by John C. Morrison, funeral director for the W. H. George company, and announcement was made that the paper next week will be by C. T. Gregg, Mr. Morrison's paper considered the question "Should a Funeral Director Advertise?" and he answered it affirmative, giving his reasons for holding to that view. He said in part:

"It is a known fact that the funeral director cannot use all of the forms of advertising that the average business man has at his command. This is due to the fact that his field is limited; while the business as a general advertising proposition may be said to be unlimited.

"The average merchant can go after trade and he can create a desire for people to patronize him through any kind of newspaper advertising. But not so with the funeral director. He is engaged in a specialty, the field of which, while ultimately applicable to all, is for the moment extremely narrow and limited. To make any kind of appeal to the public would lower the standard, alienate the good will of most people and lose the advantage of all sensible advertising which had been used before.

"Some people are afraid to patronize the funeral director who has a nice, luxurious place, because they labor under the false impressions that the man who has the largest business, especially from the better class, will charge them more than they can afford. Invariably these people pay the same price for inferior service that they would have paid had they gone to the best physician or funeral director in the locality. Any one who has had any dealings with the poorer class of people will recognize the truth of this statement. So the funeral director, who is prepared and equipped to give the people the best of service should let his townspeople know in the form of some method of advertising as to the kind of service he has to offer them.

"There are certain things that people demand at the time they need the services of a funeral director. Among these are, good service, courtesy, fairness, competency, kind consideration, reliability and economy. Now by anticipating these demands, meeting them and letting the public know about them, the funeral directors may inform the public through the form of some good, clean advertising, the details connected with his efficient service.

"You may delve down into the innermost recesses of any prosperous business concern and ferret out the different things that have placed that firm upon the solid foundation of success and you will find that the element that stands out most prominently is service. Especially is this so of the undertaking profession. One of the greatest, if not the greatest elements of service in our line of business is courtesy. We must admit that we cannot build up a business by giving poor value in any department, as we all know that good value and the best of service and personal attention brings back the former patrons and impresses the new acquaintances in such a way that should they be unfortunate enough to need the services of a funeral director, they invariably turn to the man who has the reputation of doing his work well and in a professional and business like manner and to the man who is equipped to give those bereaved relatives the best and most complete service that can be had in any locality.

"I maintain that a funeral director so equipped should place before those of the public who might not have heard of him these facts in the form of some good clean advertising. For instance: The W. H. George Co. of this city with whom I am affiliated, thru past experience and interviews with the leading funeral directors thruout the United States and Canada, and at considerable expense, have established in your city the most modern equipped establishment of its kind in the whole northwest and stands second to none, with one or two exceptions to any institution of its kind in the United States. We believe that an appreciative and cosmopolitan community ought to be informed of the kind of service that we have to offer them and of the different details connected with that service. For instance we have, in our employ, a licensed lady, hysterical or sick. She acts with the same caution and care as does a nurse, and we have found that her services are just as much appreciated. She goes to the homes where death has visited and looks after the wants of the family in the time of their bereavement.

"It may seem rather sentimental but it seems to me, the funeral director of today has a mission in the world beside from the monetary end of his business. The value of his or her services cannot be overestimated. He is an asset to any community, if he has incorporated into his business those principals that make him a man in whom confidence can be imposed. It is his ability to serve well that makes him a valuable man in the community and not his ability as a salesman or collector, yet these are essential elements in his business and he must have some method of advertising so as to let his townspeople know that he is in position and equipped to give that service.

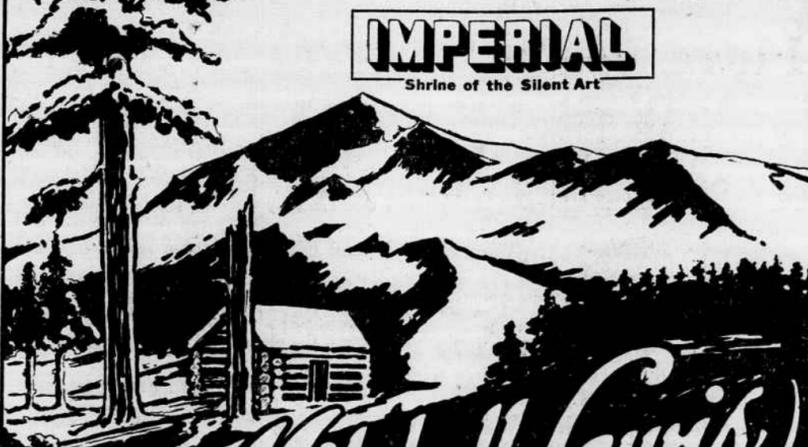
"When a funeral director is called into a home, it does not mean it is because he has caskets to sell but on account of his professional services being needed and it is his duty to educate and equip himself in such a way that when he makes a charge for his services, he can feel that he is giving full value for his fee.

"So we are of the opinion that there

### LAST SCREENINGS TODAY

You'll Have to Admit That This Is SOME Picture— Thousands Have Said So

**IMPERIAL**  
 Shrine of the Silent Art



**Mitchell Lewis**  
 in  
**JACQUES OF THE SILVER NORTH**  
 The Story of a Rugged Woodsman—  
**OF THE SILVER NORTH**

A BEAUTIFUL STORY—WONDERFULLY TOLD  
 FILMED AMID SILVER SNOWS

**BRUCE SCENIC** **HAROLD LLOYD**  
 An Out-of-Doors Marvel In a Funny Comedy

is no good reason why a funeral director with a beautiful and home-like establishment, with expert assistants, etc., should not let the public know he is in a position to provide the best service and real satisfaction with his work. Otherwise the well equipped funeral director has nothing to gain in going to the expense of furnishing his establishment and attempting to give the best of service."

**It Is All Gone Now.**  
 Samuel L. Kramer, Box 95, Sellersville, Pa., writes: "I had kidney trouble for two years and had a terrible backache. That is all gone now after Foley Kidney Pills and I feel well again." When the kidneys are overworked, weak or diseased, the waste matter remains in the system and causes pains in side or back, rheumatism, lumbago, stiff joints, sore muscles, backache, Foley Kidney Pills get results quickly and are tonic in their healing and soothing effect. Good for bladder trouble, too. Great Falls Drug Co.—Advs.

**SUES TO RECOVER ON NOTE**  
 A suit to recover on a note for \$225, allegedly given by the defendant September 29, 1918, to fall due on November 1 of the same year, was filed in district court yesterday against Edgar Kenney by George A. Clark & Son. The note was originally received by the Geyser Implement company, but has been transferred to the plaintiff, according to the complaint.

**FOTOS PAYS \$10 FINE**  
 A fine of \$10 was imposed on James Fotos, proprietor of the Greek Coffee house on the south side, yesterday in police court when he was found guilty of committing an assault on Anton Manigan. The complaining witness testified that Fotos wanted him to take

part in a game of chance when he went into the place and that the assault occurred when he refused. The restaurateur retaliated by declaring that Manigan bought a sandwich and refused to pay for it, but out of the conflict testimony it seemed apparent that Fotos had struck the witness and a fine was imposed, and paid.

**PALACE OF LAUGHS**  
 LET'S GO!!! **GEM** LET'S GO!!!  
**THEATER**

**Girls! Girls!! !!! GIRLS !!!**  
 That Big Musical Comedy SHOW FOR EVERYBODY

**THE TWELVE LIARS**  
 Twelve People

Final Episode  
**Lure of the Circus**  
 With EDDIE POLO

Bison Westerner  
**HONOR OF MEN**  
 Featuring NEAL HART

L-KO COMEDY  
**LET FIDO DO IT**

### TONIGHT IS THE NIGHT



ATTEND THE BIG  
**FLAG DAY DANCE**  
 TEMPLE AUDITORIUM.—DANCE UNDER AND AROUND OLD GLORY  
 MANAGEMENT

**KNIGHTS PLEASURE CLUB**  
 DANCE MUSIC

8 **Pierse's Entire Orchestra** 8  
 KINGS OF DANCE MUSIC 8

"Always a Guaranteed Crowd"